

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>
38	7	9/29/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: the Vice President's presence at an "ethnic" event. 1 pg.
38	7	9/19/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Rose Marie Monk to Strachan RE: Mrs. Edwin Gazsi's campaign role in Orange County, California. 1 pg.
38	7	9/28/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Malek to MacGregor RE: campaign progress in important Western states. 3 pgs.
38	7	10/2/1972	<input checked="" type="checkbox"/>	Campaign	Other Document	Records from a meeting of the Budget Committee. 2 pgs.
38	7	10/2/1972	<input type="checkbox"/>	Campaign	Financial Records	Budget comparisons from the Finance Committee to Re-elect the President. Handwritten notes added by unknown. 3 pgs.
38	7	10/2/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Haldeman to MacGregor RE: organizing a large "get out the vote" program. 1 pg.
38	7	10/2/1972	<input checked="" type="checkbox"/>	Campaign	Memo	Post election action memorandum generated by Haldeman laying out topics for a meeting with advertising agencies. 1 pg.
38	7	9/30/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Higby to Howard RE: campaign matters relating to various newspapers. 1 pg.
38	7	10/2/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Haldeman to Chapin RE: a possible campaign stop in Denver. 1 pg.

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38	7	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Kehrlri to Ziegler, Moore, Safire, Colson, Chapin, Ehrlichman, and Buchanan RE: presidential posture during the final weeks of the campaign. 2 pgs.
38	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Talking paper for a Get Out the Vote Telegram. 2 pgs.
38	7	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor RE: a National Bumper Strip Day. Handwritten note added by unknown. 1 pg.
38	7	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the weakness of recent campaign attacks. 2 pgs.
38	7	10/3/1972	<input type="checkbox"/>	Campaign	Letter	From McGovern to Peter H. Dominick requesting the latter's assistance in the final weeks of the presidential campaign. 1 pg.
38	7	10/4/1972	<input type="checkbox"/>	Campaign	Letter	From Dominick to McGovern RE: the former's campaign efforts during the election season. 1 pg.
38	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Talking paper for a political meeting relating to the Get Out the Vote Telegram, campaign finances, and other election topics. 2 pgs.
38	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes relating to campaign information from Dailey, Morgan, Joanou, and other prominent individuals. 1 pg.
38	7	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From Odle, through Magruder, to MacGregor RE: a weekly report. 1 pg.
38	7		<input checked="" type="checkbox"/>	Campaign	Report	Odle's weekly report on various election topics, including key issues and support from various voter groups. Chart indicating support for RN from various citizens groups attached. 5 pgs.

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38	7	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Ziegler RE: shaping perceptions of the election through newspaper columns. 1 pg.
38	7	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Strachan RE: the Committee for the Re-election of the President's policy of avoiding debate with Democratic candidates. 1 pg.
38	7	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Lewis Dale to MacGregor RE: problems with the distribution of campaign materials. Distribution charts attached. 3 pgs.
38	7	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to "Nixon Storefronts" RE: promotional campaign materials. 1 pg.
38	7	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Raymond Caldiero to Strachan RE: Caldiero's letter to "Newsweek." 1 pg.
38	7	9/27/1972	<input type="checkbox"/>	Campaign	Letter	From Kenneth Auchincloss of "Newsweek" to Caldiero responding to a previous letter from the latter. 1 pg.
38	7	10/9/1972	<input type="checkbox"/>	Campaign	Other Document	Information from a campaign budget meeting. Handwritten note added by unknown. 1 pg.
38	7	10/9/1972	<input type="checkbox"/>	Campaign	Financial Records	Campaign budget comparisons. 3 pgs.
38	7	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the main points of a planned McGovern speech on Vietnam. 1 pg.
38	7	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to members of the Budget Committee laying out tasks for its members. 2 pgs.

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38	7	10/6/1971	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow Up" RE: checking with Bull on October 11 on financing. Handwritten notes added by unknown. 1 pg.
38	7	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to MacGregor RE: RN's calls to Senate and House candidates. 1 pg.
38	7	10/12/1972	<input type="checkbox"/>	Campaign	Other Document	Talking paper generated by Haldeman RE: a political meeting and major campaign issues. 1 pg.
38	7	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the main points of a planned McGovern speech on Vietnam. 1 pg.
38	7	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Dent to Strachan RE: including the latter and Wallace Henley on a trip to Atlanta. 1 pg.
38	7	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Haldeman's approval for "Get out the Vote Telegrams." 1 pg.
38	7	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor RE: in-depth overview of plans for Get-Out-The-Vote. 6 pgs.
38	7	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to various Committee for the Re-election of the President state and county chairmen RE: county plans for "Get-Out-The-Vote." Detailed schedule and planned activities attached. 5 pgs.
38	7	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Dick Nellius to Rick Fore RE: the media plan for the Get-Out-The-Vote Kick-Off. 2 pgs.

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38	7	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a campaign ad on McGovern and Buchanan's plan to discredit the "Washington Post" for its reports on campaign smearing and sabotage. 2 pgs.
38	7	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: Ray Caldiero's memo on celebrity activity on an Election Night Program. 1 pg.
38	7	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Raymond Caldiero, through Magruder, to MacGregor RE: celebrity activity in RN's campaign. Handwritten note added by unknown. Celebrity event list attached. 4 pgs.
38	7	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor RE: an overview of Get-Out-the-Vote plans. Attachments include memos to state and county Committee chairmen, event calendars, and media plan memo from Dick Nellius to Rick Fore. Handwritten notes added by unknown. 23 pgs.
38	7	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Garment to Haldeman RE: attached information on campaign fundraising. 1 pg.
38	7	10/9/1972	<input type="checkbox"/>	Campaign	Letter	From Max M. Fisher to Garment RE: campaign contributions, particularly from former Democratic supporters. Handwritten note added by unknown. 2 pgs.
38	7	10/13/1972	<input type="checkbox"/>	Campaign	Other Document	Talking paper generated by Strachan RE: Buchanan's desire to attack the "Washington Post" because of its campaign reporting. Handwritten note added by unknown. 1 pg.

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38	7	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Haldeman RE: mock election results. Mock election results from various colleges and universities attached. 3 pgs.
38	7	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: a televised campaign ad in Massachusetts. Handwritten response from Magruder included. 1 pg.
38	7	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to members of the Budget Committee RE: assignments for various campaign officials present at a committee meeting. 1 pg.
38	7	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Fitzhugh Green to Hullin RE: attached information. Handwritten note involving MacGregor, Haldeman, and Colson added by unknown. 1 pg.
38	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Document from the Faculty for McGovern-Shriver division of the McGovern-Shriver Headquarters laying out plans for a National Teach-In supporting the Democratic candidates. 4 pgs.
38	7	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a discussion between Magruder and John Mitchell. 1 pg.

September 29, 1972

MEMORANDUM FOR: DWIGHT CHAPIN

FROM: L. HIGBY

SUBJECT: Vice Presidential
Ethnic Event

Art Sohmer called me indicating the Vice President asked that he call Bob and get a reading on the feasibility and desirability of the Vice President doing a huge ethnic event in late October involving all different ethnic groups in Michigan at Cobo Hall.

The Vice President is apparently interested in doing this but says it will require a lot of planning and the full-time use of someone at 1701 as a project officer.

He wanted to get Bob's reading on whether or not this would be a good idea.

You may want to get back to Art in Bob's name or mention the whole idea to some in your planning group or surrogate group.

Before you start wondering why he called me instead of you, you should be aware that the Vice President specifically instructed Art to call Haldeman and that's why the call came here.

I'm sure if you want to get back to him in Haldeman's name, that won't be any problem.

cc: H. R. Haldeman

LH:kb

California Committee
for the Re-election
of the President

1670 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 (213) 484-1330

L

+

AS
Thank you
September 19, 1972

H
FC
9/27

MEMORANDUM FOR GORDON STRACHAN

FROM ROSE MARIE MONK

Rose Marie

RE: Mrs. Edwin Gazsi

Roger van Dyken, who is the number one staff man for Region II, has talked with Mrs. Gazsi. She is presently working two days a week in the Orange County telephone bank.

She asked Roger what was the most important work in the campaign which he explained was precinct work. She has offered to walk her area or a nearby precinct, if that would be better.

Roger says Orange County will follow up.



Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

September 28, 1972

MEMORANDUM FOR:

CLARK MacGREGOR

FROM:

FRED MALEK *FMM*

SUBJECT:

Progress in Key Western States

As you know, during the last few days I have reviewed progress on the spot in California, Oregon, Washington, and Texas. This memo summarizes my observations from these visits and future actions planned.

CALIFORNIA

Enormous strides have been made here in the last month, particularly on the voter canvassing efforts. Almost 40% of the state has already been canvassed door-to-door (including 70% of the priority precincts) and 130,000 new supporters have been registered by this activity. By October 7th, the goal is to have canvassed all priority precincts and registered 200,000.

There are 168 storefronts operational, most of which support the canvass effort, and 450 paid canvassers are supplementing volunteer efforts. All 45 telephone centers with 480 phones are now operational in the top 18 counties, and 400,000 calls have been made to date. While recruiting volunteers to fully man these centers remains a problem, I am confident they will approach their goal of 2.5 million calls. We estimate that over 30,000 volunteers are now active in the California campaign.

After October 7th, they will continue with voter identification, contact undecideds and not at homes, and begin preparing for get-out-the-vote drives. We are working closely with them on mounting a massive get-out-the-vote drive utilizing over 100,000 volunteers and including calls to all registered Republicans and pro-Nixon non-Republicans.

There are numerous minor problems (e.g., Los Angeles County GOP resisting turning out non-Republicans), but they can be solved. Los Angeles County is lagging behind, but we are taking steps to strengthen this. The only major problem is recruitment of adequate volunteers, and we have assigned Don Brady of our national staff full time to this and are mounting several

programs that will help. All in all, I am quite pleased with California's performance, and we will definitely out-organize McGovern there. Special credit is due to Marvin Collins, David Packard, Bruce Nestande, and several regional Executive Directors.

OREGON

Oregon is hampered by a non-existent GOP organization, but a reasonably good campaign is being run there. Unfortunately, they have been unable to mount as strong a door-to-door canvass effort as planned, and telephones have been used to take up the slack.

Their goal was to canvass 350,000 households or 50% of all households in the state. They have now canvassed only about 100,000 (60% by telephone) and should reach 300,000 by election day. Nevertheless, this will be by far the largest scale canvass ever done by Republicans in Oregon and far more than McGovern will do.

The only actions I have taken here have been to require that more of their personnel be assigned to work full time on problem counties and to order a more comprehensive get-out-the-vote program than they envisioned. Dick Richards will follow through on this.

WASHINGTON

Everything looks fine in Washington (nice looking storefronts, competent staff, good volunteers, etc) until you get down to the actual numerical results. They simply haven't mounted a strong door-to-door effort and as a result, have canvassed less than 10% of the households.

They aren't capable of doing much in the time left on door-to-door canvassing. Thus, to catch up, we are placing added emphasis on their telephone banks and the hostess telephone program. In addition, I have required them to assign headquarters people to work problem counties full time, have authorized the payment of certain expenses for telephone volunteers, have required Richards to spend more time in Washington, and have assigned a national field representative full time to the state.

With the help of the above actions, I hope to have 300,000 homes or 35% of the state canvassed before election day. As in all states, we are planning a strong get-out-the-vote program.

TEXAS

Texas is currently dead last of the big ten states in both canvassing and telephone progress. However, they are mobilizing fast and should make up some of the lost ground. Briefly, due to extremely late start-ups they have canvassed less than 20,000 households to date and have made only 104,000 telephone contacts vs. a quota of 242,000.

I told the state leadership and assembled regional chairmen that they were last, and they are all responsive and enthusiastic about improving. I believe they can. Adequate storefronts are open in all 8 regions, and most telephone centers are now operational. The key ingredient now is attracting sufficient volunteers to get the job done, and we are particularly pushing this through the Business and Industry and Young Voter Divisions. I have also assigned 3 national field representatives exclusively to Texas to help Tom Reed develop and push the canvass and telephone efforts. I feel they will run a good campaign in the time available, but the late start will result in coverage of only 50 - 60% of key precincts.

An example of what can be done is Region 2 (Dallas-Fort Worth) which includes 20% of the state's population and which promises to be one of the best organized and most thoroughly canvassed areas in the country. The other big Region (including Houston), on the other hand, is lagging badly.

An additional problem in Texas concerns the Tower situation. Clements, O'Donnell, and other leaders feel that Tower is in weak position (based on his slim lead vs. the President's commanding lead) and will lose without more direct and positive Presidential endorsement. The problem last weekend was that the President's remarks about Tower were not released. Moreover, Tower was not on the President's plane (by his own choice) and Bensten was. These two factors have caused many people to believe Tower was snubbed and does not have the President's support. Therefore, the Texas leadership recommends (and I concur) that the President should make a real campaign stop in Texas where he warmly embraces Tower. The plans you conveyed to me this morning should solve this problem.

bcc: H. R. Haldeman ✓
Jerry H. Jones

BUDGET MEETING

10/2/72

*Info
to H
10/2*

1. Funds committed as of 10/2:

Network television	\$2,271,909
Voter bloc media	180,700
Local spot	555,886
	<hr/>
TOTAL:	\$3,008,495

2. Funds for week of 10/9:

Network television*	(301,700)* go
Local spot	220,886
Newspaper	11,000
	<hr/>
TOTAL;	\$231,886

3. Total to date:

Committed as of 10/2	\$3,008,495
Committed for 10/9	231,886 go
	<hr/>
TOTAL:	\$3,240,381
Finance Committee Media Budget	\$3,200,000
Less committed	3,240,381
	<hr/>
TOTAL REMAINING:	(\$40,381)

4. Projections:

Committed through 10/9	\$3,240,381	
Local from 10/16 extended at current rate	662,658	- no news
<i>Assess if needed</i> - Local from 10/16 at expanded rate	2,550,000	Radio - 2th
Additional voter bloc	72,300	only
Additional network	200,000	only spot
H. - Additional special newspaper	50,000	TV ch
		all 300,000
		v. the Gin
		2 ult in
		all primary
		1,300,000
		1,300,000

* Included in "committed"

AGENDA

BUDGET COMMITTEE MEETING, Monday, October 2, 3:00 p.m.

1. Advertising -- Dailey
2. Presidential and Vice Presidential travel -- Jones/Odle
3. Report on campaign materials -- Dailey/Jones
COB 9/29 - all backorders billed; all bumper stickers out.
4. Status of the "Nunn Plan" -- Nunn
Letters out 9/30 - Evans + Armistead
5. Targeting of funds to local races -- MacGregor
No \$ to RR going to any card - but some ready in September
6. Political Direct Mail costs -- Stans/Barrick
Stans - 200 need for local cards

- IRS Ruling re
EG on STL

EXPENSE CATEGORY	TOTAL BUDGET	ACTUAL EXPENDITURES THROUGH	UNEXPENDED BALANCE	OPERATING ACCOUNTS AND DEPARTMENTS
<u>Advertising</u> <u>DEMOCRATS FOR NIXON</u>	<u>5,268,000</u>	<u>1,423,139</u> <u>335,000</u>	<u>3,609,861</u>	<u>32000 PRINT + BROADCAST 727,700</u> <u>Accts. #33000-Billboards 23,750</u> <u>35000-Broadcast Product. 7,241</u> <u>36000-Print Production 231</u> <u>38000-Agency Fees 572,256</u> <u>Dept. 17-Advertising 103,336</u> <u>1,423,139</u>
<i>Income</i> <u>Campaign Materials</u>	<u>2,200,000</u>	<u>2,107,456</u>	<u>92,544</u>	<u>Accts. #60000-Campaign Materials 1,618,062</u> <u>60010-Printed Matter 489,394</u> <u>2,107,456</u>
<u>Candidate Support</u>	<u>1,347,000</u>	<u>792,547</u>	<u>554,453</u>	<u>Dept. 70-Pres. and 1st Family 138,927</u> <u>71-White House Staff 89,129</u> <u>72-Public Relations 339,711</u> <u>73-The Vice President 197,294</u> <u>Accts. #66000-Expenditures prior to dept. breakout 27,486</u> <u>Total 792,547</u>
<u>Convention</u>	<u>451,000</u>	<u>564,764</u>	<u>(113,764)</u>	<u>Acct. #69000-Convention 518,980</u> <u>Dept. 19-Convention 45,784</u> <u>564,764</u>
<i>Salaries</i> <u>P/R - Media</u>	<u>677,000</u>	<u>536,863</u>	<u>140,137</u>	<u>Acct. #60050-P/R Publications 274,612</u> <u>Dept. 16-Public Relations 262,251</u> <u>536,863</u>
<u>Polling</u>	<u>590,000</u>	<u>455,401</u>	<u>134,599</u>	<u>Acct. #67100-Polling & Research 455,401</u> <u>Dept. 15-Included in Marik's Research & Planning Chgs. -</u> <u>455,401</u>
<u>Research, Planning, Direct Mail, Telephone Operations</u> <u>DEMOCRATS FOR NIXON</u>	<u>4,785,000</u>	<u>2,899,932</u> <u>51,000</u>	<u>1,834,068</u>	<u>Acct. #34000-Telephone 488,790</u> <u>60070-Pol. Direct Mail 2,005,134</u> <u>Dept. 15-Polling & Research 406,008</u> <u>2,899,932</u>

Ⓐ DOES NOT INCLUDE \$605,000.- FOR TELEPHONE SERVICE DEPOSITS

- Annally over us 825,000.
- Annally to pay authorized bills for prepmt.

10-2-72

<u>EXPENSE CATEGORY</u>	<u>TOTAL BUDGET</u>	<u>ACTUAL EXPENDITURES THROUGH</u>	<u>UNEXPENDED BALANCE</u>	<u>OPERATING ACCOUNTS AND DEPARTMENTS</u>
Citizens Activity	<u>2,154,000</u>	<u>1,636,811</u>	<u>517,189</u>	Dept. 30-Agriculture <u>86,694</u> 31-Black <u>64,414</u> 32-Business & Industry <u>172,964</u> 33-Elderly <u>100,879</u> 34-Ethnic <u>48,675</u> 35-Jewish <u>63,027</u> 36-Spanish <u>56,388</u> 37-Women <u>147,562</u> 38-Youth <u>497,873</u> 39-Transient <u>40,475</u> 40-Labor <u>47,936</u> 41-Veterans <u>62,076</u> 42-Lawyers <u>24,393</u> 43-Physicians <u>20,758</u> 44-Citizens <u>187,301</u> 43-Educators <u>11,396</u> <u>1,636,811</u>
Scheduling	<u>260,000</u>			
Tour Office	<u>974,000</u>	<u>1,234,000</u>	<u>348,628</u>	Acct. 66500-Spkmen Res. Support <u>89,055</u> Dept. 13-Spokesmen <u>259,573</u> <u>348,628</u>
Executive	<u>93,000</u>	<u>77,304</u>	<u>15,696</u>	Dept. 10-Executive <u>77,304</u>
Administration	<u>594,000</u>	<u>467,139</u>	<u>126,861</u>	Dept. 12-Administration <u>467,139</u>
Office Administration	<u>1,068,520</u>	<u>1,093,355</u>	<u>24,835</u>	Accts. #51000-Postage <u>128,054</u> 52000-Office Supplies <u>224,326</u> 52100-Telephone <u>301,777</u> 53000-Insurance Taxes <u>26,196</u> 54000-Rent-Non Fin. Dept. <u>168,600</u> 55000-Leasehold Improvements <u>28,241</u> 56000-Furn. Equip. Rented <u>179,760</u> 57000-Furn. Equip. Purchased <u>34,341</u> <u>1,093,355</u>
Funds Spent prior to 4/7	<u>3,110,000</u>	<u>3,110,000</u>	<u>-</u>	

FM will hold

- Camp Palestine FM-100,000
- No sale of Posters

Some, General ↓ 100,000 covered

- 450 people pay + volunter costs
- Costs escalated monthly Telephones

<u>EXPENSE CATEGORY</u>	<u>TOTAL BUDGET</u>	<u>ACTUAL EXPENDITURES THROUGH</u>	<u>UNEXPENDED BALANCE</u>	<u>OPERATING ACCOUNTS AND DEPARTMENTS</u>
<u>Finance Committee</u>	<u>865,000</u>	<u>525,024</u>	<u>339,976</u>	Acct#:#70100-75000 <u>525,024</u>
<u>Political</u>	<u>781,000</u>	<u>689,405</u>	<u>91,595</u>	Dept.14-Political <u>572,976</u> 18-Field Operations <u>68,257</u> 20-Ballot Security <u>48,172</u> <u>689,405</u>
<u>State Support</u>	<u>10,777,500</u>	<u>7,026,413</u>	<u>3,751,087</u>	Transfers of Funds - NET <u>2,408,916</u> Major Gifts <u>3,495,421</u> Over \$100 money retained in UNDER states <u>1,122,076</u> <u>7,026,413</u>
UNAllocated Account PAYABLE TO R.N.C. Sept. BILLING		95,500	<95,500>	
RNC - Unallocated PREPAYMENT	<180,000>	<113,853>	<66,147>	
TOTAL	<u>35,915,020</u>	<u>24,121,828</u>	<u>11,793,192</u>	

- RNC charging
- Comp Exp to 1201
- No control.
- Conversion film - 40,000 for 1000 bins -

ⓑ # 113,853 CHARGED TO WHITE HOUSE SUPPORT
(PAGE 1 OF THIS REPORT)

Ⓒ Does not reflect Budget changes directed by FRANK HERRINGER's memo of 9-22-72 due to need for additional information.

10/1 - need to raise 10,500 to meet quota
- all working on 600 - Ohio + Ind - short
800,000 - over 40,000 budget
800,000 - cost of adlet raising of money, or budget 46,600
McG outpendency on ads 2 to 1
Stans - Corps not in Dec/TRW + op
to do for - down to 15,000 to 1-1,500

October 2, 1972

MEMORANDUM FOR: CLARK MacGREGOR

FROM: H. R. HALDEMAN

We should have an enormous "get out the vote" effort in the southern states and all of our sure states so as to go for the maximum national margin. This should not be directed towards Republicans, of course. Perhaps radio advertising would be the best route to take on this in the last week or so in all solid, heavy-Nixon states.

HRH:kb

cc: Jeb Magruder
Fred Malek ✓

(2)

POST ELECTION ACTION MEMORANDUM

We should get the advertising agencies in and talk to them about their failure to support SATURDAY EVENING POST and similar publications for being given a bad deal by the liberal media buyers on a planned basis.

HRH
October 2, 1972

HRH:kb

September 30, 1972

ADMINISTRATIVELY CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: DICK HOWARD

FROM: L. HIGBY

Several things we should get going:

1. Letters to the STAR on the Doyle column night before last. It was really bad.
2. Letters to the NEW YORK TIMES for their myopic view in endorsing George McGovern.
3. Also, we need to set up a program so that anytime a paper endorses us that letters from the reach in the paper circulated in are forwarded to the editor complimenting him on his excellent decision, etc.

LH:kb

22

October 2, 1972

MEMORANDUM FOR :

DWIGHT CHAPIN

FROM :

H. R. HALDEMAN

We should still look for the possibility of a Denver campaign stop doing it just as a regional meeting for the Mountain States, or Mountain and Southwest, in the same basis as we do Atlanta as a regional meeting for the South.

HRH: m

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 2, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: ZIEGLER, MOORE, SAFIRE, COLSON,
CHAPIN, EHRLICHMAN, BUCHANAN

FROM: BRUCE KEHRLI *BAK*

SUBJECT: Presidential Posture During
Next Six Weeks

The following are some comments and suggestions on the President's posture during the next six weeks. Your comments and recommendations have been requested by noon on Wednesday, October 4.

"The only thing McGovern has going for him is when he puts on his ministerial robes. When he talks defense, budgets, economics, etc., he unravels. But when he puts on his ministerial robes, and jumps on us about Watergate or the wheat deal, when he talks honesty, integrity, etc., he registers.

"There is a 'vague feeling' that the President would help himself if he would put on his 'ministerial robes' and give an 'uplifting' kind of speech -- not about taxes or the budget or Vietnam, but 'I think that a President, when he gets things flopping around under him like the Watergate, has to let people know that he personally is for honesty, integrity, etc. That kind of uplift speech would be a good thing.'

"It's not at all a necessity that the speech should directly address Watergate, etc. (though it would have been better to have jumped in immediately, and declared, in effect, that that's the sort of thing 'up with which I will not put,' to borrow Churchill's famous phrase -- anyone who runs a big organization is going to have things like that happen, but the important thing, when they do, is to get on the side of the angels, quick).

"This might be handled not in a speech but rather in a press conference, with the TV cameras.

"In general, the only thing the campaign needs now is 'a little spiritual uplift' -- something that shows a real concern for people, for the future, for integrity -- something that goes beyond the programmatic and gets to ideals, to principles, and again, to deep concern."

#####

TALKING PAPER for POLITICAL MEETING

RE: Get Out the Vote Telegram

Telegrams

1) The Get Out the Vote Telegrams which are being mailed to Republicans and favorable Democrats in key states after October 15 are currently designed to carry Calrk MacGregor's signature. Buchanan, Chotiner, and John Andrews of Ohio urge use of the President's signature. Should they be signed by the President or Clark MacGregor?

McGovern-Vietnam

2) McGovern's speech on Vietnam is scheduled for October 4. Yet, the TV Network and local advertising will be using the DFN "Welfare" spots. What is the plan for putting McGovern on the defensive on Vietnam next week? Chapin suggests placing the DFN "Credibility-Turnaround" commercial near McGovern's speech and then using the spot ~~harbety~~ local media market McGovern goes to.

Pep Talk

3) Many on the White House Staff should be given a pep talk to obtain maximum performance for the next 33 days. Many have not seen the CRP positive commercials or the DFW attack commercials. Should there be a pep talk given after showing the commercials in the EOB Briefing Room?

Campaign Finances

4) If the campaign's financial situation still such that only 3,200 instead of 11,200 will be spent on advertising?

GS:car
10/5/72

To Malek H

October 2, 1972

MEMORANDUM FOR: THE HONORABLE CLARK MACGREGOR
FROM: FRED MALEK
SUBJECT: National Bumper Strip Day

As has been discussed in the past, we are now planning a National Bumper Strip Day. It is scheduled for October 21st. The day will focus on the distribution and the pasting on of bumper strips at shopping centers and other public gathering points across the country. The Youth Division will supply a major part of the impetus of this effort. I will keep you informed as other plans develop and am optimistic that a significant number of bumper strips can be utilized on October 21st.

bcc: H. R. Haldeman

TV 22

This is absurd, and inexplicable and beyond belief!

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By CP NARS, Date 4-12-82

October 5, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY
SUBJECT: Attack

There has been a definite change in our attack pattern over the past week, something that may be calculated but something I would suggest you want to reconsider. Namely, we are no longer on the attack. McGovern has done, at least during most of this week, exactly what earlier memos from the President warned you shouldn't take place. Namely, he shifted the ground from his issues to our issues. He's turned the battle so that the Vice President and Romney and other surrogates have spent the week answering McGovern's charges rather than attacking him.

For example, in today's News Summary, though the Vice President makes a strong attack, hitting McGovern for gutter politics, he fails to point out those specific proven issues that all our polling indicates McGovern is terribly weak on.

Yesterday, the Vice President spent his time answering McGovern's charges on crime and on permissiveness. But McGovern had already charged us with permissiveness when we should be charging him and pointing to the holes in his program, or nonexistent programs to take care of crime problems.

I may be wrong, but I understood that this week was supposed to be our week of hitting McGovern for his defense policies, but very little, if anything about his defense policies has made the news during the last four days.

RECOMMENEATION:

I think you need to talk to Colson and Buchanan and get them back on the attack. Get the Vice President talking about McGovern's policies on Amnesty, abortion, defense, the thousand dollars, and marijuana. Apparently the networks have made the basic decision that they are going to give us equal or at least somewhat equal time every night. Let's use it to blast McGovern and get him answering us again, rather than the present posture that now exists.

LHkb

1
McGovern 1972
Shriver

1910 K Street, N.W., Washington, D.C., 20006 • (202) 333-4900 ✓

October 3, 1972

Dear Peter:

I know of the help you have already given me in this crucial effort, but I am writing this note to ask for your additional cooperation in the closing weeks of the campaign.

If you can give any time for speaking engagements in your State or elsewhere around the country, Sarge Shriver and I will greatly appreciate it. Please have your staff contact Stanley Greigg, Deputy to National Campaign Chairman Lawrence F. O'Brien at 1910 K Street, N. W., 872-1479.

With best personal regards, I am

Sincerely yours,

George McGovern

George McGovern

Honorable Peter H. Dominick
248 Old Senate Office Building
Washington, D. C.

United States Senate

WASHINGTON, D.C. 20510

October 4, 1972

Honorable George McGovern
McGovern-Shriver '72 Headquarters
1910 K Street, N.W.
Washington, D.C. 20006

Dear George:

I certainly appreciate your letter of October 3 thanking me for the help I've given and asking that I give additional time for speaking around the country.

As Chairman of the Senate Republican Campaign Committee, I am happy to tell you that I have been in New Mexico, Wyoming, Illinois, Michigan, Oklahoma, Texas, California, Colorado, Virginia, Florida and other states in the past six weeks, and every time I mention your candidacy, it brings quite a reaction. - somewhat like the Philadelphia Eagle fans greeting their team after the third consecutive fumble.

It is nice to know that you have me in mind, and although I was not able to respond with financial support to the three letters I've had from Ted Kennedy on your behalf, it is reassuring to know that your staff still does its customary fine investigative work.

Be assured that I'm trying my best to be 1000% behind you.

Best personal regards.

Sincerely,

Peter H. Dominick
United States Senator

PHD:nh

TALKING PAPER for POLITICAL MEETING

RE: Get Out the Vote Telegram, McGovern-Vietnam, Pep-Talk and Campaign Finances

Telegrams

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Campaign Finances

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10/5/72

CM met w/ MC - if note
will you handle this.
some probs re scheduling

Dailey - not on CBS

Morgan - caught for tape on CBS.

C - 10/9 - Me G spe - a DFN VA
ad?

- Suggests running CRP-VA ad
so people think people
CWC agrees - Tues before.

Joanou - ① Radio spe this wknd? - who
now G up to buy time

② Conn taping in Cal - either
1/2 hr or 5 mins - needs
notice for better quality buy.

③ furnish Handbill situation - Max Fisher.

Committee for the Re-election of the President

MEMORANDUM

September 29, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER

FROM: ROBERT C. ODLE, JR.

Attached is our weekly report.

bcc: Mr. H. R. Haldeman ✓

CONFIDENTIAL

CONFIDENTIAL

AGRICULTURE

With McGovern moving his campaign out of the Midwest, the controversy over the grain sale to Russia subsided somewhat. I doubt that his attacks changed very many farm votes, but they undoubtedly changed some. Fortunately, McGovern cannot take away the dollars that the sale placed in the pockets of farmers; nor can he take credit for providing them those dollars. We can, and are, doing so.

We are now organized in 44 states. We are getting a lot of campaign activity out of the state and county organizations and could get a lot more if campaign materials weren't so scarce.

BLACKS

Black Vote Division reception was held for United Mortgage Bankers/Minority Contractors Association during their Washington meeting to gain endorsements for the re-election of the President. Promotional material was distributed.

We addressed key Pennsylvania Black campaign leadership in Philadelphia. Additional storefronts committed as a result of visit.

Mass mailings of promotional materials continued with key state/cities receiving priority.

The National Federation of Republican Women in Boston were addressed on a voter bloc panel for the Executive Committee and Board of Directors.

Public endorsements received from Archie Moore (former light heavyweight champion) and Johnny Ford (mayor-elect of Tuskegee, Ala. and a Democrat).

CITIZENS

We discussed plans for providing California with volunteers through the Citizens program with Lyn Nofziger and Joel Fisher and outlined plans for a telephone blitz to be held this week to attempt to obtain a great number of volunteers.

A meeting was held with approximately 60 people representing citizens state chairmen and California campaign leadership for the purpose of discussing the various citizen groups. All chairmen were urged to put forth special efforts to accomplish this and the telephone blitz was also outlined. Similar meetings were held in Phoenix and Las Vegas.

We are forming a committee of Editors and Publishers for the President. This committee will be available to Van Shumway for the purpose of disseminating information to nearly 7500 small daily and weekly newspapers throughout the United States.

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LAWYERS

Volunteers: The primary activity of the Lawyers Committees during the month of September has been to develop volunteers through our telephone campaign and to refer those volunteers directly to the storefront and telephone operations within their states. This effort, in the target states particularly, has been supervised and will yield a significant number of volunteers and has developed significant involvement within the legal community.

Volunteers - Law Students: We now have law student committees for the President on 46 law school campuses. The primary activity of these committees is to develop within 7 days a petition which identifies volunteers and to forward a copy of that petition directly to the Committee to Re-elect in the area in which the law school is situated.

Local Spokesman Program: We have forwarded to each of our state committees materials including sample speeches and fact sheets on important issues. Thereafter, we have identified for our state chairmen the issues which should be emphasized in connection with the Local Spokesman Program.

Media Activity: The National Advisory Committee, consisting of more than 40 members in some 25 states, will be announced nationally and in each local media market during the coming week. A similar series of press releases is contemplated thereafter for the Young Lawyers National Advisory Committee.

Special Finance Project: The Finance Committee requested that the Lawyers Committee develop liaison with its Industry-by-Industry Special Gifts Program. Mr. David Smith has been asked to serve as the Coordinator of the Lawyers Special Gifts Program under the direction of the Industry-by-Industry Special Gifts Chairman, Buckley Byers. We have provided Mr. Smith with the names of our Lawyers Committee Chairmen and an evaluation of those individuals involved. Mr. Smith has energetically pursued this project during the past week, having contacted representatives within 40 states.

PLANNING AND STRATEGY

Telephone Centers - As of Friday, September 22, 154 telephone centers were reporting out of 257 budgeted. These centers had contacted a cumulative total of 1,007,743 registered voters at a weekly rate in excess of 500,000. While we are calling predominantly non-Republicans (especially in those states where we know party registration), the statewide percentages of voters favorable to the President range from a low of 37% (California - with party registration) to 73% (Texas - no party registration). In terms of the level of activity, we have excellent programs in Maryland and California. Throughout the country, however, our volunteer recruitment efforts have been less successful than anticipated. We are seriously behind in New Jersey, Ohio, Pennsylvania and Connecticut. We are sending teams of volunteer recruiters and trainers from Washington into as many of the critical areas as possible in the next few weeks.

CONFIDENTIAL

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PLANNING AND STRATEGY

Polls - National: For the first time since he won the Democratic presidential nomination, Sen. George McGovern has received a glimmer of encouragement from the public opinion polls. The Harris Survey recording a minor shift in favor of McGovern, reported on Sept. 25 that he now trails the President by 28 points, 59-31. The last Harris poll had put Mr. Nixon 35 points ahead.

Adding to the latest flurry of interest in the public opinion readings was still another poll which depicted McGovern trailing by the largest margin of the year. The poll conducted for Time magazine and the New York Times by Daniel Yankelovich reported that Mr. Nixon early this month held a 39 point lead.

The difference in the results of the polls may be in part due to the different time periods in which they were conducted. The Harris Survey was conducted during the week of Sept. 18 and the Yankelovich survey was completed during the week of Sept. 11.

The most dramatic finding was of a Nixon lead among Democrats. The survey showed that Democrats for Nixon now total 43 per cent compared with 40 per cent who said they will remain loyal to their party's nominee. Seventy per cent of the Democrats said they were sure to cross party lines to vote for Mr. Nixon.

Among non-college youths aged 18 to 24, the Nixon lead has risen from 10 to 15 points -- 49 to 34 per cent. McGovern continues to lead among college students, 53 to 40. However, since the non-college group is twice as large as the college group, Mr. Nixon now appears to hold a narrow lead among all young voters.

SPANISH SPEAKING

Puerto Rican Nixon organization set up in New Jersey.

Buses as mobile campaign storefronts have caught on in Connecticut, New Jersey and California. Working with these states to acquire buses.

Texas field organization organized successful airport rally for the President in San Antonio, produced 8,000 people.

Disseminated "Spanish Speaking Petition to the President" project to 25,000 contacts in all states.

Developed briefing material for speeches in Puerto Rican areas and paper regarding lettuce boycott issue.

Spanish language TV spots and radio commercials went on the air in California starting September 25.

Announcements of Spanish speaking State Chairmen were made.

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

SPECIAL BALLOTS

Don Rumsfeld's campaign tour of Europe was highly successful and was well covered by both the English language and foreign language media. Mr. Rumsfeld visited five countries in three days.

The field staff is in the process of conducting field evaluations of the Special Ballot organization in all first and second priority states. These field evaluations will continue on a regular basis for the duration of the campaign.

The military voter program at 168 target installations is expected to spur servicemen to register and obtain an absentee ballot.

Our advertising in the International Herald Tribune has generated a tremendous response. The ten Re-election Committees in Europe are receiving up to 100 letters a day requesting information on absentee voting procedures and evidencing support for the President. During the past week, the Paris headquarters committee has sent a direct mail piece to each of the 12,000 favorable households identified to date in the canvasses urging a vote for the President.

VETERANS

Don Johnson, VA Administrator, appeared at a Veterans rally in Springfield, Illinois, and an Older Americans forum in Chicago.

The Veterans Committee made arrangements for one table of Congressional Medal of Honor winners to attend a fund-raising dinner in Los Angeles, California, and they were spotlighted during a monologue by Red Skeleton.

Ray Gallagher, veteran and Democrat for Nixon, made two appearances in Nebraska at veteran rallies and received statewide TV and radio coverage.

John Todd appeared on the Barry Farber Show in New York City on Thursday evening, September 28th.

Veteran fieldmen conducted training sessions and coordinated key veterans with storefront directors in New York, Illinois, Missouri, California, Washington, Pennsylvania, Maryland and Iowa.

CONFIDENTIAL

CITIZENS GROUPS

	<u>NAT'L COMMITTEE</u>		<u>STATE CHAIRMEN</u>		<u>VICE CHAIRMEN</u>
	<u>APPOINTED-CLEARED</u>	<u>APPOINTED-CLEARED</u>	<u>APPOINTED-CLEARED</u>	<u>APPOINTED-CLEARED</u>	
MOTORCYCLISTS	16*	14	46	45	60
OPTOMETRISTS	13*	13*	50*	50*	165
PHARMACISTS	12*	12*	49	49	120
LIFE UNDERWRITERS	13*	13*	50*	49	155
SECURITIES	13*	12	45	39	35
VETERINARIANS	13*	13*	48	48	135
SAVINGS & LOAN	15*	14	32	31	80
HIGH PERFORMANCE	13*	13*	42	38	105
COMMERCIAL BANK	12*	7	35	27	5
CONSTRUCTION	13*	13*	45	43	93
AVIATION **	20*	n/a	n/a	n/a	n/a
MUTUAL SAVINGS	<u>1*</u>	<u>1*</u>	<u>5*</u>	<u>5*</u>	<u>15</u>
	154	125	447	424	918

* completed

** No state chairmen to be selected

October 9, 1972

EYES ONLY

MEMORANDUM FOR: RON ZIEGLER

FROM: L. HIGBY

Please talk to Ehrlichman and Safire and arrange for them to see some columnists that will result in the production of some columns for us analyzing what the election means.

We should make the point that this is a test of the eastern media, the intellectual elite, such as the NEW YORK TIMES, the WASHINGTON POST, and the academic community. This election is a test of their values and philosophy versus those of President Nixon on the issues.

The point is to make this a mandate on the issues not just the man. We need to pick up the wrong predictions of the media and also build off that in these columns.

This is not something you should be doing directly, but rather should arrange for Ehrlichman and Safire to do.

If you don't think it is appropriate or if it can't be done this way, let me know so I can figure out another route.

EYES ONLY

LH:kb:LH:kb

**Committee
for the Re-election
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 633-0920

October 2, 1972

MEMORANDUM FOR:

~~GORDON STRACHAN~~ H

FROM:

FRED MALEK FM

SUBJECT:

Tom Houser Debate with Shriver

It is our policy that local CREP officials are not to engage in debate with Democratic candidates. Tom Houser was badly out of line in so doing and obviously got himself clobbered in the process. I have discussed this with Tom, and he now recognizes the mistake. This policy will be re-emphasized to our State Chairmen and to the Regional Directors.

cc: Clark MacGregor
Jeb Magruder

Committee for the Re-election of the President

L

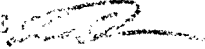
MEMORANDUM

October 9, 1972

MEMORANDUM FOR:

CLARK MACCREGOR

FROM:

LEWIS DALE 

SUBJECT:

Promotional Materials

Because of reported difficulties in distribution of promotional materials at the local level, the distribution centers will be shipping materials directly to approximately 648 Storefront locations in fifteen states this week. Attachments (1) and (2) show the breakdown of states, number of storefronts and materials to be distributed.

These states were selected because their difficulties with local distribution have been most apparent and because much of the criticism has originated with them. In addition they provide about half of our reported storefronts. Accompanying each shipment will be a brief memo from you. Attachment (3)

The materials will not be charged against state budget allocations. The other 35 states will receive shipments of materials, but their distribution locally will continue to be made by state materials chairmen.

A materials audit of about 100 storefronts, selected at random in every state, will be made from this headquarters by phone. In addition, Ken Rietz has agreed to have some of his Young Voters check storefronts to see where we need to ship additional materials. This audit will be completed by Friday.

The Young Voters have moved their "Bumper Brand" Day from October 21 to October 14. We have set aside 500,000 bumper strips for this effort, which will concentrate on sixteen states.

STATES SELECTED
FOR DISTRIBUTION OF MATERIALS
DIRECTLY TO STOREFRONTS

<u>State</u>	<u># of Storefronts</u>
Connecticut	41
Florida	20
Illinois	95
Kentucky	32
Maryland	28
Massachusetts	51
Michigan	19
Minnesota	36
Missouri	9
New Jersey	24
North Carolina	8
Ohio	150
Pennsylvania	70
Texas	22
Virginia	<u>43</u>
	648

MATERIALS ALLOCATION
FOR STOREFRONTS

<u>Number</u>	<u>Description</u>	<u>Amount</u>
1C	Slogan Button	2,000
1F	Nixon Now Button	1,000
2A	Bumper Strip	300
2B	Bumper Strip	800
2C	Bumper Strip	300
2D	Color Poster	15
2E	Large Nixon Poster	2
2F	Large Banner	2
2G	Nixon Poster	30
2I	Window Poster	80
3C	Crime Brochure	300
3D	Drugs Brochure	300
3E	Economy Brochure	300
3F	Education Brochure	300
3G	Environment Brochure	300
3H	Foreign Policy Brochure	300
3I	Vietnam Brochure	300
3J	Health Care Brochure	300
3P	Matchbooks	800
3R	Pencils	20
4A	Skimmers	20
4E	Balloons	200
4F	Balloons	150
4H	Rally Sign	10
6A	"N" Lapel Pin	30
7F	Plastic Bags	70
7G	Litterbags	100
9A	Bumper Strip	1,000
9B	Button	1,500

DRAFT

Committee for the Re-election of the President

MEMORANDUM

October 10, 1972

MEMORANDUM FOR: NIXON STOREFRONTS
FROM: CLARK MACGREGOR
SUBJECT: Promotional Materials

The promotional materials you are now receiving are being shipped direct to you for your use in canvassing and in appreciation of your excellent efforts in behalf of the President. This shipment has not been charged to your state's materials budget. Please use these items in the best possible way.

Committee
for the Re-election
of the President

L

FOR: MR. Gordon Strachan

Take necessary action	<input type="checkbox"/>
Approval or signature	<input type="checkbox"/>
Comment	<input type="checkbox"/>
Prepare reply	<input type="checkbox"/>
Discuss with me	<input type="checkbox"/>
For your information	<input checked="" type="checkbox"/>
See remarks below	<input checked="" type="checkbox"/>

FROM: Raymond Calderone DATE: October 2, 1972

REMARKS:

Have been advised newspaper
will be running parts of
my letter in October 7th issue.

pl.
One small score

Newsweek

444 MADISON AVENUE • NEW YORK, N.Y. 10022 • (212) 350-2000

September 27, 1972

Mr. Raymond Caldiero
Celebrities for the President
1701 Pennsylvania Avenue, N.W.
Washington, D.C. 20006

Dear Mr. Caldiero:

Well, yes, you're right on some counts. Perhaps Shirley MacLaine is less credible than James Stewart, less charismatic than John Wayne, less entertaining than Bob Hope, older than Pam Powell (though that point verged on bitchiness, I thought). But what seemed fascinating to us about her was neither her show-biz qualities nor her particular political views but the unusual phenomenon of a movie actress temporarily abandoning her entertainment career entirely and devoting herself full-time to politics. In that respect, at least, I think MacLaine outweighs the other people you mentioned, and that's why we put her on the cover. (Do you honestly believe that we thought a cover story on her would "revive the faltering McGovern candidacy?")

I'm sorry that you feel we gave the Nixon celebrities short shrift-- I don't think we did, but that's a matter of judgment. (Your picture count, incidentally, was a little unfair: exclusive of the cover and the boxed story on a day with MacLaine, we showed seven McGovern celebs and five Nixon ones. And in the issue of September 11--page 21--the celebrity score was Nixon 4, McGovern 0.) I don't know, in light of the tone of your letter, whether you'd be willing to accept my thanks for anything. But if so, I do want you to know that we're extremely grateful for the very generous help you and the Nixon celebrities gave us on this story. They offered us a lot of time and good material, and all with great good humor. God knows not every bit of it was used--it never is in any story--but I'm satisfied that the best parts were included. And I cannot believe that any of our readers finished the article without a very strong impression that celebrities have turned out in extraordinary numbers for President Nixon this year.

Sincerely yours,



Kenneth Auchincloss
Senior Editor
National Affairs

KA:lj

BUDGET MEETING

10/9/72

1. Funds committed as of 10/9:

Network television	\$2,271,909
Voter bloc media	180,700
Local spot	776,772
Radio (network speech)	30,000
TOTAL:	<u>\$3,259,451</u>

2. Funds for week of 10/16

Network television*	(303,791)*
Local spot	220,886
Newspaper	33,000
Voter bloc	72,300
TOTAL:	<u>\$326,186</u>

3. Total to date:

Committed as of 10/9	\$3,259,481
Committed for 10/16	<u>326,186</u>
TOTAL:	\$3,585,667

Finance Committee Media Budget	3,500,000
Less committed	<u>3,585,667</u>

TOTAL REMAINING: (85,667)

4. Projections:

Committed through 10/16	\$3,555,667
Local from 10/23 extended at current rate	441,772
Local from 10/23 at expanded rate	2,000,000
Additional network	200,000
Additional special newspaper	135,000
Additional network radio	75,000
Additional misc.	100,000

*H/KAC
cm. end
of wk, program
to end.*

*700 → 1,000 over budget
of 6,200 w/ no 2,000
local at expanded.*

* Included in "committed"

*10/9
OK per Steans
Will try to change
"Fin" Comm*

*Steans Budget 43,200
So must raise 12,100.
cm/steans \$5 under 43,000
cm - 41-42,000*

*Cover 25,000 up
control, needed to
Elec night + Pte visit*

10/9

EXPENSE CATEGORY	TOTAL BUDGET	ACTUAL EXPENDITURES THROUGH	UNEXPENDED BALANCE	OPERATING ACCOUNTS AND DEPARTMENTS
Advertising	5,368,000	2,367,556	3,000,444	32000 PRINT + BROADCAST 1,662,700 Accts. #33000-Billboards 11,791 35000-Broadcast Product. 7,241 36000-Print Production 231 38000-Agency Fees 582,256 Dept.17-Advertising. 103,337 2,367,556
Campaign Materials	2,300,000	2,328,966	128,966	Accts. #60000-Campaign Materials 1,692,629 60010-Printed Matter 636,337 2,328,966
Candidate Support	347,200	1,050,463	296,537	Dept.70-Pres. and 1st Family 227,616 71-White House Staff. 100,757 72-Public Relations 357,078 73-The Vice President 337,521 Accts. #66000-Expenditures prior to dept. breakout 27,486 Total 1,050,463
Convention	451,000	564,626	113,626	Acct. #69000-Convention 518,812 Dept.19-Convention 45,784 564,626
P/R - Media	677,000	571,960	105,040	Acct. #60050-P/R Publications 298,758 Dept.16-Public Relations 273,202 571,960
Polling	590,000	455,401	134,599	Acct. #67100-Polling & Research 455,401 Dept.15-Included in Marik's Research & Planning Chgs. - 455,401
Research, Planning, Direct Mail, Telephone Operations	4,785,000	3,253,801	1,480,199	Acct. #34000-Telephone 582,964 60070-Pol. Direct Mail 2,253,556 Dept.15-Planning & Research 417,281 3,253,801
DEMOCRATS FOR NIXON		56,000		

100 transferred from voter flow

Used report to film A/FM

M-cut all WH messages

minutes of 2,300,000
Cal of 2,300,000
NY - pay for air
15 key to receive
quotes of materials by
Air Freight

1/2 of UP plan except to be paid fully

All 50,000 in trip 25,000 - pmt.

65000 at 90% credited

(A) DOES NOT INCLUDE \$600,000 FOR TELEPHONE SERVICE DEPOSITS

<u>EXPENSE CATEGORY</u>	<u>TOTAL BUDGET</u>	<u>ACTUAL EXPENDITURES THROUGH</u>	<u>UNEXPENDED BALANCE</u>	<u>OPERATING ACCOUNTS AND DEPARTMENTS</u>
Citizens Activity	<u>2,154,000</u>	<u>1,790,299</u>	<u>363,701</u>	Dept. 30-Agriculture <u>90,964</u> 31-Black <u>67,391</u> 32-Business & Industry <u>177,720</u> 33-Elderly <u>103,061</u> 34-Ethnic <u>49,974</u> 35-Jewish <u>65,361</u> 36-Spanish <u>61,761</u> 37-Women <u>151,720</u> 38-Youth <u>567,995</u> 39-Transient <u>42,045</u> 40-Labor <u>50,596</u> 41-Veterans <u>77,056</u> 42-Lawyers <u>27,227</u> 43-Physicians <u>21,498</u> 44-Citizens <u>224,347</u> 43-Educators <u>11,583</u> <u>1,790,299</u>
Scheduling	<u>260,000</u>			
Tour Office	<u>974,000</u>	<u>419,562</u>	<u>814,438</u>	Acct. 66500-Spksmen Res. Support <u>136,048</u> Dept. 13-Spokesmen <u>283,514</u> <u>419,562</u>
Executive	<u>93,000</u>	<u>80,262</u>	<u>12,738</u>	Dept. 10-Executive <u>80,262</u>
Administration	<u>594,000</u>	<u>472,012</u>	<u>121,988</u>	Dept. 12-Administration <u>472,012</u>
Office Administration	<u>1,068,520</u>	<u>1,127,432</u>	<u>58,912</u>	Accts. #51000-Postage <u>137,654</u> 52000-Office Supplies <u>227,569</u> 52100-Telephone <u>311,563</u> 53000-Insurance Taxes <u>26,196</u> 54000-Rent-Non Fin. Dept. <u>168,600</u> 55000-Leasehold Improvements <u>28,241</u> 56000-Furn. Equip. Rented <u>191,268</u> 57000-Furn. Equip. Purchased <u>34,341</u> <u>1,127,432</u>
Funds Spent prior to 4/7	<u>3,110,000</u>	<u>3,110,000</u>	<u>-</u>	

still undecided

Under

je, gy, ag

Legal Fees - 50000 unexplained

EXPENSE CATEGORY	TOTAL BUDGET	EXPENDITURES THROUGH	UNEXPENDED BALANCE	OPERATING ACCOUNTS AND DEPARTMENTS
Finance Committee	865,000	549,964	315,036	Accts: #70100-75000 <u>549,964</u>
Political	781,000	796,189	< 15,189 >	Dept. 14-Political <u>674,921</u> 18-Field Operations <u>67,518</u> 20-Ballot Security <u>53,690</u>
State Support	10,777,500	8,015,414	2,762,086	Transfers of Funds - NET <u>2,248,366</u> Major Gifts <u>3,937,048</u> Over \$100 money retained in UNDER states <u>1,230,000</u> <u>8,015,414</u>
UNALLOCATED ACCT. PAY TO RNC - SEPT		95,500	< 95,500 >	
RNC - Unallocated PREPAYMENT	< 180,000 >	< 113,853 >	< 66,147 >	
TOTAL	<u>35,915,020</u>	<u>26,986,554</u>	<u>8,928,466</u>	

*EM
of
togethers
will
come in
under.*

50% discount off dept commits

→ Stans must raise - pay as go
→ Cash on hand - 2,300
→ Pledges Out - 3,000 avail of 5,000 goes
- Kalmbach - had w/c, turned off only 100 - new

2,000 Direct Sales - Don't Doer Get Out Vote.

CM memo → Stans re: w/a. \$ for Sen races
Hirsch + Hilbard - needs Account receiving \$

ⓑ #113,853. CHARGED TO WHITE HOUSE SUPPORT (PAGE 1 OF THIS REPORT)

ⓒ DOES NOT REFLECT BUDGET CHANGES DIRECTED BY FRANK HERRINGER'S MEMO OF 9-22-72 DUE TO NEED FOR ADDITIONAL INFORMATION.

ⓓ DOES NOT INCLUDE PAYROLL COSTS OF ABOUT \$170,000 FOR FIRST 9 DAYS OF OCTOBER.

ⓓ

(5)

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern's Vietnam
Speech

Ed Failor reports that McGovern's speech on Vietnam was written by Dick Goodwin. It will open with his already outlined plan to end the war. Then there will be an emotional appeal about U.S. bombing of children, churches, hospitals, etc. The violence will be compared with crime on U.S. streets. McGovern will conclude by noting that the money wasted in Vietnam could have been spent on domestic issues, had the President not continued the war and vetoed vital domestic bills.

GS:car

Committee for the Re-election of the President

MEMORANDUM

October 10, 1972

CONFIDENTIAL

MEMORANDUM FOR MEMBERS OF THE BUDGET COMMITTEE

FROM: CLARK MacGREGOR

SUBJECT: Budget Committee Meeting, Monday, October 9

PRESENT: Barrick, Dailey, Evans, Joanou, LaRue, MacGregor,
Magruder, Malek, Nunn, Odle, Reisner, Stans,
Strachan

1. Barrick is to make certain that sales of campaign materials are properly credited.
2. Malek is to monitor the distribution of campaign materials on a daily basis.
3. Dailey is to review all requests for additional voter bloc campaign materials to see which can be cut back and report at the next Budget Committee meeting.
4. MacGregor is to discuss with Colson the possibility of cutting back on the mailing program by November 1 or sooner.
5. MacGregor and Malek will meet with representatives of Bob Brouse's Direct Selling Association to encourage their assistance in the get-out-the-vote drive. Evans will assist in setting up the meeting.
6. Dailey is authorized to spend during the week of October 16 \$303,791 for network television, \$220,886 for local spot advertising, \$33,000 for newspaper advertising, and \$72,300 for voter bloc advertising.

CONFIDENTIAL

~~CONFIDENTIAL~~

7. Stans has no objection to the substitution of another name for "Finance Committee" at the end of our television commercials.

8. All divisions at 1701/1730 will give maximum support to the Host for the President program. MacGregor will stress this in his telephone calls to state leaders.

The next meeting of the Budget Committee will be Monday, October 16, at 3:00 p.m. in Suite 407.

~~CONFIDENTIAL~~

Memorandum

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

S

Check Steve Bull on Tuesday, October 11 re Fred van Lundell and Bebe financing.

~~Lincoln~~
Lennip.

* → Bebe pissed beef
talked w/ Strachan directly.

→ [Handwritten box]

0/11

October 12, 1972

MEMORANDUM FOR :

CLARK MacGREGOR

FROM :

H. R. HALDEMAN

As a reminder, the President wants to do the Senate and House candidate phone calls and any meetings he has to do with them next week, and also any calls that are needed to surrogates to crank them up. He will not meet with surrogates anymore, but will make some phone calls if necessary.

Also we need to work out the Tower situation - set up the plan for the President making a phone call to his supporters.

cc: Dwight Chapin
✓ Gordon Strachan

TALKING PAPER

RE: Political Meeting

There is some concern that we haven't established clearly within our own ranks what the major issues are. This arises from the discussion of some rather fringe and esoteric issues at the Cabinet/Leadership meeting the other day.

HRH;
October 12, 1972

HRH:kb

THE WHITE HOUSE
WASHINGTON



October 10, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: McGovern's Vietnam
Speech

Ed Failor reports that McGovern's speech on Vietnam was written by Dick Goodwin. It will open with his already outlined plan to end the war. Then there will be an emotional appeal about U.S. bombing of children, churches, hospitals, etc. The violence will be compared with crime on U.S. streets. McGovern will conclude by noting that the money wasted in Vietnam could have been spent on domestic issues, had the President not continued the war and vetoed vital domestic bills.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 10, 1972

Chapin

*H
FU
10/11*

TO: GORDON STRACHAN

FROM: HARRY DENT

Since the Atlanta trip on October 12 is to center on Southern politics, it would be most helpful if I and Wallace Henley, who assists me on Southern political affairs, could be included on the trip roster.

Dent on press plane

THE WHITE HOUSE
WASHINGTON

H
FL
10/9

October 6, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY L

So there's no misunderstanding, Magruder is to be told first thing this morning not -- repeat -- not to send the "Get out the Vote Telegrams" until they've been redone over here and they receive specific approval from over here.

Done reding

Also, on the Congressional endorsement letters, these are not to go out until after -- repeat -- after Congress adjourns. They are to be sent to the Congressmen's home addresses. Copies must be approved by Haldeman and it has not been approved yet.

→ Timmons 10/6
→ Magruder 10/6

**Committee
for the Re-election
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

Gordon Strachan
TOH
10/12

October 11, 1972

MEMORANDUM FOR: CLARK MacGREGOR
FROM: FRED MALEK *FMM*
SUBJECT: Get-Out-The-Vote

The purpose of this memo is to outline for your review and comments our complete plans and progress for the Get-Out-the-Vote drive. After outlining the basic GOTV activities, the memo will cover support being provided and public relations plans.

GOTV ACTIVITIES

Although GOTV will be a major focus in all states, we will target our resources on the 24 states listed in Tab A. These are key states, marginal states, or states where our activity may make the difference in a U. S. Senate race. We further plan on targeting in key states by analyzing counties and precincts in which our GOTV effort might be more productive. We are presently working with Dan Evans of the Polling Operation, who is providing us with rankings of precincts for GOTV operations.

As you know, there are four basic activities that will be used in the 1972 campaign for GOTV: (1) Pre-election reminder and recruitment calls to all supporters; (2) Election Day Phoning; (3) Poll Checking; and (4) Door-to-Door Victory Squads. Pre-election phone calls will be placed to all favorable voters that have been identified and to known Republicans. In the key states and all other states, a large number of additional phones will be obtained from our Hostess and Loan-A-Phone operations.

It is generally agreed that the most important campaign phone call is that on election day to try to get the voters to the polls. Therefore, our greatest effort will be on election day phoning. Election day phoning will differ for locations where poll checking is permitted and where poll checking is not permitted as follows:

1. In Poll Checking Counties we will coordinate phoning with poll checking. We will start phoning supporters who have not voted no

later than noon, using the first copy of the supporter list which a runner brings to the phone center from the poll checker. Phoners then continue calling these supporters up until the polls close, calling from updated lists of those supporters who have voted, brought to phone centers later in the day by runners:

2. In non-Poll Checking Counties we will start phoning all supporters at 10:00 a.m. and continue phoning until the polls close. Two hours before the polls are to close, we will begin recalling all supporters who had not voted as of the first call.

Poll checking, or checking off of our voters as they vote, can be one of the most effective election day activities. It is the only sure way we can determine whether our voters have gone to the polls. This is necessary so we can call our favorable voters that haven't voted and prod them to cast their votes for the President. Advance preparation for poll checking is quite complex and will require a huge number of volunteers. Ideally, we want to cover all precincts if there is adequate manpower.

The final aspect of our GOTV activities will be where our volunteers go door-to-door in a final effort to get all voters to the polls. Victory Squads will assemble at a designated area headquarters at about 4:00 p.m., each volunteer will receive a list of supporters who have not voted, runners deliver lists from poll checkers or in non-poll checking counties, from phone locations, and door-to-door volunteers then call on supporters who have not voted.

SUPPORT

Support will be provided in materials, manpower, and training.

Materials. GOTV materials include pre-election reminder phone conversations, election day phone conversations, poll checking instructions, election day check-off lists, door hangers, and victory squad instructions. All of this material has been prepared and shipped to the states. In addition, a broad-based 6,000 piece mailing to State Campaign Chairmen and Co-Chairmen County Campaign Chairmen, and County and Area Headquarters Chairmen, detailing GOTV plans, has been sent. (See Tab B.)

Manpower. Our GOTV effort will only be as good as our campaign leadership. In essence, we can expect a good voter turnout program where we have had a good canvassing program. The line responsibility of seeing that the states are prepared, and do perform GOTV activities, is that of the Regional Directors. The task of training and assistance on implementation of state leadership and Regional Directors is that of the National Field Representatives.

We plan two methods of providing the additional manpower necessary for our GOTV effort. First, we will join with other Republican candidates where possible and have a combined GOTV effort. Secondly, we will deploy a large number of our Washington staff to the field on October 16th. In order to facilitate the GOTV with other candidates, we will prepare letters from you to Republican House and Senate candidates and state and local CREP committees. In addition, we will prepare a letter from Senator Bob Dole to GOP leadership across the country asking them to join with CREP in voter turnout. After this is done, we will involve other Republican candidates and the GOP in state and county workshops on GOTV. Our campaign staff here in Washington has often been criticized for being top heavy. While this may not be true, it is certainly advisable to mobilize a large number of people here in Washington to the field, since our greatest contribution of planning the campaign here in Washington is over. (See Tab C for mobilization plan.)

Training. Workshop sessions that were held over the last two months on canvassing were most helpful to the states and counties, and the workshop sessions on GOTV should be of even greater assistance. In preparation for the workshops, we have sent out an outline of the GOTV program. In addition, we are in the final stages of production of The Only Poll that Counts, a 17-minute slide presentation on GOTV. This will be used for instructional and motivational purposes in the field. Approximately 400 copies of this video slide and audio cassette presentation will be available for distribution to the states on October 14th. In addition, 2,000 copies of an audio cassette presentation will be available between October 14th and October 18th.

Regional Directors, Field Representatives, and other national staff being sent to the field will receive an intense orientation on GOTV by October 16th. Workshop sessions for state, county, and GOP staff have been scheduled for 23 states between October 16th and October 21st. These sessions will provide a comprehensive explanation of the GOTV program and will include the slide presentation and a verbal presentation by a National Field Representative. After attending the state workshops, county leaders will then schedule county-wide workshops in key counties between October 22nd and the 26th. The slide presentation will be available for all target county meetings and enough audio cassette presentations will be distributed to cover every other county meeting in America.

PUBLIC RELATIONS

In order to force the states to start on GOTV activities and promote our voter turnout program, for the present we have launched a GOTV kick-off for October 28th. This should be our single most important campaign event. The

format of the day will be quite similar to that of the successful September 16th Canvass Kick-Off. Top administration spokesmen, celebrities, and athletes will appear in 56 cities in 24 states. (Proposed schedule at Tab D.) The purposes of the Kick-off are as follows:

1. Stress the high priority which must be placed on pre-election and election day activities to get out our vote. Dangers of apathy and overconfidence, etc.
2. Emphasize the massive number of volunteers needed to help the President on election day to ensure a mandate from the voters for the next four years.
3. Survey preparations for election day in the area visited by the surrogates.
4. Recruit and give definite election day assignments to volunteers who come to meet the surrogates.

Each surrogate will visit several headquarters and one phone center in the city he will visit, speaking on the importance of election day turnout and making a public appeal for Nixon election day volunteers, and making pre-election reminder phone calls for PR purposes. Everyone present will be signed up for Get-Out-The-Vote and election day activity.

A memo informing State Chairmen of the GOTV kick-off and giving the location of the place of each GOTV kick-off, has been sent to the 24 states. Although we are only supplying surrogates in 24 states, we are suggesting that the remaining states also plan a GOTV kick-off, and a memo outlining this has been sent to the other states. The RNC is joining with the CREP in dividing the responsibility of the October 28th kick-off.

We are using a press project manager, Dick Nellius, to coordinate other public relations activities as well as the Kick-Off. A tentative PR outline for the GOTV Kick-Off is included at Tab D.

CONCLUSION

The plan for GOTV has been reviewed and approved by many of the top professionals in the field. However, it is really the job of the Regional Directors and the state leadership to implement the GOTV program. Therefore, they must be totally enthusiastic, must understand the program, and should follow the guidelines that have been laid out very closely. Each Regional Director

will work out a formal GOTV plan with each of his state chairmen after state workshops are held. This plan will include priority counties, number of phone banks to be used, number of Loan-A-Phone operators secured, number of volunteers needed, how volunteers will be recruited, lists to be used, etc. Plans should be submitted to me no later than October 25th.

If our GOTV plan is followed and effectively implemented, it could be one of the most successful voter turnout programs in history, both mechanically and PR wise. I will look forward to any comments or directions from you on this plan.

Attachments

Key and Marginal States and States With Important Senate Races

1. California
2. New York
3. Pennsylvania
4. Michigan
5. Missouri
6. Wisconsin
7. Minnesota
8. Washington
9. Oregon
10. Massachusetts
11. West Virginia
12. Illinois
13. Ohio
14. Texas
15. Maryland
16. Connecticut
17. Rhode Island
18. New Jersey
19. North Carolina
20. Georgia
21. Kentucky
22. Oklahoma
23. New Mexico
24. South Dakota
25. Idaho

Joe

TAB B

Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

October 7, 1972

MEMORANDUM FOR: STATE CAMPAIGN CHAIRMEN AND CO-CHAIRMEN
COUNTY CAMPAIGN CHAIRMEN
COUNTY AND AREA HEADQUARTERS CHAIRMEN

FROM: FREDERIC V. MALEK *FVM*
DEPUTY CAMPAIGN DIRECTOR

SUBJECT: County "Get-Out-The-Vote" Plans

Voter apathy and overconfidence affects millions of the President's supporters this year. Because of widespread complacency, our voters will not go to the polls on November 7 as required unless the campaign dramatically shifts focus later in October from voter identification to crucial "Get-Out-The-Vote" activities.

A copy of the recommended county Nixon program for "Get-Out-The-Vote" is enclosed for you. Included is both a County Calendar and County Plan for voter turnout activities. Slight changes in the outlined program may be required in order to fit your state and county needs.

Between now and November 7, please place your highest priority on (1) locating all Nixon supporters through door-to-door and telephone canvassing and (2) preparing to get every supporter to the polls on election day.

Keep up your fine work until every favorable vote is turned out and counted.

Enclosures: 1. County Calendar for "Get-Out-The-Vote" preparations
2. County "Get-Out-The-Vote" Plan
3. Election Day Check-off List

10/7/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
1701 Pennsylvania Avenue, N. W.
Washington, D. C. 20006

COUNTY CALENDAR FOR "GET-OUT-THE-VOTE" PREPARATIONS **

1. Early October - Name a county chairman and also area chairmen for Get-Out-The-Vote (GOTV) activities. Recruit other GOTV LEADERS: a chairman for volunteer recruitment, GOTV phoning, poll checking, victory squads, ballot security, and chairmen for each phone headquarters. Canvass Chairman and all GOTV leaders meet to map out county voter turnout program.
 2. October 10 - Determine how many phones you will need to call all supporters. (40 to 50 calls per hour per phone.) Designate area phone headquarters and precincts to be called from each. Arrange to use phones in (1) existing phone centers and headquarters, and (2) facilities loaned by unincorporated businesses.*
 3. October 22-26 - Schedule a county Get-Out-The-Vote Workshop. A 15 minute tape presentation prepared by the national campaign, "The Only Poll That Counts," will be available thru state headquarters for use at this workshop.
 4. October 23 - Begin preparing in triplicate a master list of supporters. Computerized counties will generally prepare supporter lists in phone centers on computer printout sheets. Non-computerized counties place all supporters on Election Day Check-Off Lists - start this clerical work on October 16. Include on supporter lists names from the door-to-door and phone canvass and all registered Republicans, Non-party registration states and GOP Primary voters. (Where canvassing was not completed, add to the turnout list all voters in high priority precincts.)
 5. October 24 - Determine the number of volunteers needed for each activity and BEGIN AN ALL OUT GOTV RECRUITMENT EFFORT.**
 - A. Pre-election Day Phoners
 - B. Election Day Phoners
 - C. Poll Checkers (where permitted)
 - D. Door-to-Door Victory Squads
 - E. Runners
 - F. Clerical Workers
 - G. Drivers (for rides to the polls)
 6. October 24 - Begin recruiting poll watchers for ballot security in precincts with a record of past irregularities and also in precincts where we consistently receive less than 30% of the vote.
 7. November 4-6 - Reminder calls to volunteers committed to help on election day.
- * Install additional phones if needed for voter turnout activities. Approval of your State Re-election Executive Director must be obtained before ordering more phones in the name of the Nixon campaign to conform with the Campaign Spending Act and stay within the bounds of your state budget.
- ** See "County 'Get-Out-The-Vote' Plan" outline for specific voter turnout activity dates and guidelines.

10/7/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
1701 Pennsylvania Avenue, N.W.
Washington, D.C. 20006

COUNTY "GET-OUT-THE-VOTE" PLAN

1. VOTER TURNOUT ACTIVITIES:

- A. Pre-election reminder and recruitment calls to all supporters:
October 30 - November 6. (25 calls per hour per phone)
- B. Election Day Reminder Calls - November 7 (40 - 50 calls per hour per phone)
- C. Poll Checking (where permitted): November 7 (2 checkers per precinct)
- D. Door-to-Door Victory Squads: November 7 (1 volunteer per 40 houses,
see "9." below)

2. MATERIALS PROVIDED BY THE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT:

- A. Pre-election Phone Conversation
- B. Election Day Phone Conversation
- C. Instructions for Poll Checkers
- D. Instructions for Victory Squad Volunteers
- E. Election Day Check-Off List (triplicate form for listing all supporters)
- F. Election Day Not-At-Home Doorhanger
- G. Election Day Volunteer Assignment Cards
- H. Nixon Headquarters/Storefront Election Day Master Control Panel
- I. Poll Watchers Guide - Target '72 (for ballot security use)

Order all materials from your
State Campaign Headquarters

3. PREPARATION OF SUPPORTER LIST FOR VOTER TURNOUT USE:

- A. Using clerical volunteers start October 23 or earlier to prepare one master supporter list in triplicate by precinct from these sources:
 - (1) Canvassing, both door-to-door and phone.
 - (2) Registered Republicans or GOP Primary Voters.
 - (3) All registered voters in high priority precincts where canvassing has not been completed.
- B. Poll checking counties should prepare list in alphabetical order. Prepare list in street and block sequence when poll checking is not allowed, for convenient use by Victory Squads.
 - (1) Non-computerized counties place supporters on Election Day Check-Off List.
 - (2) Computerized counties will generally prepare master supporter lists in phone centers on alphabetical computer printout sheets.

4. VOLUNTEER RECRUITMENT FOR VOTER TURNOUT:

- A. Determine the number of volunteers needed for each activity. (See "1." for volunteer formulas.)
- B. YOUR VOLUNTEER RECRUITMENT CHAIRMAN MUST START A MASSIVE DRIVE FOR VOLUNTEERS ON TUESDAY, OCTOBER 24. Order Election Day Volunteer Assignment Cards from your State Campaign Headquarters.
- C. Phone for volunteers from:
 - (1) All campaign headquarters and phone centers
 - (2) Hostess/Business Telephone Centers (unincorporated businesses only)
 - (3) Hostess Phone Centers (homes)
- D. Call these volunteer sources:
 - (1) Republican Women's Club members and Young Republicans
 - (2) Nixon Citizen Groups and Voter Blocs
 - (3) Republican Precinct Chairmen and other Party workers
 - (4) Young Voters for the President
 - (5) All Nixon volunteer lists
 - (6) Registered Republicans and GOP Primary Voters
 - (7) Friends, relatives, service club members, etc.

5. PRE-ELECTION REMINDER AND RECRUITMENT PHONING: OCTOBER 30 - NOVEMBER 6

- A. Use conversation provided by State Campaign Headquarters.
- B. Phone all favorables from first copy of supporter list (See "3., A & B")

(OVER)

6. ELECTION DAY PHONING: (Use Conversation Provided)

- A. Poll Checking Counties - coordinate phoning with poll checking: (See "7. B")
- (1) Start phoning supporters, who have not voted, no later than 12:00 noon, using copy of supporter list which runner brings to the phone center from the poll checker. (Supporters who have voted will have been marked off your list by the poll checker.)
 - (2) Runner will bring one or two additional updates of supporters who have voted to the phoners. The updates will replace the previous call list.
 - (3) Phoners continue calling supporters until the polls close.
- B. Non-Poll Checking Counties:
- (1) Start phoning all supporters at 10:00 a.m.
 - (2) Continue phoning until the polls close. Two hours before voting stops, begin recalling all supporters who had NOT voted as of the first call.

7. POLL CHECKING/POLL WATCHING (WHERE PERMITTED):

- A. Advance Preparations:
- (1) Determine precincts (priority areas) where you will poll check.
 - (2) Recruit the number of poll checkers needed, two or more per precinct.
 - (3) Obtain legal certification required for poll checkers to enter polls.
 - (4) Give each poll checker a copy of "Instructions for Poll Checkers."
 - (5) Arrange by November 6 for one poll checker in each precinct to obtain the bottom two copies of that precinct's Election Day Check-Off List of Nixon supporters.
- B. Election Day:
- (1) Poll checkers mark through names of supporters as they vote.
 - (2) Runner picks up first copy of marked supporter list from poll checker about 11:30 a.m. and delivers it to phone center.
 - (3) Runner picks up second copy of marked supporter list from poll checker 4 or 5 hours (no later than 4:00 p.m.) before the polls close & delivers copy to headquarters where Victory Squads are assembling. (If Victory Squads are not used, because list is alphabetical, take copy to phoners.)
 - (4) After runner picks up the final copy of the supporter list, poll checkers start a handwritten list of all who vote from then on. Two hours before the polls close, a runner should pick up your handwritten list to take to the phoners.

8. BALLOT SECURITY: COORDINATE WITH YOUR STATE BALLOT SECURITY CHAIRMAN -

- A. Determine precincts where Poll Watchers will be required to insure a fair election and accurate returns. (Precincts with a history of irregularities and those where we consistently receive less than 30% of the vote.)
- B. Recruit two or more Poll Watchers for each such precinct. Obtain required LEGAL CERTIFICATION for entry to the polls.
- C. Give each watcher a copy of "Poll Watchers Guide - Target '72."
- D. Hold a Ballot Security School to train Poll Watchers.
- E. Watchers must report to the polls 30 minutes before they open and remain until the returns are final and official.
- F. Give each watcher a phone number to call for help on election day where an attorney, well versed in the state election law, can be reached all day.

9. DOOR-TO-DOOR VICTORY SQUADS:

- A. Victory Squads assemble at a designated area headquarters at a set time in the afternoon (3:00 - 4:00 p.m.) on Election Day.
- B. Each volunteer receives an Election Day Check-Off List, or other "favorables" list, with supporters who have already voted marked off. Runner delivers list from poll checker or in non-poll checking counties from phoners. (Explained in "(3)" under "7. B")
- C. Volunteers call on supporters marked as not voting. Each receives a supporter list, 20 Election Day Door Hangers, a name tag, and a copy of "Instructions For Victory Squad Volunteers."

10. COORDINATE VOTER TURNOUT ACTIVITIES AND VOLUNTEER RECRUITMENT WITH STATE AND LOCAL CANDIDATE ORGANIZATIONS AND WITH YOUR COUNTY GOP COMMITTEE. Its important not to duplicate and waste resources in order for as many precincts as possible to be covered on Election Day.

October 9, 1972

DEPLOYING NATIONAL RE-ELECTION COMMITTEE
STAFF TO THE FIELD
October 16 - November 7

1. Request staff to depart D.C. on Monday evening, October 16. One of their assignments for the week of the 16th will be for the new field staff to attend state Get Out The Vote workshops scheduled for that week.
2. Send staff to key and marginal states and states with important Senate races:

<ol style="list-style-type: none"> 1. California 2. New York 3. Pennsylvania 4. Michigan 5. Missouri 6. Wisconsin 7. Minnesota 8. Washington 9. Oregon 	<ol style="list-style-type: none"> 10. Massachusetts 11. West Virginia 12. Illinois 13. Ohio 14. Texas 15. Maryland 16. Connecticut 17. Rhode Island 	<ol style="list-style-type: none"> 18. New Jersey 19. North Carolina 20. Georgia 21. Kentucky 22. Oklahoma 23. New Mexico 24. South Dakota 25. Idaho
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3. Arrange to send from 50 to 100 National Committee to Re-elect staff to the field. Staff will be working at the county level in these states on preparations for - and the implementation of our voter turnout program.
4. Week of October 9 select staff members who are to go out to the field.
5. On Monday, October 16, starting at 9:00 A.M., train staff going to the field. Make assignments, introduce to Regional Directors, and Field Representatives in afternoon.
6. Each staff person assigned to a state must work for one of the following (to be determined by Rick Fore) in order for their effort to be well-coordinated and so that our new field staff will be informed on the program leadership and personalities in the particular state.

(a) Regional Director (b) National Field Rep. (c) RNC Field Rep.

In the absence of one of the above the contact would be a member of the State CREP Staff. Their first contact before meeting with county or city leaders must be with this staff person.
7. Once in the state each new field staff member reports back to the national campaign through the Political Division staff person to whom they are assigned.
8. Most important - These staff members are to assist local county leaders. THEY DO NOT DIRECT. We cannot superimpose another structure on top of the present organizational layers.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 9, 1972

MEMORANDUM FOR: RICK FORE

FROM: DICK NELLIUS

SUBJECT: Media Plan for Get-Out-The-Vote Kick-Off,
October 28th

Getting out a massive vote for President Nixon is what the campaign is all about -- and the Get-Out-The-Vote Kick-Off on October 28th can be considered the most important single effort in achieving that goal. Making the GOTV Kick-Off an outstanding success will require the biggest press and public relations campaign yet undertaken by the Committee to Re-elect the President.

An effective Kick-Off will underscore the fact that the Nixon Campaign has out-organized McGovern, beating him at his own game, as well as stress the people-to-people aspect of the Nixon campaign, recruit new volunteers and emphasize the importance of voting on Election Day.

If properly coordinated, the Kick-Off should have greater media -- and public -- impact than the September 16th Canvass Kick-Off. The GOTV Kick-Off will have the same advantage in using prominent Nixon spokesmen and celebrities who in themselves generate news, and have the added impact of being much closer to Election Day when public interest in politics is at a high.

An effective media campaign will require:

1. The combined efforts of the Committee to Re-elect and Republican National Committee press and public relations staffs, as well as regional, state, and local media people.
2. Selection of a full-time coordinator to ride herd on the entire media effort and serve as liaison with the Political Division which has overall responsibility for making the Get-Out-The-Vote campaign a success.

Suggested time-table:

-- Immediately schedule meeting of Committee to Re-elect and RNC media staffs to outline program and assign responsibilities; contact state and regional press people in affected states and do likewise.

-- Promptly begin preparing background paper on need to get-out-the-vote effort, statistics etc., generous use of scare tactics on how McGovern people are willing to work day and night for their man and we could wake up one morning and find the election has been stolen from us. Also prepare suggested speech material for use of surrogates.

-- Prepare TV and radio tapes with MacGregor, Malek and surrogate announcing the Kick-Off in as many key communities as possible. Each tape should be geared for the local audience.

-- MacGregor and Malek have joint press conference on October 17th, in early afternoon, timed for 6 p.m. news. MacGregor should explain the Kick-Off and why; Malek follows with specific details, naming cities and identifying some of the surrogates who will be participating. As teaser for follow-up, Malek should announce date when complete details will be released.

A press release should be prepared as well. Discussion must be limited to the Get-Out-The-Vote Kick-Off; if get in to Watergate etc., that will dominate the news and the Kick-Off will be buried in the bottom of the story.

-- October 19th, State Chairmen announce heads of Get-Out-The-Vote campaign in each community. where held, time, etc. Release mailed to weeklies.

-- October 23, joint MacGregor-Malek press conference releasing details on surrogates, who going where, etc. Radio and TV tapes should be enroute to communities for use the following day.

-- October 25, Kick-Off press team contacts every newspaper, radio, TV station, local wire service representatives, in each community about the Kick-Off. List must be kept of who contacted and supervisory personnel should make spot checks from this list.

-- October 26th, Kick-Off press teams calls back everyone contacted earlier in the week, reminding them of the Kick-Off and insuring local coverage is planned.

This must be checked, checked and checked again. State and local press people should be used as well. However, experience with Canvass Kick-Off shows the bulk of the media effort -- and the work -- must be done at the National level to insure maximum results.

ADMINISTRATIVELY CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Turnaround Commercial and
Buchanan Attack Post

Turnaround Commercial

You have indicated that you were going to talk to John Connally regarding running the "attack McGovern's credibility Turnaround TV ad". Currently, Connally has instructed Magruder not to run any DFN commercials, including the Turnaround scheduled for the week of October 16, because DFN has not raised sufficient funds.

You noted in reviewing the TV schedule for next week that the Turnaround should not be run by CRP. MacGregor feels strongly that the Turnaround must be run next week even if it is to be run by CRP.

The November Group has the spot under both bylines and could shift from the current CRP billing to DFN if the problem with Connally has been resolved.

_____ Run Turnaround under CRP byline.

_____ Run Turnaround under DFN byline

_____ Other.

Buchanan - Attack Post

Buchanan has mentioned in the last two Political Media Analyses that a decision must be made as to whether there

is a frontal attack on the Washington Post's reporting of the campaign sabotage and smears. Buchanan feels strongly that such an attack on the Post should be launched to prepare the climate against further espionage stories. Buchanan discounts the danger of having other media rally to the Post's defense because CBS is hitting us pretty hard already.

You may want to discuss this at the Political meeting.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Election Night Program

The October 6th Ray Caldiero memo on celebrity activity has been read and only one concern expressed. That concerns page 2, paragraph 5, Election Night Program, in which Caldiero discussed the plans to bring top celebrities to be used for alternate TV programming. It was noted that, "Don't con them into thinking they're playing for the President". Will you cover this with Ray and advise me of the results?

GS/jb

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 6, 1972

MEMORANDUM FOR: MR. CLARK MAC GREGOR
THROUGH: JEB S. MAGRUDER
FROM: RAYMOND CALDIERO *Ray C.*
SUBJECT: CELEBRITY ACTIVITY

As requested, the attached represents the celebrity activity for the month of October as of October 3, 1972.

In addition, plans are being formulated to utilize the celebrities in the following additional activities:

- 1) October 28, 1972 - "Get out the Vote Kick-off" in all Key States
- 2) Three major youth shows:
October 20, 1972 - Chicago
October 24, 1972 - Los Angeles
October 29, 1972 - Washington, D. C.

These shows will be patterned after the Miami Marine Stadium Rally at the Convention, and will be produced by Mike Viner from MGM, under the auspices of our newly created division: "Performers for the President".

- 3) October 12, 1972 - Entertainment for Presidential arrival in Atlanta, Georgia. Currently set for entertainment in four key locations along Presidential motorcade route are:
-- Tommy Roe & Band (for teenage attraction)
-- The Tams (for Black attraction)
-- The Classics Four (for 21 - 35 attraction)
-- The Atlanta Rhythm Section (tentative)

- 4) Celebrity Media Plan - We are implementing a media plan for all of our celebrities utilizing television, radio, talk shows, newspaper interviews, etc. News releases and press conferences will be set up for our "Big Names" toward the end of the month.
- 5) Election Night Program - Planning on bringing to Washington approximately ten (10) of our top celebrities to be used for alternate T.V. programming, as well as to participate in a Star Studded Show. Current thinking for entertainment for the evening: Lionel Hampton, Pete Fountain, Rock Band, Local Dixieland Band, Sonny & Cher, "The Carpenters", plus ... (Planning and idea stage only).

Attachment

*Don't con them
into thinking they're
playing for P.*

FIRM CELEBRITY EVENTS AS OF 5:00 P.M., OCTOBER 3, 1972

<u>Date</u>	<u>Event</u>	<u>Celebrities</u>
October 5	Annual 19th Ward Fund Raising Dinner Chicago, Illinois	Cesar Romero
6	Older American Forum Fund Raising Luncheon San Francisco, California	Milton Berle
7	CREP Fund Raising Dinner New Orleans, Louisiana	Lainie Kazan
7/8	Two Day CREP Outdoor Fund Raising Event St. Louis, Missouri (Lee Hunter Farm)	Bob Sterling Jane Russell Buzz Aldrin Anne Jefferies Arlene Dahl Dale Robertson Bob Cummings
8	Gathering of Republicans in Wolf Pond Park Staten Island, New York	Erik Blythe Clare Manley Bonnie Murray
8	Columbus Day '72 Italian-American Dinner Washington, D. C.	Connie Francis
9	Orange County CREP Fund Raising Dinner & Show	Vice President Agnew John Wayne Glenn Ford Jimmy Stewart Ava Gabor Rosalind Russell Foster Brooks Lainie Kazan Wiere Brothers Scat Man Crothers
10	Cocktail Booster Party New York, New York	Julia Mead Dina Merrill
12	Presidential and Statewide GOP Rally and Fund Raising Dinner Macon, Georgia	June Allyson

<u>Date</u>	<u>Event</u>	<u>Celebrities</u>
Oct. 13	National Republican Heritage Group Council Cocktail Party Chicago, Illinois	Jane Powell
13/14/15	Young Voters for the President Campus Tour Lincoln, Omaha, Grand Island & Beatrice, Nebr.	Maureen Reagan Chris Connelly
14	RNC Supported Bob Price for Re-election Fund Raising Barbecue Amarillo, Texas	Mike Landon
15	CREP Evening of Entertainment Midland Michigan	Pat Boone
15-21	CREP Spanish Speaking Blitz Dallas, Texas	Lita Baron
17/18	Dinah Shore Show Los Angeles, California	Rosalind Russell
23	Italian-American Fund Raising Dinner Boston, Massachusetts	Connie Francis
24	Vanderburgh County Republican Central Committee Fund Raising Dinner Evansville, Indiana	Jimmy Stewart
24	CREP & Republican State Central Committee Fund Raising Dinner Des Moines, Iowa	Meredith Wilson

Gordon Strifehan

**Committee
for the Re-election
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

October 11, 1972

MEMORANDUM FOR: CLARK MacGREGOR
FROM: FRED MALEK *FMM*
SUBJECT: Get-Out-The-Vote

The purpose of this memo is to outline for your review and comments our complete plans and progress for the Get-Out-the-Vote drive. After outlining the basic GOTV activities, the memo will cover support being provided and public relations plans.

GOTV ACTIVITIES

Although GOTV will be a major focus in all states, we will target our resources on the 24 states listed in Tab A. These are key states, marginal states, or states where our activity may make the difference in a U. S. Senate race. We further plan on targeting in key states by analyzing counties and precincts in which our GOTV effort might be more productive. We are presently working with Dan Evans of the Polling Operation, who is providing us with rankings of precincts for GOTV operations.

As you know, there are four basic activities that will be used in the 1972 campaign for GOTV: (1) Pre-election reminder and recruitment calls to all supporters; (2) Election Day Phoning; (3) Poll Checking; and (4) Door-to-Door Victory Squads. Pre-election phone calls will be placed to all favorable voters that have been identified and to known Republicans. In the key states and all other states, a large number of additional phones will be obtained from our Hostess and Loan-A-Phone operations.

It is generally agreed that the most important campaign phone call is that on election day to try to get the voters to the polls. Therefore, our greatest effort will be on election day phoning. Election day phoning will differ for locations where poll checking is permitted and where poll checking is not permitted as follows:

1. In Poll Checking Counties we will coordinate phoning with poll checking. We will start phoning supporters who have not voted no

later than noon, using the first copy of the supporter list which a runner brings to the phone center from the poll checker. Phoners then continue calling these supporters up until the polls close, calling from updated lists of those supporters who have voted, brought to phone centers later in the day by runners.

2. In non-Poll Checking Counties we will start phoning all supporters at 10:00 a.m. and continue phoning until the polls close. Two hours before the polls are to close, we will begin recalling all supporters who had not voted as of the first call.

Poll checking, or checking off of our voters as they vote, can be one of the most effective election day activities. It is the only sure way we can determine whether our voters have gone to the polls. This is necessary so we can call our favorable voters that haven't voted and prod them to cast their votes for the President. Advance preparation for poll checking is quite complex and will require a huge number of volunteers. Ideally, we want to cover all precincts if there is adequate manpower.

The final aspect of our GOTV activities will be where our volunteers go door-to-door in a final effort to get all voters to the polls. Victory Squads will assemble at a designated area headquarters at about 4:00 p.m., each volunteer will receive a list of supporters who have not voted, runners deliver lists from poll checkers or in non-poll checking counties, from phone locations, and door-to-door volunteers then call on supporters who have not voted.

SUPPORT

Support will be provided in materials, manpower, and training.

Materials. GOTV materials include pre-election reminder phone conversations, election day phone conversations, poll checking instructions, election day check-off lists, door hangers, and victory squad instructions. All of this material has been prepared and shipped to the states. In addition, a broad-based 6,000 piece mailing to State Campaign Chairmen and Co-Chairmen County Campaign Chairmen, and County and Area Headquarters Chairmen, detailing GOTV plans, has been sent. (See Tab B.)

Manpower. Our GOTV effort will only be as good as our campaign leadership. In essence, we can expect a good voter turnout program where we have had a good canvassing program. The line responsibility of seeing that the states are prepared, and do perform GOTV activities, is that of the Regional Directors. The task of training and assistance on implementation of state leadership and Regional Directors is that of the National Field Representatives.

for Repubs
but ~~not~~ for
D + I S

We plan two methods of providing the additional manpower necessary for our GOTV effort. First, we will join with other Republican candidates where possible and have a combined GOTV effort. Secondly, we will deploy a large number of our Washington staff to the field on October 16th. In order to facilitate the GOTV with other candidates, we will prepare letters from you to Republican House and Senate candidates and state and local CREP committees. In addition, we will prepare a letter from Senator Bob Dole to GOP leadership across the country asking them to join with CREP in voter turnout. After this is done, we will involve other Republican candidates and the GOP in state and county workshops on GOTV. Our campaign staff here in Washington has often been criticized for being top heavy. While this may not be true, it is certainly advisable to mobilize a large number of people here in Washington to the field, since our greatest contribution of planning the campaign here in Washington is over. (See Tab C for mobilization plan.)

Training. Workshop sessions that were held over the last two months on canvassing were most helpful to the states and counties, and the workshop sessions on GOTV should be of even greater assistance. In preparation for the workshops, we have sent out an outline of the GOTV program. In addition, we are in the final stages of production of The Only Poll that Counts, a 17-minute slide presentation on GOTV. This will be used for instructional and motivational purposes in the field. Approximately 400 copies of this video slide and audio cassette presentation will be available for distribution to the states on October 14th. In addition, 2,000 copies of an audio cassette presentation will be available between October 14th and October 18th.

Regional Directors, Field Representatives, and other national staff being sent to the field will receive an intense orientation on GOTV by October 16th. Workshop sessions for state, county, and GOP staff have been scheduled for 23 states between October 16th and October 21st. These sessions will provide a comprehensive explanation of the GOTV program and will include the slide presentation and a verbal presentation by a National Field Representative. After attending the state workshops, county leaders will then schedule county-wide workshops in key counties between October 22nd and the 26th. The slide presentation will be available for all target county meetings and enough audio cassette presentations will be distributed to cover every other county meeting in America.

PUBLIC RELATIONS

In order to force the states to start on GOTV activities and promote our voter turnout program, for the present we have launched a GOTV kick-off for October 28th. This should be our single most important campaign event. The

format of the day will be quite similar to that of the successful September 16th Canvass Kick-Off. Top administration spokesmen, celebrities, and athletes will appear in 56 cities in 24 states. (Proposed schedule at Tab D.) The purposes of the Kick-off are as follows:

1. Stress the high priority which must be placed on pre-election and election day activities to get out our vote. Dangers of apathy and overconfidence, etc.
2. Emphasize the massive number of volunteers needed to help the President on election day to ensure a mandate from the voters for the next four years.
3. Survey preparations for election day in the area visited by the surrogates.
4. Recruit and give definite election day assignments to volunteers who come to meet the surrogates.

Stop using this word

Each surrogate will visit several headquarters and one phone center in the city he will visit, speaking on the importance of election day turnout and making a public appeal for Nixon election day volunteers, and making pre-election reminder phone calls for PR purposes. Everyone present will be signed up for Get-Out-The-Vote and election day activity.

A memo informing State Chairmen of the GOTV kick-off and giving the location of the place of each GOTV kick-off, has been sent to the 24 states. Although we are only supplying surrogates in 24 states, we are suggesting that the remaining states also plan a GOTV kick-off, and a memo outlining this has been sent to the other states. The RNC is joining with the CREP in dividing the responsibility of the October 28th kick-off.

We are using a press project manager, Dick Nellius, to coordinate other public relations activities as well as the Kick-Off. A tentative PR outline for the GOTV Kick-Off is included at Tab D.

CONCLUSION

The plan for GOTV has been reviewed and approved by many of the top professionals in the field. However, it is really the job of the Regional Directors and the state leadership to implement the GOTV program. Therefore, they must be totally enthusiastic, must understand the program, and should follow the guidelines that have been laid out very closely. Each Regional Director

will work out a formal GOTV plan with each of his state chairmen after state workshops are held. This plan will include priority counties, number of phone banks to be used, number of Loan-A-Phone operators secured, number of volunteers needed, how volunteers will be recruited, lists to be used, etc. Plans should be submitted to me no later than October 25th.

If our GOTV plan is followed and effectively implemented, it could be one of the most successful voter turnout programs in history, both mechanically and PR wise. I will look forward to any comments or directions from you on this plan.

Attachments

C

1919

Key and Marginal States and States With Important Senate Races

1. California
2. New York
3. Pennsylvania
4. Michigan
5. Missouri
6. Wisconsin
7. Minnesota
8. Washington
9. Oregon
10. Massachusetts
11. West Virginia
12. Illinois
13. Ohio
14. Texas
15. Maryland
16. Connecticut
17. Rhode Island
18. New Jersey
19. North Carolina
20. Georgia
21. Kentucky
22. Oklahoma
23. New Mexico
24. South Dakota
25. Idaho

Joe

**Committee
for the Re-election
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

October 7, 1972

MEMORANDUM FOR: STATE CAMPAIGN CHAIRMEN AND CO-CHAIRMEN
COUNTY CAMPAIGN CHAIRMEN
COUNTY AND AREA HEADQUARTERS CHAIRMEN

FROM: FREDERIC V. MALEK *FVM*
DEPUTY CAMPAIGN DIRECTOR

SUBJECT: County "Get-Out-The-Vote" Plans

Voter apathy and overconfidence affects millions of the President's supporters this year. Because of widespread complacency, our voters will not go to the polls on November 7 as required unless the campaign dramatically shifts focus later in October from voter identification to crucial "Get-Out-The-Vote" activities.

A copy of the recommended county Nixon program for "Get-Out-The-Vote" is enclosed for you. Included is both a County Calendar and County Plan for voter turnout activities. Slight changes in the outlined program may be required in order to fit your state and county needs.

Between now and November 7, please place your highest priority on (1) locating all Nixon supporters through door-to-door and telephone canvassing and (2) preparing to get every supporter to the polls on election day.

Keep up your fine work until every favorable vote is turned out and counted.

- Enclosures: 1. County Calendar for "Get-Out-The-Vote" preparations
2. County "Get-Out-The-Vote" Plan
3. Election Day Check-off List

10/7/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
1701 Pennsylvania Avenue, N. W.
Washington, D. C. 20006

COUNTY CALENDAR FOR "GET-OUT-THE-VOTE" PREPARATIONS **

1. Early October - Name a county chairman and also area chairmen for Get-Out-The-Vote (GOTV) activities. Recruit other GOTV LEADERS: a chairman for volunteer recruitment, GOTV phoning, poll checking, victory squads, ballot security, and chairmen for each phone headquarters. Canvass Chairman and all GOTV leaders meet to map out county voter turnout program.
2. October 10 - Determine how many phones you will need to call all supporters. (40 to 50 calls per hour per phone.) Designate area phone headquarters and precincts to be called from each. Arrange to use phones in (1) existing phone centers and headquarters, and (2) facilities loaned by unincorporated businesses.*
3. October 22-26 - Schedule a county Get-Out-The-Vote Workshop. A 15 minute tape presentation prepared by the national campaign, "The Only Poll That Counts," will be available thru state headquarters for use at this workshop.
4. October 23 - Begin preparing in triplicate a master list of supporters. Computerized counties will generally prepare supporter lists in phone centers on computer printout sheets. Non-computerized counties place all supporters on Election Day Check-Off Lists - start this clerical work on October 16. Include on supporter lists names from the door-to-door and phone canvass and all registered Republicans. Non-party registration states add GOP Primary voters. (Where canvassing was not completed, add to the turnout list all voters in high priority precincts.)
5. October 24 - Determine the number of volunteers needed for each activity and BEGIN AN ALL OUT GOTV RECRUITMENT EFFORT.**
 - A. Pre-election Day Phoners
 - B. Election Day Phoners
 - C. Poll Checkers (where permitted)
 - D. Door-to-Door Victory Squads
 - E. Runners
 - F. Clerical Workers
 - G. Drivers (for rides to the polls)
6. October 24 - Begin recruiting poll watchers for ballot security in precincts with a record of past irregularities and also in precincts where we consistently receive less than 30% of the vote.
7. November 4-6 - Reminder calls to volunteers committed to help on election day.

* Install additional phones if needed for voter turnout activities. Approval of your State Re-election Executive Director must be obtained before ordering more phones in the name of the Nixon campaign to conform with the Campaign Spending Act and stay within the bounds of your state budget.

** See "County 'Get-Out-The-Vote' Plan" outline for specific voter turnout activity dates and guidelines.

10/7/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
1701 Pennsylvania Avenue, N.W.
Washington, D.C. 20006

COUNTY "GET-OUT-THE-VOTE" PLAN

1. VOTER TURNOUT ACTIVITIES:

- A. Pre-election reminder and recruitment calls to all supporters:
October 30 - November 6. (25 calls per hour per phone)
- B. Election Day Reminder Calls - November 7 (40 - 50 calls per hour per phone)
- C. Poll Checking (where permitted): November 7 (2 checkers per precinct)
- D. Door-to-Door Victory Squads: November 7 (1 volunteer per 40 houses,
see "9." below)

2. MATERIALS PROVIDED BY THE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT:

- A. Pre-election Phone Conversation
 - B. Election Day Phone Conversation
 - C. Instructions for Poll Checkers
 - D. Instructions for Victory Squad Volunteers
 - E. Election Day Check-Off List (triplicate form for listing all supporters)
 - F. Election Day Not-At-Home Doorhanger
 - G. Election Day Volunteer Assignment Cards
 - H. Nixon Headquarters/Storefront Election Day Master Control Panel
 - I. Poll Watchers Guide - Target '72 (for ballot security use)
- Order all materials from your
State Campaign Headquarters

3. PREPARATION OF SUPPORTER LIST FOR VOTER TURNOUT USE:

- A. Using clerical volunteers start October 23 or earlier to prepare one master supporter list in triplicate by precinct from these sources:
 - (1) Canvassing, both door-to-door and phone.
 - (2) Registered Republicans or GOP Primary Voters.
 - (3) All registered voters in high priority precincts where canvassing has not been completed.
- B. Poll checking counties should prepare list in alphabetical order. Prepare list in street and block sequence when poll checking is not allowed, for convenient use by Victory Squads.
 - (1) Non-computerized counties place supporters on Election Day Check-Off List.
 - (2) Computerized counties will generally prepare master supporter lists in phone centers on alphabetical computer printout sheets.

4. VOLUNTEER RECRUITMENT FOR VOTER TURNOUT:

- A. Determine the number of volunteers needed for each activity. (See "1." for volunteer formulas.)
- B. YOUR VOLUNTEER RECRUITMENT CHAIRMAN MUST START A MASSIVE DRIVE FOR VOLUNTEERS ON TUESDAY, OCTOBER 24. Order Election Day Volunteer Assignment Cards from your State Campaign Headquarters.
- C. Phone for volunteers from:
 - (1) All campaign headquarters and phone centers
 - (2) Hostess/Business Telephone Centers (unincorporated businesses only)
 - (3) Hostess Phone Centers (homes)
- D. Call these volunteer sources:
 - (1) Republican Women's Club members and Young Republicans
 - (2) Nixon Citizen Groups and Voter Blocs
 - (3) Republican Precinct Chairmen and other Party workers
 - (4) Young Voters for the President
 - (5) All Nixon volunteer lists
 - (6) Registered Republicans and GOP Primary Voters
 - (7) Friends, relatives, service club members, etc.

5. PRE-ELECTION REMINDER AND RECRUITMENT PHONING: OCTOBER 30 - NOVEMBER 6

- A. Use conversation provided by State Campaign Headquarters.
- B. Phone all favorables from first copy of supporter list (See "3., A & B")

(OVER)

6. ELECTION DAY PHONING: (Use Conversation Provided)

- A. Poll Checking Counties - coordinate phoning with poll checking: (See "7. B")
- (1) Start phoning supporters, who have not voted, no later than 12:00 noon, using copy of supporter list which runner brings to the phone center from the poll checker. (Supporters who have voted will have been marked off your list by the poll checker.)
 - (2) Runner will bring one or two additional updates of supporters who have voted to the phoners. The updates will replace the previous call list.
 - (3) Phoners continue calling supporters until the polls close.
- B. Non-Poll Checking Counties:
- (1) Start phoning all supporters at 10:00 a.m.
 - (2) Continue phoning until the polls close. Two hours before voting stops, begin recalling all supporters who had NOT voted as of the first call.

7. POLL CHECKING/POLL WATCHING (WHERE PERMITTED):

- A. Advance Preparations:
- (1) Determine precincts (priority areas) where you will poll check.
 - (2) Recruit the number of poll checkers needed, two or more per precinct.
 - (3) Obtain legal certification required for poll checkers to enter polls.
 - (4) Give each poll checker a copy of "Instructions for Poll Checkers."
 - (5) Arrange by November 6 for one poll checker in each precinct to obtain the bottom two copies of that precinct's Election Day Check-Off List of Nixon supporters.
- B. Election Day:
- (1) Poll checkers mark through names of supporters as they vote.
 - (2) Runner picks up first copy of marked supporter list from poll checker about 11:30 a.m. and delivers it to phone center.
 - (3) Runner picks up second copy of marked supporter list from poll checker 4 or 5 hours (no later than 4:00 p.m.) before the polls close & delivers copy to headquarters where Victory Squads are assembling. (If Victory Squads are not used, because list is alphabetical, take copy to phoners.)
 - (4) After runner picks up the final copy of the supporter list, poll checkers start a handwritten list of all who vote from then on. Two hours before the polls close, a runner should pick up your handwritten list to take to the phoners.

8. BALLOT SECURITY: COORDINATE WITH YOUR STATE BALLOT SECURITY CHAIRMAN -

- A. Determine precincts where Poll Watchers will be required to insure a fair election and accurate returns. (Precincts with a history of irregularities and those where we consistently receive less than 30% of the vote.)
- B. Recruit two or more Poll Watchers for each such precinct. Obtain required LEGAL CERTIFICATION for entry to the polls.
- C. Give each watcher a copy of "Poll Watchers Guide - Target '72."
- D. Hold a Ballot Security School to train Poll Watchers.
- E. Watchers must report to the polls 30 minutes before they open and remain until the returns are final and official.
- F. Give each watcher a phone number to call for help on election day where an attorney, well versed in the state election law, can be reached all day.

9. DOOR-TO-DOOR VICTORY SQUADS:

- A. Victory Squads assemble at a designated area headquarters at a set time in the afternoon (3:00 - 4:00 p.m.) on Election Day.
- B. Each volunteer receives an Election Day Check-Off List, or other "favorables" list, with supporters who have already voted marked off. Runner delivers list from poll checker or in non-poll checking counties from phoners. (Explained in "(3)" under "7. B")
- C. Volunteers call on supporters marked as not voting. Each receives a supporter list, 20 Election Day Door Hangers, a name tag, and a copy of "Instructions For Victory Squad Volunteers."

10. COORDINATE VOTER TURNOUT ACTIVITIES AND VOLUNTEER RECRUITMENT WITH STATE AND LOCAL CANDIDATE ORGANIZATIONS AND WITH YOUR COUNTY GOP COMMITTEE. Its important not to duplicate and waste resources in order for as many precincts as possible to be covered on Election Day.

DEPLOYING NATIONAL RE-ELECTION COMMITTEE

STAFF TO THE FIELD

October 16 - November 7

1. Request staff to depart D.C. on Monday evening, October 16. One of their assignments for the week of the 16th will be for the new field staff to attend state Get Out The Vote workshops scheduled for that week.
2. Send staff to key and marginal states and states with important Senate races:

1. California	10. Massachusetts	18. New Jersey
2. New York	11. West Virginia	19. North Carolina
3. Pennsylvania	12. Illinois	20. Georgia
4. Michigan	13. Ohio	21. Kentucky
5. Missouri	14. Texas	22. Oklahoma
6. Wisconsin	15. Maryland	23. New Mexico
7. Minnesota	16. Connecticut	24. South Dakota
8. Washington	17. Rhode Island	25. Idaho
9. Oregon		
3. Arrange to send from 50 to 100 National Committee to Re-elect staff to the field. Staff will be working at the county level in these states on preparations for - and the implementation of our voter turnout program.
4. Week of October 9 select staff members who are to go out to the field.
5. On Monday, October 16, starting at 9:00 A.M., train staff going to the field. Make assignments, introduce to Regional Directors, and Field Representatives in afternoon.
6. Each staff person assigned to a state must work for one of the following (to be determined by Rick Fore) in order for their effort to be well-coordinated and so that our new field staff will be informed on the program leadership and personalities in the particular state.

(a) Regional Director (b) National Field Rep. (c) RNC Field Rep.

In the absence of one of the above the contact would be a member of the State CREP Staff. Their first contact before meeting with county or city leaders must be with this staff person.
7. Once in the state each new field staff member reports back to the national campaign through the Political Division staff person to whom they are assigned.
8. Most important - These staff members are to assist local county leaders. THEY DO NOT DIRECT. We cannot superimpose another structure on top of the present organizational layers.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 9, 1972

MEMORANDUM FOR: RICK FORE

FROM: DICK NELLIUS

SUBJECT: Media Plan for Get-Out-The-Vote Kick-Off,
October 28th

Getting out a massive vote for President Nixon is what the campaign is all about -- and the Get-Out-The-Vote Kick-Off on October 28th can be considered the most important single effort in achieving that goal. Making the GOTV Kick-Off an outstanding success will require the biggest press and public relations campaign yet undertaken by the Committee to Re-elect the President.

An effective Kick-Off will underscore the fact that the Nixon Campaign has out-organized McGovern, beating him at his own game, as well as stress the people-to-people aspect of the Nixon campaign, recruit new volunteers and emphasize the importance of voting on Election Day.

If properly coordinated, the Kick-Off should have greater media -- and public -- impact than the September 16th Canvass Kick-Off. The GOTV Kick-Off will have the same advantage in using prominent Nixon spokesmen and celebrities who in themselves generate news, and have the added impact of being much closer to Election Day when public interest in politics is at a high.

An effective media campaign will require:

1. The combined efforts of the Committee to Re-elect and Republican National Committee press and public relations staffs, as well as regional, state, and local media people.
2. Selection of a full-time coordinator to ride herd on the entire media effort and serve as liaison with the Political Division which has overall responsibility for making the Get-Out-The-Vote campaign a success.

Suggested time-table:

-- Immediately schedule meeting of Committee to Re-elect and RNC media staffs to outline program and assign responsibilities; contact state and regional press people in affected states and do likewise.

-- Promptly begin preparing background paper on need to get-out-the-vote effort, statistics etc., generous use of scare tactics on how McGovern people are willing to work day and night for their man and we could wake up one morning and find the election has been stolen from us. Also prepare suggested speech material for use of surrogates.

-- Prepare TV and radio tapes with MacGregor, Malek and surrogate announcing the Kick-Off in as many key communities as possible. Each tape should be geared for the local audience.

-- MacGregor and Malek have joint press conference on October 17th, in early afternoon, timed for 6 p.m. news. MacGregor should explain the Kick-Off and why; Malek follows with specific details, naming cities and identifying some of the surrogates who will be participating. As teaser for follow-up, Malek should announce date when complete details will be released.

A press release should be prepared as well. Discussion must be limited to the Get-Out-The-Vote Kick-Off; if get in to Watergate etc., that will dominate the news and the Kick-Off will be buried in the bottom of the story.

-- October 19th, State Chairmen announce heads of Get-Out-The-Vote campaign in each community. where held, time, etc. Release mailed to weeklies.

-- October 23, joint MacGregor-Malek press conference releasing details on surrogates, who going where, etc. Radio and TV tapes should be enroute to communities for use the following day.

-- October 25, Kick-Off press team contacts every newspaper, radio, TV station, local wire service representatives, in each community about the Kick-Off. List must be kept of who contacted and supervisory personnel should make spot checks from this list.

-- October 26th, Kick-Off press teams calls back everyone contacted earlier in the week, reminding them of the Kick-Off and insuring local coverage is planned.

This must be checked, checked and checked again. State and local press people should be used as well. However, experience with Canvass Kick-Off shows the bulk of the media effort -- and the work -- must be done at the National level to insure maximum results.

Joan -

I talked w/ Gordon yesterday and told him of a screw-up I had made in a Malek to MacGregor memo of which you got a copy. The memo is October 11th and the subject is "Get-Out-The-Vote."

On page 4, first paragraph, it refers to a proposed spokesmen schedule at Tab D. My mistake was that I didn't notice this tab. Therefore, I made the mistake of calling the tab mentioned in the next to the last paragraph on page 4 Tab D.

Therefore, would you please do the following things to rectify my error:

1. Insert the attached surrogate list at the Tab D that you have in the package.
2. Change the letter D (in the next to the last paragraph on page 4) to the letter E.
3. Change from D to E the Tab letter in the upper right hand corner of the material you have in your package which is entitled Media Plan.
4. Insert the attached Tab E sheet in front in the new Tab E.

Thanks a million - I'm really sorry I screwed this up so badly.

Judy Licata

October 6, 1972
4:00 p.m.

OCTOBER 28, 1972
GET OUT THE VOTE KICK-OFF

CALIFORNIA

Los Angeles

San Francisco

Sacramento

San Diego

Fresno

Irvine

Buckley

Scott

Dunn

Armstrong

Bentley (plus celebrity)

Reagan

NEW YORK

New York City

Buffalo

Albany

Syracuse

Julie Eisenhower

Perk

Keating (plus celebrity)

Rockefeller

MICHIGAN

Detroit

Grand Rapids

Flint

Lausing

Mrs. Nixon, Governor Milliken

Mrs. Hodgson, Mrs. Flanigan,
Mrs. Rogers (plus celebrity)

Sargent

Lugar

PENNSYLVANIA

Philadelphia

Pittsburg

Volpe

Ford

PENNSYLVANIA (cont.)

~~Wilkes-Barre~~ - Scranton

Saxbe

Harrisburg - ~~York~~ - ~~Lancaster~~ - ~~Lebanon~~

Packwood

~~Johnston~~ - Altoona - ~~Erie~~

Mrs. Brown, Mrs. Brooks,
Mrs. Klein (plus celebrity)

NEW JERSEY

Bergen County

Javits

Trenton

Mrs. Agnew

Camden

Klein

Atlantic City

Evans

ILLINOIS

Chicago

MacGregor

Springfield

Kemp

Peoria

Mrs. Rumsfeld, Miss Franklin

Rockford

Percy

OHIO

Cleveland

Brock

Cincinnati

Rumsfeld

Columbus

Richardson

Dayton

Mrs. Butz, Mrs. Hitt (plus celebrity)

TEXAS

Dallas

Secretary Peterson

Houston

Dole

San Antonio

Gallegos (Sanchez if available)

El Paso

Mrs. Banuelos

Austin

Blatchford

October GOTV Kick-Off

NORTH CAROLINA

Greensboro

Raleigh

Ed Nixon

Burney

GEORGIA

Atlanta

Goldwater

KENTUCKY

Louisville

Taft

OKLAHOMA

Oklahoma City

Maureen Reagan (plus athlete)

NEW MEXICO

Albuquerque

Sen: Belmon

SOUTH DAKOTA

Sioux Falls

Butz

RHODE ISLAND

Providence

Kriauer

WISCONSIN

Milwaukee

Mrs. Ruckelshaus, Mrs. Weinberger,
Mrs. Ehrlichman (plus celebrity)

MARYLAND

Rockville

Towson (Baltimore County)

Ruckelshaus (plus celebrity)

Mrs. Schultz, Mrs Train
Mrs. Romney (plus celebrity)

CONNECTICUT

Hartford

New Haven

Mrs. Richardson, Mrs. Stein
Mrs. Bush (plus celebrity)

Ed Cox

MISSOURI

St. Louis

Kansas City

Tricia Nixon

Shultz

MASSACHUSETTS

Boston

Romney

MINNESOTA

Minneapolis

Holton

WASHINGTON

Seattle

Spokane

Morton

Hodgson

OREGON

Portland

Finch

WEST VIRGINIA

Wheeling

Charleston

Dent

Mrs. Kleindienst, Mrs. David,
Archie Campbell

MEMORANDUM

THE WHITE HOUSE
WASHINGTON



October 11, 1972

TO: H. R. HALDEMAN
FROM: LEONARD GARMENT

The attached is for the record, and is filed at Max's request. It outlines the results of his and Taft's fund-raising efforts, and has a couple of interesting points about the impact of that effort on McGovern's efforts. At any rate it's fair to say that Max and Taft kept their campaign promises.

A handwritten signature, likely of Leonard Garment, consisting of a large 'L' followed by a cursive 'e' and a horizontal line.

attachment

PERSONAL &
CONFIDENTIAL

MAX M. FISHER
2210 FISHER BUILDING
DETROIT, MICHIGAN 48202

October 9, 1972

The Honorable Leonard Garment
The White House
Washington, D. C.

Dear Len:

Just a note of thanks for your help in setting up the very wonderful meeting at the Waldorf.

In going over the campaign results thus far, I have a few observations to make on the matter of finance. As I have told you, we probably will raise about \$5 million from the community for the campaign, which, in my opinion, has two disastrous effects on the financing of the McGovern operation:

(1) A substantial portion of the contributions came from large contributors formerly identified with the Democratic Party. As a result, these sources have been denied to the McGovern operation.

(2) I have had interesting conversations with a number of supporters of the Democratic Party who have been called by Senator McGovern, personally. One in particular is the largest financial supporter in the Baltimore area, who called me following McGovern's conversation. He indicated that though he could not support us financially or politically, he was "sitting this one out" by not giving any political or financial support to the opposition.

I have had several calls like this from around the country, so our total effort has been one of gaining votes as well as contributing a substantial impact on our finance committees' operations. This all has had a negative effect on the opposition.

*Hofkempfer
(National
Brewing,
Belknap
Calt)*

The Honorable Leonard Garment
Page Two

October 9, 1972

On my last six visits to Ohio, New Jersey and Virginia, I have come in contact with a number of Democratic officials who have attended my meetings. They have told me that, though they are remaining loyal to their party locally, under no circumstances would they vote for McGovern, and that they will support President Nixon in their own quiet way.

Looking forward to seeing you soon.

Kindest regards,

A handwritten signature in cursive script, appearing to read "Leonard", with a horizontal line underneath it.

TALKING PAPER FOR 10 a.m. POLITICAL MEETING

Re: Buchanan - Attack Post

75
Wellday
C

Buchanan has mentioned in the last two Political Media Analyses that a decision must be made as to whether there is a frontal attack on the Washington Post's reporting of the campaign sabotage and smears. Buchanan feels strongly that such an attack on the Post should be launched to prepare the climate against further espionage stories. Buchanan discounts the danger of having other media rally to the Post's defense because CBS is hitting us pretty hard already.

_____ Buchanan to prepare attack Post plan.

_____ Drop idea.

_____ Other.

GS
10/13/72

**Committee
for the Re-election
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920



October 12, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

FRED MALEK 

SUBJECT:

Mock Elections

I thought you would be interested in the attached mock election results.

Attachment

10/2/72

KEN RIETZ

POST-CONVENTION MOCK ELECTIONSCOLORADO

9/ /72	Northeastern Junior College Sterling, Colorado (Used IBM Cards-924 returned- 1/2 student body)	RN McGovern Undecided	59.0% 21.0% 20.0%
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9/ /72	Denver University Denver, Colorado (IBM Cards-1,106 returned)	RN McGovern Undecided	45.0% 41.0% 14.0%
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ILLINOIS

	Eastern Illinois University Charleston, Illinois (Poli.Sci. Dept. Poll - 3,000 voting)	RN McGovern Undecided	51.0% 25.0% 24.0%
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KANSAS

	Kansas State University Manhattan, Kansas	RN McGovern Undecided	37.0% 27.0% 26.0%
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OHIO

9/1/72	Marietta College Marietta, Ohio (2/3 of students)	RN McGovern Undecided	649 votes 479 votes 139 votes
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OKLAHOMA

	Oklahoma State University Stillwater, Oklahoma (Random Poll taken by the <u>Oklahoma City Times</u>)	RN McGovern Undecided	35 votes 10 votes 4 votes
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SOUTH CAROLINA

	University of South Carolina Aiken, South Carolina	RN McGovern Undecided	63.0% 14.0% 23.0%
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TENNESSEE

9/15/72	Belmont College Nashville, Tennessee	RN McGovern Other	86.0% 13.0% 1/2 %
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TEXAS

9/15/72	Southwest Texas State Univ. San Marcos, Texas (Poll conducted by Student Coalition for Good Gov't.- 900 students.)	RN McGovern Undecided	74.0% 15.0% 11.0%
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Post-Convention Mock Elections
Page 2

WASHINGTON
9/ /72

Shoreline Community College	RN	51 votes
Seattle, Washington	McGovern	29 "
	Undecided	20 "

L
FYI

ADMINISTRATIVELY CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN *S*

SUBJECT:

Defense Spot

In light of our discussion on October 9 regarding Dailey's memo about purchasing local television time in Massachusetts for the Defense spot, would you please advise me when the Defense spot will be run in Massachusetts?

Gordon
The spot ran in
Mass week of
10/2
Jeb

OCT 13 1972

Committee for the Re-election of the President

MEMORANDUM

October 17, 1972

CONFIDENTIAL

MEMORANDUM FOR MEMBERS OF THE BUDGET COMMITTEE

FROM: CLARK MacGREGOR

SUBJECT: Budget Committee Meeting, Monday, October 16, 1972

PRESENT: Barrick, Dailey, Evans, Joanou, LaRue, MacGregor
Magruder, Malek, Muller, Odle, Reisner, Stans,
✓ Strachan

1. A budget of \$98,130 is approved for election night activities. A separate budget category will be set up by Barrick under the Tour Office budget. Stan Anderson is responsible for keeping expenditures at the approved level.
2. MacGregor will ask Colson to cut off all mailings as soon as possible and also reduce other expenditures in his area. Odle will tell Abrahams to cut off 1701 mailings.
3. Odle is to urge Division directors to cut back on group lunches, dinners, and entertainment.
4. Odle is to discuss with Sedam whether the damage to the Arizona Re-elect Committee office is covered by 1701's insurance policy.
5. MacGregor is to call Arch Moore with regard to the West Virginia quota.
6. Evans and Malek are to meet to discuss the possibility of certain Administration officials resigning and moving to 1701 for three weeks to assist in fund raising.
7. Dailey is authorized to spend for the week of October 23 \$414,142 for network television, \$5,000 for Alabama television, \$16,000 for network radio, \$9,000 for Massachusetts local advertising, \$20,000 for additional radio, \$220,000 for local spot advertising, and \$325,000 for the Connally half hour. Democrats for Nixon will be urged to pay for the Connally half hour.

CONFIDENTIAL

OCT 14 1972

FITZHUGH GREEN

October 13, 1972

Mr. Hullin:

I send you the attached for your
consideration and planning purposes.

Copies
- MacG
~~HRH~~
- Colson

Staff Coordinators:

Adele Schultz

Claire White


Faculty for McGovern-Shriver

McGovern-Shriver Headquarters

1910 K Street, N.W.

Washington, D. C. 20006

Tel: 202-333-4900, exts 315, 418

NATIONAL TEACH-IN, OCTOBER 25 

Faculty for McGovern-Shriver is calling for a Nationwide Teach-in on October 25th. Supporters of George McGovern and Sargent Shriver are hereby urged to join with the McGovern-Shriver organization on their campus, or to create such an organization if none exists, in order to organize a Teach-in that will insure that their campus is not left out of this national day of demonstration of campus support for the ticket. If your campus, like others in all parts of the country, organizes an effective Teach-in on the 25th, it will:

- (1) raise the level of debate about the issues,
- (2) motivate and mobilize McGovern-Shriver supporters for work in the crucial final weeks of the campaign,
- (3) persuade undecided voters to support the ticket.

Teach-ins have worked before and can work again. Nowhere else are there so many able to speak eloquently for McGovern-Shriver as on the campus. Nowhere else are there so many politically sensitive people who are within walking distance of an auditorium.

The Teach-ins need to be organized. They will realize their potential only if they are organized on many campuses in all parts of the country. They will be useful only if they are well designed and geared to the undecided voter as well as the McGovern-Shriver partisans. They will have a resonance that is heard across the nation only if whenever practicable campuses hold their Teach-ins on the same day -- Wednesday, October 25th.

Some Things to Do at a Teach-in

The Teach-ins can take whatever form is most appropriate to the campus at issue. In addition to talks by professors (or professors and students) who can make particularly eloquent, erudite, and persuasive speeches on the campaign issues, there are a variety of other interesting possibilities:

- 1) Hear outside speakers:
 - A) State and local personalities, such as candidates for office, or local off-campus authorities (like a lawyer who could speak well on lawlessness in the Nixon Administration).

- B) Expert outside speakers on current issues and McGovern programs. For help in getting such speakers, write: Ms. Page Wilson
600 W. Hampshire Avenue, N.W.
Washington, D. C. 20037
- C) Prominent persons such as Shirley MacLaine or Pierre Salinger -- write: Ms. Judy Oldham
Secondary Speakers
1910 K Street, N.W.
Washington, D. C. 20006
- D) Distinguished Senators, such as Humphrey, Kennedy, and Muskie -- request them directly through their Senate offices.
- E) If you want George McGovern, Sargent Shriver, Eleanor McGovern, or Eunice Kennedy Shriver, do not hesitate to put in a request. They might be available because they are passing through (or over) your state. But write immediately to:
Mr. Tony Podesta (McGoverns)
Mr. Bill Heckman (Shrivers)
McGovern-Shriver Headquarters
1910 K Street, N.W.
Washington, D. C. 20006
- 2) Have a Teach-in with a special theme, such as "Corruption" or "Ethics in Government." Several good speeches, and even an entire Teach-in, could be devoted to the wheat deal, the ITT case, the Watergate bugging, the Flanigan shipping affair, the milk fund, Warner-Lambert and El Paso Natural Gas, etc.
- 3) Organize debates among professors of a variety of persuasions or with local Republicans. A debate or other non-partisan format may be the only acceptable one on some campuses. Pro-Nixon forces do not, however, have a right to demand debates at forums provided by Faculty for McGovern-Shriver; there is nothing stopping Republicans from organizing their own Teach-ins (unless it be the lack of candidates for the Presidency and Vice-Presidency who can command the enthusiasm of thinking people).
- 4) Listen to a recording of a speech by Senator McGovern, or (if demand is sufficient) Senator McGovern might speak to many campuses at once by a telephone hookup. In any event, a special statement by Senator McGovern will be available (from Adele Schultz, National McGovern-

Shriver Headquarters) that should be read at the start of each Teach-in.

(Position papers stating Senator McGovern's views on the major campaign issues are also available from your state McGovern-Shriver coordinator or from Claire White, National McGovern-Shriver Headquarters).

- 5) Have a Teach-in of particular interest to the community in which your campus is located; or a gathering sponsored jointly with some off-campus organizations supporting McGovern-Shriver in your area.
- 6) Movies. A slideshow (also available in filmstrip) is available on Vietnam (\$15 for slides, \$5 for filmstrip) from: McGovern Slideshow Vietnam Desk
Seventh Floor
1910 K Street, N. W.
Washington, D. C. 20006
Last minute requests can be made by telephone at 202-333-4900, ext. 218.
- 7) Discussions or organizing sessions to mobilize volunteer effort (and collect money) for the last two weeks of the campaign and for getting out the vote. Most Teach-ins should end with this, so that those who attended could find out how to act effectively in accordance with their convictions.

Some Things NOT to Do at a Teach-in

- 1) Don't do anything contrary to the rules and administrative policies of the institution. Faculty for McGovern-Shriver deplores any campaign activity that in any way lessens the decorum of any campus. Inconsiderate use of loudspeakers should always be avoided. It would be well even to avoid campus locations that have become associated with disruptions of normal campus activity.
- 2) Don't encourage cutting of classes. The Teach-in should be held late in the afternoon or evening (or both) or at some other time when there are few if any classes, to minimize conflict with academic obligations, and no one should be asked to cut classes to come.
- 3) Don't mix up Teach-in activities with class lectures or assignments. Faculty for McGovern-Shriver opposes any use of classes for political indoctrination, but recognizes the importance of campus debate about the campaign issues, and offers the Teach-in as a proper forum for that debate.

- 4) Don't provide a forum for monomaniacs. Seek out speakers who can command the respect of those who have not yet decided how to vote, and whom the majority that is needed to elect Senator McGovern might find persuasive.

How to Get a Crowd

- 1) National Faculty for McGovern-Shriver can help with:
 - A) Posters -- Some "National Teach-in, McGovern-Shriver" posters, with space for writing in the location and hour of your campus Teach-in, may be available from Adele Schultz, McGovern-Shriver Headquarters.
 - B) Letterhead stationery -- a limited amount of stationery headed "National McGovern-Shriver Teach-in," is available for press releases, etc. from Claire White, McGovern-Shriver Headquarters.
- 2) What must be done locally:
 - A) Issue press releases to both the campus and local media whenever there is something specific to report, such as the organizers and place of the meeting, the speakers, etc.
 - B) Distribute flyers in every dormitory room and office.
 - C) Place advertisements in the campus newspapers, etc. Pass the hat to get the money.
 - D) Assign someone to ask everyone in each department, dormitory floor, or the like to come.

What Will Make It Work

If a few people on each campus will do the work needed to organize and promote a Teach-in, the Teach-ins will be successful. If not, they won't be. This won't be the first time in history, or even in the McGovern campaign for the Presidency, where an outcome has depended on a small number of dedicated people. Lets get it together again. Good luck!

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN **S**

SUBJECT:

Magruder Discussion with
John Mitchell

Jeb Magruder talked with John Mitchell this morning. Mitchell believes that stories about "Black advance/Dick Tuck"-type activities against the Republicans should be collected for release to the press. Dean, Moore, and Chapin this morning, after you and Ehrlichman left, decided to recommend that nothing be released to the press. Instead, materials would be collected and held depending on how the expected Sunday Post story plays. You may want to discuss this entire matter with John Mitchell.

Second, Mitchell has asked Magruder for the Gallup figures expected for release Sunday. You will recall that I advised you that John Davies expected them to be "around 60-35-5". You may want to cover these with Mitchell also.