

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>
14	2	7/19/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Chuck Colson RE: A forward copy of July 14 memo on campaign strategy. 1 pg.
14	2	7/17/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Chuck Colson receiving a copy of memo on campaign strategy. 1 pg.
14	2	7/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Pat Buchanan To: Clark MacGregor and H.R. Haldeman RE: Campaign strategy suggestions about McGovern. 2 pg.
14	2	7/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: McGovern campaign schedule. 1 pg.

<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>
14	2	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From: William E. Timmons To: Dwight Chapin RE: Democratic National Convention First Session Capsule Report. Attached is a copy of handwritten draft memo. 8 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: TV coverage of the platform hearings. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Campaign strategy memos. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Time-Life Film "Making of the President 1972." 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Herbert G. Klein To: H.R. Haldeman RE: "The Making of the President. 1972" televised documentary. 1 pg.

<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>
14	2	7/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Ken Reitz' comments on McGovern campaign. 1 pg.
14	2	7/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Jeb S. Magruder To: H.R. Haldeman RE: Ken Reitz memo on McGovern campaign. 1 pg.
14	2	6/8/1972	<input type="checkbox"/>	Campaign	Memo	From: Ken Reitz To: Jeb Magruder RE: The McGovern Campaign. 3 pg.
14	2	7/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Daily RE: "Coke"-type commercial on song number two. 1 pg.
14	2	7/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Harry Dent RE: Book "Nixon's Quest for Peace." 1 pg.

<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>
14	2	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Leonard Garment To: Bob Haldeman RE: Book "Nixon's Quest for Peace." 1 pg.
14	2	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Frank van der Linden's book, "Nixon's Quest for Peace." 1 pg.
14	2	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: H.R. Haldeman To: Len Garment RE: Promoting book, "Nixon's Quest for Peace," during campaign. 1 pg.
14	2	7/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Taking advantage of critical editorial on the Democratic platform in The New York Times. 1 pg.
14	2	7/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Position for LynRae McClintock in the California organization. 1 pg.

<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>
14	2	7/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Whether McKissick is a registered Democrat. 1 pg.
14	2	7/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Plans for Vice President at the Convention. 1 pg.
14	2	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Status on celebrities. 1 pg.
14	2	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Ron Ziegler meeting with David Maxie regarding the First Family. 1 pg.
14	2	6/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: "Life" article on campaign. 2 pg.

<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>
14	2	6/14/1972	<input type="checkbox"/>	Campaign	Memo	From: L. Higby To: Gordon Strachan RE: Jeb Magruder phone call. 1 pg.
14	2	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Analysis of Jewish vote. 1 pg.
14	2	7/19/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Peter Dailey and advantage with the networks. 1 pg.
14	2	7/18/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Anaysis of second wave campaign polls. 1 pg.
14	2	7/18/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Status of updated Wallace chart. 1 pg.

<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>
14	2	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Polling information. 1 pg.
14	2	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Status of post-convention key state dinners. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Intellectuals for the president party. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Status of the review of the California situation under Nofziger. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Status of graphics at convention. 1 pg.

<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>
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: September campaign kick-off. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Campaign strategy. 1 pg.
14	2	7/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Follow up RE: Status of celebrities. 1 pg.
14	2	7/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Clint Eastwood. 1 pg.
14	2	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Sinatra. 1 pg.

<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>
14	2	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Ehrlichman Political meetings. 1 pg.
14	2	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dick Howard RE: Abel Seconding speech. 1 pg.
14	2	7/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Bill Safire RE: Abel Seconding speech. 4 pg.
14	2	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Illinois Pollster-Shapiro. 1 pg.
14	2	7/20/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: McGovern and Eagleton schedules. 1 pg.

<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>
14	2	7/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ed Harper RE: RNC fact book. 1 pg.
14	2	7/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dick Howard RE: McGovern meeting Meany. 1 pg.
14	2	7/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ken Khachigian RE: July 14 news summary. 1 pg.
14	2	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ken Khachigian RE: McGovern's stand on Vietnam. 1 pg.
14	2	7/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ken Khachigian RE: McGovern file. 1 pg.

<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>
14	2	7/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ken Khachigian RE: Democrats-gay lib. 1 pg.
14	2	7/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ken Khachigian RE: McGovern Campaign Expenditures. 1 pg.

ADMINISTRATIVELY CONFIDENTIAL

July 19, 1972

MEMORANDUM FOR:

CHUCK COLSON

FROM:

GORDON STRACHAN

Bob asked that I forward a copy of the July 14 memorandum by Pat Buchanan with strategy suggestions about McGovern.

GS/jb
FU - 7/25

cc: Pat Buchanan

THE WHITE HOUSE
WASHINGTON

HAG
hal see

Date: July 17, 1972

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

A copy should be forwarded to Colson.



July 14, 1972

MEMORANDUM TO: CLARK MACGREGOR
H. R. HALDEMAN

FROM: PAT BUCHANAN

Lines that can be moved by background, and through interviews, into the press. The focus upon the convention will begin to die after the weekend, and continue until ours; and some of these lines will lose much of their currency within a few weeks.

1. The McGovern Market -- Since McGovern won the California nomination the Dow-Jones has dropped 34 points, had dropped every day of the Democratic Convention. McGovern's election would knock the bottom out of it; given his far-out economic positions.

2. The effect of the "quotas" for young, black, Chicano has been to drive the old people out of the Democratic Convention; while those over 55 amount to 20% of population; they got only eight percent of the Convention seats; Democrats will be hurt with this group badly this fall; as with traditional Catholic and Jewish supporters who, like Meany and Daley, have given way to the kids and the zealots.

3. The McGovern Myth -- It is a myth to say George was the candidate of the "people;" he lost N. H. and Illinois to Muskie; Ohio and Pennsylvania to Humphrey; Michigan, Maryland and Florida to Wallace; he ducked Indiana and West Virginia.

Only GOP cross-overs helped him get 29 percent in Wisconsin; and the only major state where he won against a still viable, active opposition was California -- where he blew a 15-point lead in the last ten days -- down from a twenty-point lead to a five-point victory. McGovern's victory is not a popular victory; it is more a coup d'etat of the Democratic Party, where a youthful leftist and suburban leftist elite has deposed and ousted the traditional Catholic and Jewish leadership of the Democratic Party. The fellow is not the people's choice.

McGovern has severely tarnished his reputation for candor and credibility; it is lying in shreds on the floor of the Convention. Here the most pro-abortion on demand candidate opposed his own position in the platform; he deserted the women he promised to support on the South Carolina Challenge; he had his lieutenants gut the tax-economic program he himself is proposing; he deserted the "Charter" to woo back big labor; where for the last ten years he was talking about "begging" in Hanoi; now he is going on about a "residual force." He went downstairs to rap with a hundred screaming demonstrators -- simply because they raised unshirted hell in the lobby -- but could not counsel with the office-holders in his own party. His heart is with the extremist left-wing.

Downgrading Eagleton -- He was - according to varied reliable estimates - anywhere from McGovern's 4th to 7th choice. In short, Eagleton is not even the most qualified man who could be picked, and when potential candidates continued to turn McGovern down, he reached down far enough to get someone who would finally take it. Not exactly a tribute to Eagleton's qualifications.

McGovern and Eagleton are both utter lightweights in foreign policy in an age when a deft hand is needed more than ever, to guide the Nation in a transitional period of world politics. (SALT, Open Door to China, Soviets, etc.) McGovern has to his credit the achievement of being Food for Peace Director for 18 months, which means handing out surplus food to third world nations. Eagleton won his foreign policy spurs as Chairman of the Senate District Committee.

McGovern's selection of Eagleton is a triumph of the "old politics" he was picked in deference to his religion, geographical location, purported youthfulness and self-styled ability to cozy it up with the labor bosses.

Buchanan

ADMINISTRATIVELY CONFIDENTIAL

July 15, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Campaign Schedule

You probably noticed in this morning's News Summary that McGovern's Campaign Coordinator, Gary Hart, said that visits to unemployment centers would be high on McGovern's list of appearances. This information, coupled with the reports of 2-3 weeks of strategy meetings in the Black Hills and then the previously announced trip to the Greek Isles at the end of August, should begin to give us some idea of his plans.

GS/jb

(E)

ADMINISTRATIVELY CONFIDENTIAL

July 11, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: WILLIAM E. TIMMONS
SUBJECT: Democratic National Convention
First Session Capsule Report

I. Attitudes

There is an attitude of depression among delegates and guests in Miami Beach. No enthusiasm at the airports, hotels or convention hall. Few signs and color items; no bands. Considering this is a contested convention, the lack of interest and activity is surprising.

II. Theme

The McGovern Commission reforms clearly are being played up by the convention managers and media. Speeches on the program, floor interviews, TV talk shows, etc., all emphasize the new delegates: women, blacks, youth and Spanish speaking.

III. Demonstrators

At its peak there were probably 1,500 "non-delegates" demonstrating in front of hall. It was a mixed group of National Welfare Organisation, Vietnam Veterans Against the War, Gay Libs and Southern Christian Leadership Conference members. Apparently the networks did not carry much of the activity outside the hall. Police and National Guard reaction to the first push on the gate was slow and two demonstrators nearly pushed the gate in. The non-delegates were not well organized and split in several groups as they departed, thereby diluting their strength. Nevertheless, a small group did go through a portion of the fence, was maced and withdrew.

IV. Politics

Most observers figured that O'Brien would rule on the 120 California McGovern delegates and the question of the necessary majority in the way he did. There were few surprises in the series of votes except for the first one, the South Carolina credentials. That vote could be interpreted as a reaction to aggressive women's lib forces who were advocating the South Carolina challenge but was probably a tactical move to deny a fight over South Carolina on California question.

V. Logistics

During several test runs from the Doral to the hall, average driving time in rush hour traffic was 12 minutes, a pretty good record. However, cars and buses entering the hall complex were stacked up for blocks while security people checked everybody's tickets. Only two gates were open at the rear of the hall, forcing delay and long walks for delegates to reach their gates.

VI. Future

McGovern forces are clearly in control of motions and issues from the floor. The best guess is that they will now reach compromises on key platform and rule controversies to appease conservatives, party regulars and, most importantly, Labor. Unity will be McGovern's biggest problem! There is a lot of speculation about Vice Presidential possibilities but nothing more than rumors.

More detailed notes, especially on logistics, have been made for study in preparation for the GOP convention.

MINUTE-BY-MINUTE FROM FLOOR

First Session - July 10th
Scheduled to Start at 7:30 p.m.

8:00 p.m. O'Brien opens convention
8:04 p.m. Invocation
8:10 p.m. O'Brien introduces Mary Lou Burg
8:11 p.m. Parade of Flags
8:12 p.m. Pledge of Allegiance
8:13 p.m. National Anthem
8:16 p.m. Burg introduces Dick Murphy
8:17 p.m. Dick Murphy speaks
8:18 p.m. Burg introduces Dorothy Bush
8:19 p.m. Bush gives "call"
8:21 p.m. Burg introduces Senator Chiles
8:23 p.m. Chiles speaks
8:31 p.m. Singers and Music
8:46 p.m. Burg introduces Rep. Pepper
8:47 p.m. Rep. Pepper speaks
8:58 p.m. Burg introduces Mayor Hall
8:59 p.m. Hall speaks
9:04 p.m. Burg introduces Bob Strauss
9:06 p.m. Strauss speaks
9:13 p.m. Strauss introduces John Y. Brown
9:14 p.m. John Y. Brown speaks
9:21 p.m. Musical interlude
9:23 p.m. Burg introduces Larry O'Brien
9:26 p.m. O'Brien speaks (lights dimmed)
9:30 p.m. Movie starts
10:04 p.m. O'Brien introduces Patricia Harris
10:16 p.m. Harris begins credentials discussion
10:15 p.m. Harris asks for order; chides sections
10:18 p.m. Missouri and Rhode Island minority reports
will not be placed before body
10:20 p.m. Hawaii, Kentucky, Virginia minority reports
withdrawn
10:22 p.m. Rules announced for minority reports
10:23 p.m. South Carolina minority report
10:26 p.m. 1st Speaker: Mrs. Hornal
10:30 p.m. 2nd Speaker: Rev. Alexander
10:35 p.m. 3rd Speaker: Balla Absug
10:37 p.m. Majority reports speaker
10:42 p.m. 2nd Speaker: Math Berry
10:45 p.m. Vote called by O'Brien
10:46 p.m. Roll call requested by Absug
10:48 p.m. Roll call starts

Other Times Will Be Sent Later

PRESERVATION COPY

WHSF: SMOF

H. R. HALDEMAN

FOR DWIGHT CHAMPAI
FROM Wm. E. TIMMONS
SUBJECT DEMOCRATIC NATIONAL CONVENTION
1ST SESSION CAPSULE REPORT

I. ATTITUDES. There is an attitude of depression among delegates & guests in Miami Beach. No enthusiasm at the airports, hotels or convention hall. Few signs & color items; no bands. Considering this is a contested convention the lack of interest & activity is surprising.

II. THEME. The McGovern Commission reforms clearly are being played up by the convention managers & media. Speeches on the program, floor interviews, TV talk shows, etc all emphasize the new Delegates; women, Blacks, youth & Spanish-speaking.

III. DEMONSTRATORS. At its peak there were probably 1,500 "non-delegates" demonstrating in front of hall. It was a mixed group of National Welfare Organization, Vietnam Veterans Against The War, Gay Libs and Southern Christian Leadership Conference members. Apparently the networks did not carry much of the activity outside the hall.

Police & National Guard reaction to the first push on the gate was slow and two demonstrators nearly pushed the gate in. The non-delegates were not well organized & split in several groups as they departed, thereby diluting their strength. Nevertheless, a small group did go thru a portion of the fence, was maced and withdrawn.

IV POLITICS. Most observers figured that O'Brien would rule on the 120 California McGovern Delegates and the question of the necessary majority in the way he did. There were few surprises in the series of votes except for the first one, the South Carolina credentials. That vote could be interpreted as a reaction to aggressive women's lib forces who were advocating the South Carolina challenge but was probably a tactical move to deny a fight over South Carolina ^{on} ~~and~~ California question.

V LOGISTICS. During several test runs from the Doral to the hall, average driving time in rush hour traffic was 12 minutes, a pretty good record. However, cars & buses entering the

hall complex were stacked up for blocks while security people checked everybody's tickets. Only two gates were open at the rear of the hall, forcing delay & long walks for Delegates to reach their gates.

VI. FUTURE. McGovern forces are clearly in control of motions & issues from the floor. The best guess is that they will now reach compromise on key platform & rule controversies to appease conservatives, party regulars and, most importantly, labor. Unity will be McGovern's biggest problem! There is a lot of speculation about vice presidential possibilities but nothing more than rumors.

More detailed notes, especially on logistics, have been made for study in preparation for the GOP convention.

##

PRESERVATION COPY

WHSF: SMOF

H. R. HALDEMAN

MINUTE-BY-MINUTE FROM FLOOR

1st Session - JULY 10th
Scheduled to start at 7:30 pm.

- 8:00 pm O'Brien opens convention
- 8:04 pm Invocation
- 8:10 pm O'Brien introduces Maria Lou Burg
- 8:11 pm Parade of Flags
- 8:12 pm Pledge of Allegiance
- 8:13 pm National Anthem
- 8:16 pm Burg introduces Dick Murphy
- 8:17 pm Dick Murphy speaks
- 8:18 pm Burg introduces Dorothy Bush
- 8:19 pm Bush gives "call"
- 8:21 pm Burg introduces Senator Chiles
- 8:23 pm Chiles speaks
- 8:31 pm Singers & music
- 8:46 pm Burg introduces Rep. Pepper
- 8:47 pm Rep. Pepper speaks
- 8:58 pm Burg introduces Mayor Hall
- 8:59 pm Hall speaks
- 9:04 pm Burg introduces Pat Strauss
- 9:06 pm Strauss speaks
- 9:13 pm Strauss introduces John Y. Brown
- 9:14 pm John Y. Brown speaks
- 9:21 pm Musical interlude
- 9:23 pm Burg introduces Larry O'Brien
- 9:26 pm O'Brien speaks (lights dimmed)
- 9:30 pm music starts

PRESERVATION COPY

WHSF: SMOF

H. R. HALDEMAN

- 10:04 pm O'Brien introduces Patricia Harris
- 10:06 pm Harris begins credentials discussion
- 10:15 pm - Harris asks for order; chiede sections
- 10:18 pm Missouri & Rhode Island minority reports will not be placed before body
- 10:20 pm Hawaii, Kentucky, Virginia Minority Reports withdrawn
- 10:22 pm Rules announced for minority reports
- 10:23 pm South Carolina minority report
- 10:26 pm 1st Speaker: Mrs Hornat
- 10:30 pm 2nd Speaker: Rev. Alexander
- 10:35 pm 3rd Speaker: Bella Abzug
- 10:37 pm MAJORITY REPORTS SPEAKER
- 10:42 pm 2nd Speaker: Math Berry
- 10:45 pm Vote called by O'Brien
- 10:46 pm Roll call requested by Abzug
- 10:48 pm Roll call starts

OTHER TIMES
WILL BE SENT
LATER

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

**TV Coverage of the
Platform Hearings**

Are you working with Ken Cole and Ed Harper of the Domestic Council to assure appropriate TV coverage of our Platform hearings the week before the Republican Convention? I recall that you mentioned keeping track of the amount of time the Democrats received and assuring that we receive equal billing. Is the basic news interest there?

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Strategy Memos

When Bob was reviewing some of the campaign strategy memos on the plane, Sieglar mentioned to him that he (Sieglar) was aware that you had read his memorandum. The fact that Sieglar knew that you had read his memorandum for Haldeman bothered Bob. Bob is concerned that in the future if you read other staff members memoranda that you do not indicate to them that you have read them for Bob.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

"Making of the President 1972"

Herb Klein has submitted the attached memorandum to Bob regarding Time-Life Films' request to do some filming of the President for a TV documentary entitled, "The Making of the President 1972".

Bob has not seen Klein's memorandum. Would you prepare the necessary schedule proposal or alternative for his decision? It may be that we could give Time-Life Films some of the documentary footage that you have arranged. Or you may want to arrange for a separate filming. Those options should presumably be presented to Bob by you.

GS/jb

H- FU - 7/15

THE WHITE HOUSE

WASHINGTON

July 10, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: HERBERT G. KLEIN *HK*

RE: The Making of the President, 1972
Televised Documentary

Time-Life Films is producing with Theodore H. White this year's film version of his book, The Making of the President, 1972. It will be an hour-and-a-half documentary on the Presidential campaign, to be broadcast on nationwide television after the election in the fall of 1973.

The producers of the film have been in touch with me to request an opportunity to film the President some time before the Republican Convention.

The focus of the campaign and their filming to date has naturally been on the democratic contenders and their primary battles.

To provide balance, the producers wish to show that at the same time President Nixon was attending to the conduct of national and international affairs. While they are buying footage from the networks to highlight the China and Russia trips and other news events, they are seeking film to visualize the flavor of the President's normal working day as the nation's chief executive.

Specifically, they would like to come down from New York on a day or days we would designate to shoot silent and sound film of the President in working situations throughout the day. Scenes might include the President at a breakfast meeting, at a Cabinet or Leadership meeting, in discussions with staff members, working alone in the Oval Office and EOB office and, hopefully, some informal shots such as the President, Mrs. Nixon or one of the girls greeting visitors in the Rose Garden. We would, of course, be in complete control of the scenario.

While the importance of this is primarily historical, I believe this is something we should do. If you agree, please let me know and we will work up a specific proposal.

ADMINISTRATIVELY CONFIDENTIAL

July 1, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

In light of your analysis of the campaign memoranda submitted recently, you might be interested in reading Ken Riets' comments on the McGovern campaign.

GS/jb

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

June 13, 1972

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: JEB S. MACFARLAND

Attached for your information is a copy of a memorandum from Ken Rietz suggesting ways in which we handle McGovern's present upsurge in popularity.

Attachment

145

Committee for the Re-election of the President

MEMORANDUM

June 8, 1972

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By Empress NARS Date 1-11-80
Confidential

MEMORANDUM FOR: JEB MAGRUDER

FROM: KEN RIETZ *KR*

SUBJECT: The McGovern Campaign

With all things considered, McGovern should be a much easier candidate to run against than Humphrey. The only area he has natural support is among young people and my feeling is that he is not as strong there as many think (separate memo follows).

There is a danger in the McGovern candidacy, however, that may not be immediately apparent. That danger lies in the immediate temptation to go for the jugular. In my opinion, this would be a real danger.

McGovern does not appear to be an evil man. He looks like the man next door. He is neither handsome or ugly, is not slick, and seems to talk everyone's language. He is not well-known and that is an advantage. His biggest advantage, however, is that he appears to be straightforward, honest, and sincere. This is especially appealing to young people.

An immediate broadside attack against McGovern will definitely reduce his appeal. It will level off his present steep climb in popularity and dampen his campaign spirit. It is my feeling that this kind of a broadside (even if carefully disguised) would be a mistake. While we would slow his campaign, we would leave ourselves open to the charge of "cheap Republican trick" and the democrats would rally behind their wounded soldier. We cannot make a martyr out of McGovern or we will have real problems.

We should let McGovern's surge run its course. This will be a tough thing to do because McGovern will rise in popularity. If he is turned aside now, however, he will only rise again and then we may not be able to stop him because we have used up all our material.

Confidential

Confidential

Jeb Magruder

-2-

June 8, 1972

The similarity between the present situation and the 1970 Brock campaign is very real. The issues against McGovern are very similar to those used against Gore. The timing we used seemed to work well and should be explored this year.

It would seem appropriate to plan the last six weeks of the campaign from election day backward. Each week a new issue should be discussed coming down hard on the inconceivable and unbelievable position of McGovern. The issues should be so drawn as to always be keeping McGovern on the defense defending his own stand. That way he will spend an entire week answering busing and we will hit him the next week with abortion, prayer in schools, etc. The key is not to destroy him but to keep him always on the defense, explaining his position.

The important point is, these issues should not be used up early. McGovern should not be attacked early. If we build a startling lead early it will only dwindle and we may have nothing in reserve. This will be a very difficult thing to accomplish because the natural tendency is to hit him now and hit him often. Everybody in the field (particularly volunteers) will call for it and most people in Washington will demand it. (In the Brock campaign, my telephone rang off the hook with advisors who said we were losing because we weren't hitting Gore, particularly in early September. Our only reply was we had it planned and it would come. And, it did.)

In addition to proper timing, style and tone are all important in this attack. The issues should be discussed but, there should be a common theme. I suggest that theme is believability and sincerity -- McGovern's. We should stress his political nature and the way he built himself into a candidate by using the people -- young, old, black, etc. In addition, we should stress the unbelievability of his position compared to the view of all Americans. Time after time he should be shown out of touch with what Americans want.

What I am saying is that the issues have a twofold purpose. The first is the issue itself, but the second and more important is painting McGovern as someone out of touch with reality and the American people, insincere, and a politician of the first order.

Confidential

Confidential

Jeb Magruder

-3-

June 8, 1972

While this process is going on, the President and Vice President must stay above the battle. They should not get involved in name calling and should remain positive -- talking about the accomplishments of the Administration in a positive, not defensive way.

cc: Fred LaRue
Fred Malek

Confidential

ADMINISTRATIVELY CONFIDENTIAL

July 31, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

"Coke"-Type Commercial
on Song Number Two

As I mentioned on the telephone, Bob would like to have you develop a TV commercial similar to the ones now being done for both Pepsi and Coke using song number two as the background. I realize that you have reservations about such an ad because it would be too "slick", but, nevertheless, that decision should be made after the commercial has been prepared.

Would it be possible to have this ad included in your early August advertising presentation to Bob?

cc: Jeb Magruder

GS/jb

FU - 8/4

ADMINISTRATIVELY CONFIDENTIAL

July 31, 1972

MEMORANDUM FOR:

HARRY DENT

FROM:

GORDON STRACHAN

SUBJECT:

"Nixon's Quest for Peace"

In addition to the suggestions that we have discussed on the telephone about including photos in the next edition, you may also want to review use of Garment's suggestions for the promotion of this book. Is Herb Klein fully involved in the entire project?

GS/jb

MEMORANDUM

THE WHITE HOUSE

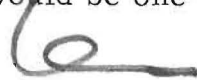
WASHINGTON

July 27, 1972

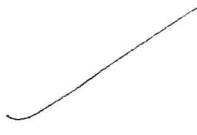
MEMORANDUM FOR BOB HALDEMAN

SUBJECT: "Nixon's Quest For Peace"

Van der Linden's heart is obviously in the right place but his book is neither substantive enough nor gossipy enough to be persuasive or interesting. It reads like something produced by Herb Klein's shop, which is not to criticize Herb's work but to suggest that it will generally be dismissed (where it is even reviewed) as White House publicity rather than serious history. On the other hand it does set out, in clear language and straightforward chronology, the enormous range of Presidential achievements and incidents which is very much worth getting across to a mass audience. How can this be done in a way that gets to people who are not solidly committed or solidly opposed? The only thought I have is to abbreviate the text and document the incidents with a great number of inside - i. e., White House-type - photographs. (The Bantam Book record of the China trip comes to mind.) As a text of the President's foreign policy accomplishments, the book as it stands can be disseminated to the convinced and digested in the Reader's Digest and other magazines. As a "sound track" for a picture record of the big events it describes it would have a wider audience and would leave a number of interesting and, I would think, persuasive impressions. I would imagine through Herb's office arrangements can be made for serialization of the book in a large number of newspapers. This would be one way of ensuring a fairly wide casual readership.



Leonard Garment



ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Frank van der Linden's Book,
"Nixon's Quest for Peace"

Harry Dent forwarded the page proofs of van der Linden's new book, "Nixon's Quest for Peace." The publication date is September 13. To determine whether this book is to receive substantial emphasis in the campaign, Len Garment should read the book and submit a recommendation. A memorandum for your signature to Garment is attached.

Buchanan is working on the briefing book; Safire is on vacation; and Dick Moore is in California.

Once Garment submits his recommendation, Ray Price and Chuck Colson should prepare a promotion and distribution plan.

GS/jb

Eq
7/28

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

H
KW
7/28

MEMORANDUM FOR:

LEN GARMENT

FROM:

H. R. HALDEMAN

Would you read Frank van der Linden's new book, "Nixon's Quest for Peace", to determine whether this book should receive a substantial promotional effort during the campaign?

Your recommendations and suggestions should be submitted by July 28.

Thank you.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 7, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

I trust you have kept a copy of The New York Times editorial on the Democratic platform which is delightfully critical. The New York Times, with its charts of Vietnam troop withdrawal, Tom Wicker article on McGovern's credibility and now this blast, may be just the right thing for campaign advertising.

Would you advise me of your plans?

cc: Dick Howard

GS/jb
H - FU - 7/15

ADMINISTRATIVELY CONFIDENTIAL

July 29, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On August 2 check with Fred Malek on whether there would be a position for LynRae McClintock in the California organization.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 26, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Bob Brown on July 27 regarding whether McKissick is still a registered Democrat. He should stay as such.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 26, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Dwight Chapin on Friday, July 28 regarding his plans for the Vice President at the Convention. Bob asked him for it in the car this morning.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 25, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on the status of the Celebrities situation on August 1. Review the July 21 Ray Caldiero memorandum on Celebrities.

GS/jb

July 22, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

GORDON STRACHAN

Check with Ron Ziegler, on Tuesday, July 25, regarding his meeting with David Maxie on the First Family instead of the Campaign proposal.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

June 21, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: "Life" Article on Campaign

Jeb Magruder called asking for your opinion on whether Dave Maxie of Life should be encouraged to do an article on the campaign. Maxie did the Look story on Cambodia and according to Magruder is "friendly, a good guy who would do a good story". The primary focus would be on the campaign but Maxie would also like to do one picture of the President, you and Mitchell doing something, then a couple of pictures of other White House politicals (Dent, Colson, etc.).

Ziegler, Moore, and Chapin believe such a story would not be a good idea. Safire believes it would be a good story after the Convention because it would appear foolish to be far above the campaign and so appear that the President and the White House don't care. Ziegler says don't waste Life's time on the campaign. Instead encourage them to do something directly on the President and First Family, not on the intricacies of campaigning. Chapin believes there is nothing to be gained and everything to be lost. You and the White House should avoid the public limelight. If Maxie must do a campaign article, it should concentrate on 1701 from Mitchell down through Ken Rietz and his youth operation. Moore says such a story can't possibly do any good. Any picture of Mitchell in Life won't help.

Of course, there is the risk Maxie or others at Life will do a campaign story whether we cooperate or not. So the question is whether the negatives coupled with the risk of inaccuracies outweighs the advantages of having the story told accurately.

Commendation

That Magruder advise Maxie that the White House political types will not be available for a Life story on the campaign. Maxie should be encouraged to do a non-campaign story on the President and First Family or concentrate entirely on the campaign at 1701.

Approve _____ Disapprove _____ Comments _____

GS/jb

THE WHITE HOUSE

WASHINGTON

June 14, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY *L*

SUBJECT: Jeb Magruder Phone Call

Jeb Magruder just called me saying that Dave Maxie wanted to do an article for LIFE magazine on the Nixon Campaign. He went through the usual rigamarole about how Dave is friendly to us, is a good guy, and will do a good story. He wants to do it after the Convention. The article would primarily focus on the Campaign and not on the White House. He would, however, like one picture of Haldeman, the President, and Mitchell doing something, and then maybe a couple of pictures of the other White House political ~~s~~, i. e., Dent, Colson, and Strachan. *No*

What Magruder wants first of all, is Haldeman's opinion on this, and secondly a feeling as to timing. It is Jeb's feeling that the article shouldn't run until after the Convention.

This is something you should be handling, not me. Would you get together with Chapin, et al, and figure out what we ought to do on this and get a plan in for approval to Bob.

*Do you any good, JM
Bobby in life don't
help.*

*Moore - wasn't possible
all negative, no gain*

*Coafire - not a good idea after
the campaign*

Ziegler (uhh)

Price (uhh)

*Chapin - in med res, nothing to be
gained + everything to lose
w/ avoid public limelight, also
on camp - no RR - the pol
calculator." Pol PW JM good*

*Don't waste time
on the campaign,
instead have life
do something on P
or LIFE - not on
intricacies of camp
more OK, also did
look on Cambodia.*

July 22, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

GORDON STRACHAN

Check with Bob Teeter on July 26 (Wednesday) regarding the analysis of the Jewish vote based on a composite of the 11,000 interviews in WAVE I. This is to be compared with the Harris Analysis of June 10-15, which because of the small number of interviews is statistically insignificant in the Jewish area.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

July 19, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Peter Dailey on July 25 as to whether he used the information regarding October 17-20 to advantage with the networks.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 18, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Bob Teeter on July 21 regarding his detailed analyses of the Second Wave campaign polls.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 18, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Glenn Sedam on July 19 for the status of the updated Wallace chart.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 11, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Bob Teeter and Jeb Magruder on Thursday, July 13 regarding the written description of who is to have what type of polling information that is to be submitted to Clark MacGregor and Bob simultaneously.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 11, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Dave Parker regarding the status of the post-Convention Key State dinners that MacGregor and Negruder were to submit to Parker by Friday, July 14.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Len Garment, Jeb Magruder and Fred Malek on July 13 regarding the status of the Intellectuals for the President project. Included in the review should be the Max Ascoli-Kissinger matter, the Kristol-Poole matter and the Moynihan discussion.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Fred Malek regarding the status of the entire review of the California situation under Hofziger on July 25.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On July 10 check with Timmons regarding the status of the graphics at the Convention. Timmons was to meet with the BBDS people on the 10th.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

For the September Campaign Kick-Off which is scheduled to appear in follow up after the return from California, make sure Chapin's report regarding the survey is re-raised.

GS/jb

~~ADMINISTRATIVELY CONFIDENTIAL~~

July 10, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Larry regarding the status of the Chapin campaign strategy memo as he suggests several follow up points. Review notes on the copy in the strategy response file.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 7, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on the status of the Celebrities project with
Ray Caldiero on July 13.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 28, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Clint Eastwood

Check with Ray Caldiero indicates that Clint Eastwood is still a supporter of the President. However, he is currently producing, directing and starring in a new movie called "Joe Kidd". For him to leave the set and appear at the Convention would cost him in excess of \$50,000 a day. We are not prepared to ask him to do that.

However, Clint Eastwood will prepare in the next two weeks a "cameo commercial" supporting the President that may be used at the Telethon. In addition, he will be available to us during the campaign.

GS/jb
FU - 8/2

ADMINISTRATIVELY CONFIDENTIAL

July 25, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Sinatra

In our discussion on Saturday evening you mentioned that you would check with Bob as to whether Chapin was to be the sole contact with Sinatra in connection with the RNC Convention. You were to determine whether Cashen, Caldiero, Malatesta, Alex, and others were to be advised to stay out of this project.

GS/jb
FU - 7/31

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Ehrlichman Political Meetings

A check with Jana Hruska in John Ehrlichman's office indicates that John Mitchell did not attend the July 20 meeting in Ehrlichman's office because he was not invited. He was invited to the meeting this morning, according to Jana, but did not attend because Mitchell's secretary did not put the item on his schedule. In the future, John Mitchell will be invited to the Ehrlichman political meetings.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 22, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

Abel Seconding Speech

Attached are Bill Safire's comments on the I. W. Abel speech seconding the nomination of Henry Jackson. His notes on the bottom should be of interest to you. The question is whether they are underway and if the individuals he suggests, former Under Secretary of Labor in the Eisenhower cabinet is being used. Would you let me know?

cc: Ken Khachigian

GS:car

H F/U - 7/27

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

July 14, 1972

MEMORANDUM FOR:

BILL SAFIRE

FROM:

GORDON STRACHAN

G

SUBJECT:

Abel Seconding Speech

Attached is a transcript of the I.W. Abel speech seconding the nomination of Henry Jackson. You may have some suggestions as to how we might use this. Please advise.

cc: Ken Khachigian

Do we have a "Labor for Nixon"
Committee? If not, why not?
(Jackie Goldhorby, ex-underssec of Labor in
Eisenhower cabinet, will be glad to help set up.)
This should be the first of them working.

I. W. Abel, seconding the nomination of Henry Jackson

Mr. Chairman and Fellow Delegates:

The choice you make tonight is the most momentous of your lives.

At stake is not only the Presidential nomination but the future of the Democratic Party.

Our party has its roots in the vast majority of working people. Tear up those roots, reject that great tradition -- the tradition of Roosevelt, and Truman and Kennedy and Johnson -- and this party will go down to a crashing defeat in November.

You may win the votes of self-styled liberals, the anti-labor snobs -- but that's not America.

Tonight, I want to tell you something about tens of millions of ordinary working Americans. They are the real unsung heroes of America. Everyday they struggle to make ends meet. They struggle to find a decent home in a wholesome neighborhood. They struggle to get a good education for their children.

They are the base and the root of the liberal victories in this quarter of century and they are sick and tired of being called racists and reactionaries by slick Madison Avenue hustlers -- or by alleged liberal politicals who couldn't get elected without them.

And we are tired of the politicians who denounce "big labor" and "labor bosses" on Monday, and then come to us on Tuesday with their hands outstretched.

We have heard a lot about hypocrisy at this convention -- especially from those who called them advocates of a "new politics."

Well, let us end hypocrisy.

Let us end the hypocrisy of candidates who tell us they are for the working people and then turn around and vote for the right to work laws and against minimum wage programs.

Let's end the hypocrisy of candidates who say they are for the working people and then serve as a mouthpiece of the weak lobbies.

Let's end the hypocrisy of candidates who say they are for young people and then vote against summer jobs for youth.

Let's end the hypocrisy of candidates who say they are for the blacks and then seek to weaken the voting rights provision of the 1964 Civil Rights Act.

And let's end the hypocrisy that says that democracy is only for Americans -- and the hell with the rest of the world.

To those who say that building a democracy at home is the road to peace in the world I say: Yes, but if democracy is worth building at all it is worth defending in the world.

There are those among us who say that the way to win in November is to reject the traditions and the values of our

party. And to them I say: Where were you when the chips were down four years ago?

If some of these new politicians had worked this hard to support our party as they subsequently worked to reform our party, we would be meeting here tonight to renominate and lay plans to re-elect President Hubert Humphrey.

This is the party of working people.

Give us a candidate with a unblemished labor record.

Give us a candidate with an outstanding civil rights record.

Give us a candidate with a perfect record of pioneering for a better environment.

Give us a candidate who believes in a strong America -- and who believes that the cause of freedom does not stop at the water's base.

Give us a candidate who can put America back to work.

Give us a candidate who speaks for the vital progressive center - where the people are. Give us a candidate working people can support.

I give you such a candidate who can defeat Richard Nixon in 1972. Fellow delegates, there is only one candidate whose name is before you who meets these tests. I am proud to second the nomination of the great Senator from Washington, Senator Henry Jackson.

ADMINISTRATIVELY CONFIDENTIAL

July 22, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Illinois Pollster -
Shapiro

Per your request, I checked on Shapiro's reputation as a pollster in light of his report in the News Summary that McGovern only trails RN by 49 - 45 compared to a 15 point RN lead two months ago.

Benham, using his office in Chicago, reports that Leo J. Shapiro and Associates Incorporated of Chicago, Illinois, specializes in Market Research. They are not known for their political work. They have been around for at least ten years and are considered knowledgeable and competent in the Market Research area. However, up until the recent research for Walker, they have not been involved in political research. It is Benham's opinion that their political inexperience may account for the surprising change.

GS:car

~~ADMINISTRATIVELY CONFIDENTIAL~~

July 20, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

Concerning your question regarding the McGovern and Eagleton schedules, Chapin, Parker and I have been working on this for some time. Parker is the one who will actually maintain the schedule, and every piece of information that is acquired will be sent to him. However, you should be aware that the information we are inquiring on McGovern's schedule is of the public variety.

cc: Dwight Chapin
Dave Parker
Mort Allin

-- Could you continue to help us watch newspapers for disclosures regarding McGovern's schedule.

GS/jb

~~ADMINISTRATIVELY CONFIDENTIAL~~

July 13, 1972

MEMORANDUM FOR:

ED HARPER

FROM:

GORDON STRACHAN

SUBJECT:

RNC Fact Book

In case you didn't receive a copy of the RNC Campaign Fact Book, attached is an additional copy that we received. Does it correspond with your views as to what should be issued as a campaign fact book on the issues?

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 7, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

You probably noticed in the recent news summaries that McGovern is reportedly anxious to meet Meany (I don't blame him), but that Meany is not returning his calls. Are you and Chuck plugged in to this situation? Would there be any advantage to advising Bob of the status?

GS/jb
H -FU - 7/13

ADMINISTRATIVELY CONFIDENTIAL

July 14, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

SUBJECT:

July 14 News Summary

This morning's News Summary is a relative goldmine of statements that will be politically useful. The line "McGovern Will Bomb - In November", coupled with The London Times comments and numerous others, should be very carefully preserved for the campaign. It may be worthwhile duplicating Mort Allin's records for this particular Summary.

Just a thought.

cc: Mort Allin

FU - 7/19

ADMINISTRATIVELY CONFIDENTIAL

July 11, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

I assume you have obtained a copy of the harshly worded AFL-CIO attack against McGovern's stands on Vietnam, Communism, Labor matters and civil rights. I would be very interested in seeing a copy of this document.

GS/jb
FU - 7/17

ADMINISTRATIVELY CONFIDENTIAL

July 10, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern File

You probably have the quote circled in green in the attached, but just in case it could be used to advantage should McGovern get the nomination. His New York Times comment that he supported President Johnson's strafing could have distinct advantage later.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 13, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

SUBJECT:

Democrats - Gay Lib

You probably saw the wire story on the Gay Liberation movement. John Hoornstra indicated that it did not appear on TV. You might want to check all available tape sources to determine if Gay Lib plank argument as well as the demonstration is available. It would make excellent footage in a union hall during the campaign.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 13, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Campaign Expenditures

You may have noticed in the convention coverage last night that McGovern's co-Finance Chairman, I believe it is Harry Willens, suggested that the Senator from South Dakota would run a \$30 million campaign. Needless to say, this will be a valuable quote to keep track of and use during the campaign.

GS/jb