

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
33	7	1968	Other Document	HRH Handwritten Notes. Sept.-Oct.-Nov.- Through End on 1968 Campaign, continued.

RN

361-57/6 - PL  
361- BB

10/13  
KB

- best plan for today -

→ talk w/ B + M first

2:00 Polit. grp F.C.H.M - H-E

(B)

Agnew staff total loss

Hess only writer - his staff doesn't hit  
Agnew good - programs perfectly  
local press excellent

+ but needs help  
doesn't know how to use staff  
+ doesn't have staff anyway  
nice guys but not adequate

daughters are along - problem  
N told him to take them

Leans has Gov's confidence

good rapport -

B reluctant to see. shake up.

3 issues

debate - N/ not spy on issues - Agnew  
need to build Agnew in headlines  
so they can't call him a boob  
in depth substantive stuff

Tom Moore build-up.

problem: getting the stuff out when it gets there

don't do anything to rattle him  
or shake things up  
or add stuff

RN  
10/12?

Chat

filed

Chat

- got after surrogates - etc  
recurring theme - Demo. line  
N against Soc. Sec.

report as to who are hitting it. —

Answer desk -

Candidate shld not answer - others shld.  
shake 'em up hard

afraid its bureaucratic

reports but no action

what specifically - who take on - etc.

✓ E - get out an answer - smear  
found way in Tehran - Muslim etc  
nationwide pattern of smear  
get everybody to use it.

D - write one.

It's always been for Soc. Sec.

Truth Squad -

Simple reports it is going lot harder than  
press reports - we shall tape + respond  
on basis - TS will do. -

10/12

if weather bad

2:00 radio -

script over now -

Keo - have research group start on project  
he'll talk this afternoon 5:00 today  
Marty - go over everything we've done if ready  
from the beginning  
- find subjects for new radio talks  
Sefie - labor  
Assoc. rep.

makes no diff it's done before  
just change a bit - & new lead

W - no announcements re: sched. next 3 who  
hold all for RN to say Tues AM  
get up backlog

POW M-F-H Chat - have all poll info  
+ PR info  
be sure they're ready to talk  
gen'l campaign  
get off the ground - emphasis

PR G-Sk-Sef-E-More-Ehr - give them  
sched etc.  
talk about what do in terms of TV etc.  
decide PR plans - report to RN  
anyone else on nat'l TV

issue - Harlow - Saf -  
P-Keo-B-

After they have plan  
net RN + give  
him rec -  
what they can do in 2 wks

Z - say even if buy time -  
have to give equal time + quality

Kee - nothing new in last week -  
1c no release on Garden speech.

Anderson - Clark Lewis  
look of N positions on major issues  
present to press

→ Kl - did he mail source book to eds.  
do all eds have?

Saf - dust off source book + call it something else

get someone in NY to do this

include the wife written

go thru briefly book + put in

answers his prepared to give but to mix  
make them concise

would go to every editor + call them press

- counter attack - Chat report to RN  
E on surrogates

Chat - get report on what H's trouble is

F - ch Batchelder on debate how it affects people  
go over now

get Rhyme down.

Reg in border states & Dems  
Citizens is certain

RN  
10/13  
M-Chat-F

~~Handwritten scribbles~~

5. Key state assents

- esp. So + border - get away from Repat org.
- put Agnew almost exclusively in So + border  
don't waste his time
- w/o NY have to win 6 of big 7 - w/ NY 5
- Fla - Lee plan - lot of Demos working
- Va - best Demos program - Powell is lead
- Tenn - pub. is w Tenn. - some good demor  
Baker - Brock fighting -
- Ky - Nunn cracking the whip
- Mo - org. problems - Dick Herman in charge
- counter attack

- re Agnew - don't see any press  
& don't do issues + answers etc

~~Chat~~ Not Muskie - use hecklers, blow his cool

Atkins - try to get a pic of Agnew w/ DDE  
when he sees him this wk.

staff - positive attitude on Agnew  
no hint of any dissatisfaction  
don't admit anything wrong

Al - don't go w/ Agnew  
must stay in NY



Keo<sup>B</sup> - get speech mat'l to Agnew

use Scranton in NJ, Pa, Ohio as speaker.

B. Graham to Vatican?

Al Smith dinner

just in time for reception - ~~last~~ after  
 2 tell press no political -  
 as always N will not ans. any polit'g's.

OK on Face the Nation

- lighten Saturday

Kiker OK on briefing -

but not on plane any more  
 than necessary

+ R/V won't go back when he is

- OK on AP editors -

but no other interviews etc.

no on labor leaders

CB - do a natl TV spot on Univ -  
based on reason  
not by force

RN

10/14

File

G  
Ke  
W  
C

W - Do more Texas  
Ft. Worth again. Houston again - airport?  
San Antonio - El Paso -

Citizen  
NC Tenn - Va Ky - Fla  
Main -

21  
22

E - ~~Cong. figures by 10 AM~~

(E) Gold - Nixon aides quoted Wash. Post + Star  
saying that re price of gold soon  
Mundt says adverse affect Gutbrud.  
& Rominich + Rafferty -  
don't put one out -  
don't tie hands re: gold.

W - Swanton - asked by N to check  
status Pa. very close, concerned -  
is stirring things up -  
says someone should come in for with anyone  
publy E - or someone known

- Green book - not for a while - not done  
will get '60

? — <sup>Jim</sup> Brophy - NC Cong - been gerrymandered  
problem - down tube - N rescue him  
set council film tomorrow

Boston rally cancelled?

not

Henry Brandon Utah ~~journey~~ London Sun Times  
wants interview = maybe see on plane?  
way to say something to Europeans  
✓ Jackson + Sen Brooke +

Cong - Senate 7

Senate net gain

Gov

Mar +11

prob +10

sure +5

good bet +3

fair bet +6 (prob, only 3)

pass gain 10

May 14

1 hour

~~probable +29~~

probable +30

max net gain +38

R+W

10/14

✓ use daily radio - problem of overlooking gut issues  
raise level of interest by counter attack

✓ use appearances to give one in -  
but each night a solid radio stunt  
start hitting WH - in RV speeches

✓ not a q. of what we say - but 10 major speeches

VG

for radio - run thru in ads - in main news.  
or strip in in all news ads

✓ maybe buy Nixon at Nine

✓ re steel & textile - be careful

steel - attack - key action must be taken

B

put Agnew on Nat'l radio

1. satellite cities

2. inter govt relations

✓ major peace speech - early

KL

have listening parties - # of stars - etc.

5 Fete  
5:30 Rhyme  
6:00 R/W - Keo  
1974

file

5h  
w

~~RN~~

~~Charlie Rhyme - emphasize  
border states + Fla.  
R/W group - late afternoon~~

~~RN no: see Abba Eban (M. Fisher - not rec.)~~

~~Sh - when do spots / + what  
what ones will be do -  
no can think of texts~~

~~E - get from Wilson + Murphy - low + high  
memo to RN  
Hesse, Sen.~~

~~H-E-F~~

~~W re sched~~

~~new Minn poll + NC SC  
give Agnew to Minn. full day  
outside Minn. cap. - also surrogates  
long shot - watch closely  
maybe RN back in to Duluth?~~

re research crowd -

key people to meet ~~Anderson~~

Keo, E, F, Sepie, Harlow, Price, <sup>More</sup>

deal w/ B separately - not in mtg.

put them together every day - full hour

have Anderson + B in chg today

Keo - wants to see everything on plate

Hungus - when is Goodell's

always ch E on cit issues groups

F - In 2 be glad to fill you in again

re write to clear in 2's mind

or start for E to ans telegram

BKgrdr

10/15

file

- re next three weeks

fastest finish in campaign history

miles - people - intensity - issues

because TV + radio avail

Sched - this is last wk covering perimeter states

Fla even - edge bus

NC " same Tenn

} swingers

Mo - even category - but will move ahead

Boston TV - pos overall N.E. effect.

- no days off - except Sun for TV + radio taping NY

W - date at noon 30<sup>th</sup> - based on polls

1<sup>st</sup> - prop stop Tex

2<sup>nd</sup> motorcade + prop stop Calif

telethon - 4 hr - 1<sup>st</sup> 2 in E - off 1 - 2<sup>nd</sup> more 0

finish - fly all nite - 1<sup>st</sup> to vote

election nite in NY -

start Weds - every nite - major radio thru 26<sup>th</sup>

unprecedented

will provide on Mon. complete issue book 150 pg.

incl. those in private Ctis



- Operation Extra Effort
  - will put out our poll info ORC - last current ahead in every major state
  - take nothing for granted
  - Bliss contacting every county, town & city in same for R
  - Rhyme same for Cityjans
- not playing safe - all out -
- debates - if two major on TV will do analysis of law says - paid or free - can't do

### House + Senate predictions -

- Govs - have 26 - min net 9 - could be 14
- State Leg. + 400
- House - min + 30 could be + 40 if extra effort works
- Senate + 14 max
- not good chance to control 26 states
- Time - not engage in name calling as it
- he is panicking - will swing wilder & wilder against Soc. Sec. knows isn't true
- won't get down to his level

3

- Agnew issue - benefit to us

Transition - will take up on Nov. 5  
Youngest White House Staff

no vacation Nov 5 - Jan

decisions made then -

most imp. new Pres will make

re success of admin.

spend 2 months for this

Attack Wallace - Counterproductive

debate in hall - not best use of time - need TV

RN ~~Sh?~~ bot radio time? N at 9  
Record one radio ~~to~~ write file

~~AN~~ - ch on NY polls - + McCatty situation  
- re VIPs on plane - unless Volpe or someone  
put them on other plane -  
As RN doesn't have to take time

~~Geo~~ - speech deadlines - for radio  
clear on subjects  
set up plan  
- 1 min spot ~~with~~ <sup>for</sup> Rust. (Longman)  
TV -

~~Ech~~ - another girl on for steno -  
- get an opinion on equal time

Saint E+F - re Press Club idea - opinion it can't be done

F/St - if H does the debate vs film  
we buy time - 1/2 hr sun. after - <sup>any</sup> ~~met~~  
do H vs. H.  
N might want to go on - + take on H  
or we use film -  
or someone else go on + answer  
get a cash offer into Cleaver to buy time  
or some inquiry made re buy - from Cleaver  
buy 1/2 hr sun after H - no relation to H.

2

file

F - ride hourly ch. on Harris

G - situation on TV

Southern buy  
prog. for spots for balance - etc.

Kott - He wants to re-do audio - on all  
stuff he's done for TV that will be used  
feels it's not strong enough.

Can't do  
it

Ch - what did H do w/ Future Farmers

F - Jones reaction Texas TV

W - overnight Mon Calif - NY

Kidd - hit debate on press plane

10/15

file

on reading cuts - put  
 be sure young people includes  
 other than students - 20-35  
 see what RN can do in 15 min  
 he won't have time to cut.  
 OK to put out longer -  
 15 pgs - RN style -  
 don't send to RN to cut

~~W~~  
~~L~~  
~~E~~

- buy all 3 nets - get opinion direct  
 whether they will televise Natl press  
 or overseas press club  
 in a 2-way appearance  
 - Contact HH on two-way debate of  
 Land or E -  
 H trying to beat W to beat N

now that W's starting to sleep  
 H trying to build on

E - call Halpern re VA any <sup>These notes</sup>

Call Sh 11:30 Weds

file

re spots - ~~Rest~~  
So see Medicare soonest - MSN  
then do one min for last week  
radio spot for all Congress.

✓ already - FCC has ruled

✓ Radio avails -  
no net intact 15 min at suitable time  
CBS is considering -

re: blacks -  
9:00 Sat 26 Brooke

✓ give to the Beteldun staff -  
esp. re: debates

~ Rest - do radio tape to write

Done. - report to RN on news coverage of Snyder

KL - call all major ads that have endorsed  
tell them about last 7 who plan  
also each network - and mailing

10/15

① McC. req. now may decrease him on ballot  
Court of Appeals has to act - don't know when  
- M. last 1/2 hour in NY situation  
Wells will be back  
pushing as hard as we can  
backfit

RN - TD - <sup>the only thing for ETV</sup>  
Atten wants to do 1/2 hr interviews - chat  
have to do Weds or Thurs.

✓ Rogers not on Thurs

✓ good mtg Shaper -

things better than reported

M. Thos Whitehead is capable

pebbly wd be helpful for E to go in  
shld ch up Whitehead.

re blacks - shld for mtg Sat AM.

✓ re So TV - had to adjust tapes  
buying all mktg - best hour =

Chr - guy w/ one sign at HH rallies  
12 guy here - why not debate?  
always get in picture / Muskie re  
draft card banner

- chgg vol. Army - wants chgd for press  
release per RV copy.

Pg 2 retype

pg 10 - solid figure 3-5 ? guess

~~F-ck speech w/ Wilkinson  
his friend McNamara's proposal~~

~~Pat train -~~



File

~~Chr - H in Charlotte~~

~~15 bands, Another Bio, free BBA.~~

~~- Daily News poll - next Mon  
scientific sample - 5 times~~

~~Wells this will show N ahead - in city~~

~~Days we're going well~~

~~has had 10¢ out for 2 days w/ broker~~

~~N wld carry NY - no one will pick up.~~

RN  
10/16  
①

St. stand by to drop on 5 min on V. Nam if  
there's a bomb halt. Angus  
Rogers  
B- casualty figures to RV every day

K- Moore - little color soon for each mtg  
add to sched.

Utgen byq - ie Knoxville - need was for  
good hand Repub. get out + work  
more - look more at rally signs  
play off them

Texas - do three  
Calif - No. - Kern - L. Beach

re debate - stay on present position  
add Halow

LBJ call - all 3 at once - no story Saigon re bomb halt  
read Christian's story -  
urge none of 3 say anything -  
best guess won't develop - but some moves  
anything might jeopardize by Harris  
ref. to H's bombing speed - knocked  
down story  
RN this attempt by LBJ to get pause before election  
Harris talk to Dukes + Ford - put out understated pause  
danga is attempt to build up idea war is at end  
somebody (Cong) go to VN get to Cashman - be sure  
casualty reports aren't muddled.

R/V  
F-Kulao  
10/16

?  
for press club - answer <sup>my position</sup> already clear  
2 man TV OK -  
FCC ruling - there is a question  
under these circumstances - decline  
leave it fugged up don't say no  
because of FCC requirement  
we have obtained legal opinion

Wants bite - but not bitter or skill

Sh - for part week - dollar comparison  
N vs H TV

Rogers stay on NCF - re fake peace  
if there's a bomb halt

Keyes - at NY rally - don't have Battle Hymn  
old - not sharp - with it - go go -  
Choir sing a more zing song.

F/C - when is next Gallup out?

F - poll Mitt. re Duluth  
- one poll -

RICHARD M. NIXON  
P. O. BOX 1968  
TIMES SQUARE STATION  
NEW YORK, N. Y. 10036

Frank  
DeLoach  
Wells } Get N.Y.  
reading

Keep hand optimistic line

May want to bust poll  
a day early

10/19

KL

Have 6 call

KL - sktd get outraged re N said nothing

B. Graham wants RV channel	<del>FB</del> mt at AV's
JU 67000 Am 3337-8	@ 10:45
Calway Baptist 57 <sup>00</sup> 51	11:00

C-

365<sup>301</sup>2920

RN  
10/19

EC - Elliott said not true Harris polls for  
Dem lens - would love lot of clients of  
- ch for facts - & use to bomb him.

C.R.  
H call him  
- Russ Woolley - special etc - chosen  
most impressive crowd of campaign  
✓ girls with us - in car min. behind RN

✓ - stop meeting people on stage until afterwards  
local people have to be told -  
will meet people after speech

✓ - get girls seated.  
Ech - if Romney or Kathy wife along - he  
walk w/ her  
if no wife have her w/ RN & PN  
then kids right behind

L - copies of all radio speeches to date  
to apt tomorrow for PN, T & J & D

P - Assemble all major speeches - put in book  
to get out next week - radio speeches -  
back to primary - bridges - etc.

✓ guys on train - Pa. motorcade

✓ intro RN + family  
 EKH - train program

in motorcades - put guys ahead of  
 lead car

EKH - get signs made for guys car  
 & flags on front

EKH - MSO - big band & strong choir - not old people

✓ EKH - get Sh. reaction to N.E. TV  
 RN that it a first - no gift

✓ EKH - ~~Reed~~ TV. lowkey on 27<sup>th</sup>  
 if not - do Conn Sat nite

✓ on stunts. say

RN will cover the substance of this stunt  
 in his remarks to write

this is not an advance report or an excerpt  
 need gutsy biting stunts - not better

3

- Standby.  
listening team for HH -  
surrogates et al ready to back  
• instant response

- u - try to get Rocky in Ill + Minn.
- absentee ballot for T.



RN  
10/19  
w/Chr

H.H. Kuyli BB  
L Sof Hadow  
B B Eha  
Evans W  
Sh.  
P. Holt

→ BB - I'm fan. w/ everything -  
Smashus keep bugging LBT  
What's it about  
→ Helow - Fad & Dutra - keep bugging LBT  
find out what conditions are  
for halt

Sh - NY TV - take over from Celes - sh  
no Cong. there if poss. -  
tell them they won't be into  
only NR, Javits, Lindsay  
pace the program so audience won't want  
don't build up pre-show too much.

Sh. all rallies - tighten up pre program

✓ do something in downstate Ill. East or  
West (instead of Deluth - or plus

L Sh - add! Illinois + Mo. for NY TV  
+ Mo. - also D. Pa, Mich.

Citizens Lt. - order - call for <sup>Partis</sup> Listening Groups!  
P. Holt. need to advertise to our own troops  
do for NSB & Telephone -  
phone crew - call everyone undecided now.

2

↳ Keo

- on Education speech -
- be sure Ray Paige is informed before made
- was he consulted

Sh- if So. TV news this week we have to make change try to get it done soonest

↳

C - Les Arends on phone list

↳

- Conn. might be worth a stop
- Nat site rally in Fairfield County not necessary - but might be good.
- NY TV - need better plan of questions audience - VIP's.

↳ Jeff + B -

for NY TV + telethon  
but the 10 pts they want AN to get in  
- one hour - cheer lines

↳

Keo - last two weeks excerpts + stunts -  
only on four get us in - over & over

3

Sh - maybe to the edge of desk  
Sum note 27<sup>th</sup>  
The Choice  
buy the time —

KL - KL problem - get him set in NY  
call Aumentey, CBS Trib L & Times  
Dly News — get editorials written

✓ - all out attack - everyone - summaries etc  
get wire book  
10 radio speeches etc  
they're not getting on time  
call all of them -

→ Evans - put Evans on this - re wire book  
ie Volpe didn't know what we were doing  
call 30 people - summaries etc.

KL - talk to Jack Knight - re wire book

call Jackson - F got tied up.

the tone - don't want to bark, snarl, look mean

✓ PN concerned re Times rap on Al Smith dinner

Z ~~edit~~ - be sure to take umbrage at press not reflecting that we are working hard but on intellectual side - not just shaking hands.

B ✓ - get press list for RN -  
shld have Dick Wilson up  
F shld look it over

✓ Gallup may for own protection

E <sub>see Fl</sub> - told Rose to OK payment for Bakholder  
but if could get out of reg budget  
we should

M - get anything from Dreyfus?

Z - word. up fl on B. Graham amendment

the tone - don't want to bark, snarl, look mean

✓ PN concerned re Times rap on Al Smith dinner

✓ ~~Ed~~ - be sure to take message at press not reflecting that we are working hard but on intellectual side - not just shaking hands.

✓ - get press list to RN -  
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E  
ser FL - told Rose to OK payment for Bakholder  
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we should

✓ M - get anything from Dreyfus?

✓ word. w/ H on B. Truman amendment

(SN) re N.E.TV -

that eve - that very flat - too negative  
didn't come off well - bad panel  
very depressed

in office - guy said Mother called  
that just ever seen

• - guy said R.I. Cit. Chm  
Phoned - all excited - told his wife  
- Volpe told Bob Devan this  
is just I've seen

told M very concerned - asked him to check  
Mike Wallace - son at Harvard - 60th  
that flat, nervous, didn't like it.  
going to check the 60th chm

NY panel - re types -

HH - election nite - bot 1/2 hr on ea. net.  
Fri aft. ordered ABC 2 hrs 8<sup>30</sup> - telethon  
they're chg legal - will ans. Mon.

RN  
10/20

get RN accurate # of press confs, talk thru etc  
file time beginning - Q+A's  
wholds hand  
# of times gone

Girls not with us -  
Pa motorcade (NY TV)  
? NJ motorcade  
Albany  
? Pittsburg  
Det motorcade (all train)

G-  
Graham's wife - says PR report on Wallace  
in Asheville -  
report on Stuart Hamblen spots  
RN takes not being used - at least in N. Carolina  
OK on Neys spots in So.

! fh  
Bob Howard  
m. buff

Mike Douglas had M Johnson + Humphrey the  
very effective Mike Douglas  
Julie + David - for an equal time  
Tommy, News buff, Jay Bishop  
ADR Paul Keyes took on these  
have to zero in on really effective stuff  
Graham says absolutely nothing has been seen  
talked to be re TV last week -  
want me personally to go on  
using RR - + Hamblen spots  
1 x cut staff on det famers - it's crap.

2/ be sure to word up the  
B. Graham endorsement

2.

303-534-7661

Stans - wants RN see or talk to John King  
given 150M - wants to tell RN about  
things he knows from <sup>mid-</sup> Far East trip.  
needs to be done promptly

Promises another 50M - about 4 or 5

2 1/2 will last wk - 500M/day  
lot in pipeline - have to fight states etc.  
will

make RR 5 min - or a 1/2 hr -  
of speech in Astoria - or 15 min.



on radio speeches

have Scott at <sup>5:30</sup> ~~6:00~~ tonight

talked to barment

double spots

need to advertise on radio talks & TV

- not for listeners - but to let people know

4

1920

Keyes

NY - leave 35 min for RN - MSG  
(set up cue lights)

John

(ideas  
FL)

- tea w/ nuns at St. Peter's school Sat
- Amie group in Pa Thurs
- Vets - grp of ~~Kansas~~ VN returnees
- Columbia Ind before Texas.
- et al.

Chr

keep all cards out of Telethon

Key

did 3 - will do other Thurs. - <sup>prov</sup> Weds eve  
have it ready -  
don't want to do any on Fri. -  
put Agnew on one -

called Donovan -

Jes Arends wife (try next weekend)  
left msg. N. Chandler

Mike

Copies of issue book to see reports  
ie Volpe

P

wants to do the book of speeches  
just like the issue one

anytown poll -

C - school sign spot. - they shld have

after HH TV

file

Keo - dictated memo to Keogh  
don't want just radio -  
wants 2 day streets  
writing tough stuff B + Sep.

B - ride herd in AM  
- have Agnew do a radio -  
maybe "how rebuild cities"

F - whole business of strategy  
Harlow & P want to turn screw cpl notes  
don't know what to do.

M - Lane M go down to NY Times re our  
plans - contract J. O'Brien story  
zing in on things - depend Agnew

- hit in excerpts -  
Keo edit hard  
eliminate B shrill

F - Z et al - say something re what RN doing in plane  
preparing radio, interviews

RN

10/21

File

Keo

- give RN list to write for train stops  
- already told this for Columbus + Toledo  
9 things for tomorrow

nothing cute - harder though  
write app. of judges.

"set court back 10 yrs"

make clear kind of judges

next prob will pretty app. 4 judges

lay out RN rules for app.

function is to interpret not write  
need to cir. re that 1<sup>st</sup> - Bred

is rule to be put from down  
notion

- B-H - Sepire.

going in nine differences

Taxes - prices - org. crime -

defense -

only getting - no cap re. Blushin' ok

10/21

✓ B. in today's - pick up Supreme Court  
A's attack on N

N some of Cant's gone too far  
ref to Potter Stewart -  
mention in memo

RN

10/21

= research write

good week for all to go back thru  
previous stuff:-

don't write from top of heads  
Saf - Han - Bush

think in attack terms

problem - have to keep crowds enthusiastic

keenly aware of Pats trying to get at

can't get story audiences dull & apathetic

R/W needs to sharpen stuff more

think of how to bring things in

the way B did in 66 -

Casey's memo. — review possibility

= CB - shifted Tex + Mich to uncertain  
down to 256 - from 289

File

~~Left~~ ~~13~~ ~~RV~~

5/1 - interviews requests  
NBC - Elio Abel - to run Sat aft. - about 15-20 min  
NO - needs to shoot SAP.

~~ABC - Bill Lawrence -~~

~~ETV - Paul Niven~~

No station groups - Lead-to-lead?

W. Wallace - MSG - Telethon

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RN  
10/21  
late

400

~~to~~  
~~to~~  
~~to~~

pollman ship - CBS vote count problem  
who's with us from CBS

All-Ohio-Calif-Penna-

have to play poll game hard -  
and with figures  
get daily reports -

ask OPC for explanation of Texas  
poll discrepancy -

tell them how just not to spend time if  
we can't win it.

- go ahead on list of releases  
not as excerpts -  
use RN's notes -

get them to RN before he speaks  
follow RN's memo on Columbus -

+ Toledo - you never had it so good  
- be sure to ch figures. + quotes

have Eddie always come up + brief RN  
re public address system



2/

F - worried about Butcher showing drop during week we were doing well. what was the reason - peace feeler?

☺ - concerned re: spots - hard-hitting etc.

- in addn to long cards - always show former Cab. Officer (McElroy)

Ehr = Ehrlichman shld check this also former Sen - like Dukakis don't put st. chmn & Natl com & Cty chmn no party officials.

hhh

~~NY/NY~~ NY - ch Gallup

bbb

bbb hhh F - not Thurs - use an poll figures

ppp ~~NY/NY~~

~~NY/NY~~

locals - put out polls -

Ill. Tex. Penna - NY

✓

be sure our people don't say we're worried we shldn't talk about what we're doing after whole word is confident optimism -

~~Keep~~ - in Michigan - pull some thing as in this  
issue 1-2-3

peace abroad - peace at home - <sup>inflation</sup> Taxes  
same in Penna - 4 issues  
don't be cute -  
brief - direct - accurate -

Ⓟ - recount thing - type of men we'd expect.  
worth separate inst except on its own

10/21

file

FB RA

~~WORK in field Sat. Sun, Mon Tues.~~

Someone ck on when other polls coming out

Florida local poll - shows <sup>up</sup> 4-5 pts ahead  
next Daily News shows us up a pt.

mtg Dreyfus 11:00

re Va. - is going up - Henry Fleming riding hard  
Dem. operation headed by Powell

phone operation - Fleming

had mtg. w/ TV today

~~At Home~~

Re June shows H down 4 - given NY + Min  
N holding 33 say precarior  
(also shows Wey News poll on UPI)

RN

10/21

SA  
Saf  
L

do everything we can to affect Big News poll

get title for Jackson + when does he endorse

Saf - do receipt re Jackson endorsement

via law & order

talk to Jackson - get his time

you state may make the diff. - elects will win pop. vote

check on when other polls coming out  
Gallup & Harris

daily report on big states  
late polls, everything as they come