

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>
55	23	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Paul A. Lavrakas to Peter Michel RE: Jim Browns. 1pg.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [33]	Memo	Lavrakas to Michel, re: "Jim Brown"	9/20/72	C-NIXON

FILE GROUP TITLE
 WHSF: WHCF Subj. Files: Confidential Files

BOX NUMBER
 48

FOLDER TITLE
 [CF] PL-NIXON [2 of 2] [1971-74]

RESTRICTION CODES

- | | |
|---|--|
| A. Release would violate a Federal statute or Agency Policy.
B. National security classified information.
C. Pending or approved claim that release would violate an individual's rights.
D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person. | E. Release would disclose trade secrets or confidential commercial or financial information.
F. Release would disclose investigatory information compiled for law enforcement purposes.
G. Withdrawn and return private and personal material.
H. Withdrawn and returned non-historical material. |
|---|--|

Presidential Materials Review Board

Review on Contested Documents

Collection: WHSF:WHCF:SubF:[CF]
Box Number: 48

Folder: [CF] PL-Nixon [2 of 2] [1971-74]

<u>Document</u>	<u>Disposition</u>
33	Return Private/Political

September 28, 1972

C. F.

PL/Nixon

FG 1-3-1

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR PETER MICHEL

FROM: PAUL A. LAVRAKAS

SUBJECT: Jim Brown

I hope nobody is operating under the assumption that Jim Brown is a particularly popular figure in the black community and will, therefore, be especially valuable in the black vote effort. From what I can figure, many blacks regard Brown as being arrogant and self-centered. Black women, in particular, are reported to dislike Brown and resent his being paired with white women in his films (as in his most recent film, Shogun).

Therefore, it may be counterproductive to the black vote effort to use Brown in ads aimed at the black community. Brown may be, in fact, more palatable to whites than to blacks (as is true for people like Lionel Hampton, and even, to a degree, Sammy Davis).

The above are my own subjective reflections and certainly cannot be proven in an empirical fashion. Nonetheless, I think it is something worth keeping mind as a potential source of difficulty.

PL:rad