

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>
13	16	6/26/1972	<input checked="" type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to John Ehrlichman. RE: President's Estate Plan. 1 pg.
13	16	6/30/1972	<input checked="" type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Follow-Up. RE: The discussion concerning the mechanism of submitting political reports on the Democratic Convention. 1 pg.
13	16	6/30/1972	<input checked="" type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Follow-Up. RE: A follow-up with Dwight concerning his TV plan for the Republican Convention with a special emphasis on the President and First Family plans. 1 pg.
13	16	6/5/1972	<input type="checkbox"/>	Personal	Letter	From Gordon Strachan to Sirs. RE: Haldeman's appreciation for sending the Collectors Society's 1971 and 72 membership cards. 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>
13	16	6/26/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Follow-Up. RE: The tickets for "Tommy", and whether they can be purchased or obtained free. 1 pg.
13	16	6/15/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Follow-Up. RE: The status of the names to be released by August 4. 1 pg.
13	16	6/22/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Arthur Finkelstein. RE: The New York primary results, and the report on those results when they are ready for analysis. 1 pg.
13	16	6/14/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Follow Up. RE: The status of the Celebrities Program proposal. 1 pg.
13	16	6/14/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Arthur Finkelstein. RE: The letter to the Editor of "Politeia" concerning the 1960 election. 1 pg.

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13	16	6/12/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Follow Up. RE: The June 12 check-in concerning whether or not Magruder has locked Ed Failor as the "attack man" for the Democratic Convention. 1 pg.
13	16	6/12/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Follow Up. RE: The status of the California and Women analysis at 1701. 1 pg.
13	16	6/12/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Follow-Up. RE: The status of the McGovern documentary. 1 pg.
13	16	10/16/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Follow-Up. RE: The Rick Fore analysis of the McGovern Organization in California. 1 pg.
13	16	6/20/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Len Garment. RE: The growing number of people at Harvard and MIT who are very upset at the prospect of McGovern's nomination. 1 pg.

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13	16	6/29/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Dick Howard. RE: The attached media monitoring reports from: Delaware, Oklahoma, North Dakota, and Wisconsin. 1 pg.
13	16	6/29/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Larry Higby. RE: The Surrogate Attack Plan. 1 pg.
13	16	6/26/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Patrick E. O'Donnell to Herbert L. Porter and J. Curtis Herge. RE: The Surrogate Attack Plan, and a chronological listing of selected events taking place during the period of September 4 through November 7, 1972. 2 pgs.
13	16	6/29/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Larry Higby. RE: The "Celebrities Plan", and what it could accomplish. 1 pg.
13	16	6/28/1972	<input type="checkbox"/>	White House Staff	Memo	From Herbert L. Porter to Gordon Strachan. RE: Message that states, "Thought you might be interested in the attached. Caldiero is now responsible for these three groups, reporting to me." 1 pg.

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13	16	6/26/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Raymond Caldiero to Herbert L. Porter. RE: Celebrities, Athletes, and American Music. 6 pgs.
13	16	6/30/1972	<input type="checkbox"/>	Personal	Memo	From Gordon Strachan to Ken Khachigian. RE: The picture of McGovern kissing Coretta King on the steps of the capitol in South Carolina. 1 pg.
13	16	6/26/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Larry Higby. RE: Magruder's Press Contacts. 1 pg.
13	16	1/17/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to John N. Mitchell. RE: The mistake it was to appoint Jeb Magruder as spokesman for Nixon's campaign. 1 pg.
13	16	6/24/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Larry Higby. RE: Gregg Petersmeyer and his possible appointment as spokesman for the President's non-youthful voting groups. 1 pg.

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13	16	6/20/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Larry Higby. RE: Campaign Survey-Wave II, and the need for Bob Teeter to submit the results. 1 pg.
13	16	6/19/1972	<input type="checkbox"/>	Domestic Policy	Memo	From L. Higby to Gordon Strachan. RE: Teeter's analysis of the new poll data, and the comparative data results. 15 pgs.
13	16	6/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Dick Howard. RE: The attached reports concerning media monitoring. 13 pgs.
13	16	6/6/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Larry Higby. RE: Textual questions for the "First Monday" publication. 2 pgs.
13	16	6/1/1972	<input type="checkbox"/>	Personal	Letter	From Gordon Strachan to Frankie Hewitt. RE: Strachan's appreciation for the tickets to see "Godspell." 1 pg.

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13	16	6/27/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Ken Khachigian. RE: The McGovern Cartoon displayed in the New York Times. 1 pg.
13	16	6/25/1972	<input type="checkbox"/>	Campaign	Newspaper	Cartoon from the New York Times newspaper depicting George McGovern standing next to a hippie with a caption that reads, "The ticklish task of uniting his political irregulars with the Democratic establishment." 1 pg.
13	16	6/26/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Ken Khachigian. RE: The platform on homosexual marriage, and supposed video footage of two homosexuals dancing at the convention. 1 pg.
13	16	6/30/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Ken Khachigian. RE: McGovern's statement where he says, "Find me a welfare mother who earns \$8,000 and I'll eat this entire report." 1 pg.
13	16	6/13/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Bruce Kehrli. RE: How the Republicans can respond to the latest frontal attack by Democrats that is aimed at "gathering a crowd at the White House." 1 pg.

**DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]**

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
		NO WITHDRAWN ITEMS		

FILE GROUP TITLE

HR HALDEMAN

BOX NUMBER

238

FOLDER TITLE

STRACHAN CHRON - E-L JUNE 1972

RESTRICTION CODES

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>A. Release would violate a Federal statute or Agency Policy.</li> <li>B. National security classified information.</li> <li>C. Pending or approved claim that release would violate an individual's rights.</li> <li>D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.</li> </ul> | <ul style="list-style-type: none"> <li>E. Release would disclose trade secrets or confidential commercial or financial information.</li> <li>F. Release would disclose investigatory information compiled for law enforcement purposes.</li> <li>G. Withdrawn and return private and personal material.</li> <li>H. Withdrawn and returned non-historical material.</li> </ul> |
|---|--|



Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 238

Folder: Strachan Chron-E-L June 1972

<u>Document</u>	<u>Disposition</u>
67	Return Private/Personal MEMO, STRACHAN TO JOE, 6/26/72
68	Retain Open
69	Retain Open
70	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/30/72
71	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/30/72
72	Retain Open
73	Return Private/Personal MEMO, STRACHAN TO FOLLOW-UP, 6/26/72
74	Retain Open
75	Retain Open
76	Retain Open
77	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/15/72
78	Return Private/Political MEMO, STRACHAN TO FINKELSTEIN, 6/22/72
79	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/14/72
80	Retain Open
81	Return Private/Political MEMO, STRACHAN TO FINKELSTEIN, 6/14/72
82	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/12/72
83	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/12/72
84	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/12/72
85	Return Private/Political MEMO, STRACHAN TO FOLLOW-UP, 6/10/72
86	Retain Open
87	Return Private/Personal LTR, STRACHAN TO FRANKLIN MINT, 6/5/72
88	Retain Open
89	Return Private/Political MEMO, STRACHAN TO GARMENT, 6/20/72
90	Return Private/Political MEMO, STRACHAN TO HOWARD, 6/29/72

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 238

91	Return	Private/Political memo, STRACHAN TO HIGBY, 6/24/72
92	Return	Private/Political memo, STRACHAN TO HIGBY, 6/24/72
93	Return	Private/Political memo, STRACHAN TO HIGBY, 6/26/72
94	Retain	Open
95	Retain	Open
96	Return	Private/Political memo, STRACHAN TO HIGBY, 6/24/72
97	Retain	Open
98	Return	Private/Political memo, STRACHAN TO HIGBY, 6/20/72
99	Retain	Open
100	Retain	Open
101	Return	Private/Political memo, STRACHAN TO HOWARD, 6/10/72
102	Retain	Open
103	Retain	Open
104	Return	Private/Political memo, STRACHAN TO HIGBY, 6/6/72
105	Retain	Open
106	Retain	Open
107	Retain	Open
108	Return	Private/Personal LTR, STRACHAN TO HEWITT, 6/1/72
109	Return	Private/Political memo, STRACHAN TO KHACHIGIAN, 6/30/72
110	Return	Private/Political memo, STRACHAN TO KHACHIGIAN, 6/27/72
111	Return	Private/Political memo, STRACHAN TO KHACHIGIAN, 6/26/72
112	Retain	Open
113	Return	Private/Political memo, STRACHAN TO KHACHIGIAN, 6/20/72
114	Return	Private/Political memo, STRACHAN TO KIRKLI, 6/12/72
115	Retain	Open

ADMINISTRATIVELY CONFIDENTIAL

June 26, 1972

MEMORANDUM FOR: JOHN EHRLICHMAN  
FROM: GORDON STRACHAN  
SUBJECT: President's Estate Plan

You asked me to call John Alexander to obtain the Mudge Rose draft documents of the President's Estate Plan. John Alexander was out of town and on John Dean's advice I talked with Dick Ritzel. I told Mr. Ritzel that we would like to have his draft documents and comments on DeMarco's materials by June 30. Mr. Ritzel was civil to me only because I was his Associate for two years.

In response to the substance of your request, Mr. Ritzel said he needs final word on the use of the papers for Mrs. Nixon's benefit upon the President's death. The question is whether all papers are to go to the irrevocable trust or whether she is to have a limited power to appoint the proceeds to issue. The DeMarco draft does not address itself to the question and instead gives her a general power of appointment to dispose of the papers in any way she sees fit.

Mr. Ritzel will prepare documents which implement the Mudge Rose plan and DeMarco's statement of what he hoped his documents would do. My own reading of the DeMarco documents confirms the lack of conformity between his statement and his documents. Mr. Ritzel will not redraft DeMarco's documents as the risk of error would be too great. He will begin work on the Mudge Rose documents immediately but would not commit to a date.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 30, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On July 7 review with Ed Failor the discussion of Tuesday, June 27 regarding the mechanism of submitting political reports on the Democratic Convention for Haldeman. Although Magruder and Failor plan on reporting orally to Mitchell, Haldeman would like a written report similar to the Chapin analysis of the TV aspects of the Democratic Convention. I should also sit in on Chapin's meetings on the TV aspects of the Democratic Convention.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 30, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Follow up with Dwight on July 6 regarding his TV plan for the Republican Convention with a special emphasis on the President and First Family plans. It might be advantageous to have one submitted to Bob on Friday, July 7. Chapin's overall plan for the TV aspect of the Convention is due after the Democratic Convention concludes on July 14.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 26, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Pat Salisbury regarding the tickets for "Tommy" any night except June 27. Two tickets if they must be purchased or six if they can be obtained free.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 15, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Hugh Sloan on the status of the names to be released by August 4 via Stans on June 16.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 22, 1972

MEMORANDUM FOR:                               ARTHUR FINKELSTEIN  
FROM:   GORDON STRACHAN  
SUBJECT:   New York Results

I called your office yesterday to discuss the New York primary results to learn that you were in the Empire State. I assume you are preparing the same type of analysis that you did on a preliminary basis from California. When you complete that analysis, please give me a call as I am particularly interested in where McGovern turned out his supporters. I also want to know the specifics regarding the Delaney victory.

GS/jb  
FU - 7/3



ADMINISTRATIVELY CONFIDENTIAL

June 14, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Dave Parker on June 16 on the status of his  
Celebrities Program proposal that he had been working on  
with Foust and Porter.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 14, 1972

MEMORANDUM FOR:

ARTHUR FINKELSTEIN

FROM:

GORDON STRACHAN

I noticed your letter to the Editor of Politeia regarding the 1960 election and the Alabama vote. I would be interested in receiving copies of your Letters to the Editor as there may be several lines that Magruder and others would want to put out through this magazine.

GS/jb  
FU - 6/19

ADMINISTRATIVELY CONFIDENTIAL

June 12, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on Monday, June 12 regarding whether Magruder has locked Ed Failor as the attack man for the Democratic Convention. He was going to cover Mitchell on this on June 9.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 12, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on June 15 on the status of the California and Women analysis at 1701.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 12, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Pete Dailey on the status of the McGovern documentary which should be on 2-inch tape on June 14.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 10, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

GORDON STRACHAN

On Tuesday, June 13, check for the Rick Fore analysis of the McGovern Organization in California. Also, get the Jerry Jones controller report on California that will be submitted to Malek.

June 5, 1972

Dear Sirs:

Mr. Haldeman has asked me to express his thanks for sending the Collectors Society's 1971 and 1972 membership cards. At this time Mr. Haldeman cannot become a member of the Society; therefore, the membership cards are being returned to you so that you remove his name from your records.

Thank you.

Sincerely,

Gordon Strachan  
Staff Assistant to  
H. R. Haldeman

Franklin Mint Collectors Society  
Franklin Center, Pennsylvania 19063

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

LEN GARMENT

FROM:

GORDON STRACHAN

Pat Moynihan called Bob on June 16 to say that an amazing number of people around Harvard and MIT are extremely upset at the prospect of McGovern's nomination. Those upset include many liberal Democrats. One particular individual that Moynihan thought you should contact on behalf of the President is Ithiel de Sola Pool of MIT.

After the Democratic Convention many of these Democratic intellectuals will support the President, according to Moynihan.

John Mitchell has seen a few of the intellectuals, and Jeff Hart recently wrote a story indicating that you and Mitchell were conferring with a large number of individuals who are "not normally frequenters of the White House".

GS/jb



ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR: DICK HOWARD  
FROM: GORDON STRACHAN  
SUBJECT: Media Monitoring

Attached are the Delaware, Oklahoma, North Dakota and Wisconsin media monitoring reports. Please advise me as to when we will have the meeting to figure out how to get more out of the media monitoring project.

GS/jb  
FU - 7/6

ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR: LARRY HIGBY  
FROM: GORDON STRACHAN  
SUBJECT: Surrogate Attack Plan

In case there's any doubt in your mind about the importance of getting the surrogate attack problem resolved once and for all, please read the attached memorandum from Pat O'Donnell. It is the clearest statement on paper of the very substantial differences between Colson's conception of the surrogates and Mitchell's. O'Donnell says forget the plan, but rather fill the big - already scheduled - events with surrogates.

GS/jb  
FU - 7/7

THE WHITE HOUSE

WASHINGTON

June 26, 1972

MEMORANDUM FOR: HERBERT L. PORTER  
J. CURTIS HERGE

FROM: PATRICK E. O'DONNELL *POD*

SUBJECT: "Surrogate Attack Plan"

In response to a request for comments issued with distribution of the "Surrogate Attack Plan", we have put together a chronological listing of selected events taking place during the period September 4 through November 7, 1972. They were chosen for a number of reasons and are oriented towards but not limited to large national organizations, key states, major local events and miscellaneous but politically advantageous forums. Input came from such special voting blocks as youth, labor, blacks, aged, farmers, veterans, Jews, ethnics, etc., etc.

On comparing this list with the assignments set forth in the Surrogate Plan, we find a plethora of occasions where either the party scheduled into the geographical area is not appropriate for the job or there is no one allocated to the area at all. Nonetheless, a substantial number of these meetings will demand and, as in the past, must receive Cabinet level Administration representation. Accordingly, we are concerned that the "flexibility" for covering events not included in your plan, as cited in page two of your memo will be, in reality, an unattainable factor. If the lead surrogates are scheduled by 1701 to campaign three days a week, primarily on a key state and geographic basis, it is extremely unlikely they will be available to do further travelling and/or speaking to cover numerous major events not yet taken into consideration by your scheduling operation.

In short, the plan is at least a first step towards thoughtful and intelligent utilization of our top spokesmen during the campaign crunch period. However, we definitely feel that it is a matter

of some priority to cover as many of these important forums as possible with Cabinet level spokesmen rather than attempting to create events on a wholesale basis simply to adhere to a rough plan which, by its very definition is oriented towards percentages and geographic distribution. Therefore, it is incumbent upon the re-election effort that all interested parties resolve these and other logistical difficulties before signing off on or formalizing the plan.

We have not addressed the inevitable issue of the reluctant or choosy surrogate. Past experience has proven these individuals to be a most disconcerting thorn in the side of progress. If they are not properly and fully motivated, the best plan in the world will crumble in execution. It will probably take at least one "head-on" meeting with the President to sufficiently ignite the fire. We can discuss this at a later date.

~~bcc:~~ Gordon Strachan

ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR: LARRY HIGBY  
FROM: GORDON STRACHAN  
SUBJECT: Celebrities

Finally, the Celebrities plan arrived by Ray Caldiero. The plan itself seems fairly good. It accomplishes what we've been after for months - that is, one man ultimately responsible at 1701 with the background and experience. I would appreciate your comments before we send it to Bob.

cc: Alexander P. Butterfield

GS/jb  
H - FU - 7/6

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

June 28, 1972

MEMORANDUM FOR: MR. GORDON STRACHAN

FROM: HERBERT L. PORTER

*Baw*

Thought you might be interested in the attached.  
Caldiero is now responsible for these three  
groups, reporting to me.

Attachment

Committee for the Re-election of the President

MEMORANDUM

June 26, 1972

MEMORANDUM FOR: HERBERT L. PORTER  
FROM: RAYMOND CALDIERO *Ray*  
SUBJECT: Celebrities, Athletes, and American Music

Prior to our visit to California, you asked me to get involved as much as I could while in Los Angeles with the Celebrity/American Music/Athlete combine and to offer you my honest appraisal of the situation with specific recommendations for improvement and proper utilization of this resource.

The following represents the current status of the Celebrity/American Music/Athlete program, its needs, problems, and recommendations with specific ideas and programs that should be implemented immediately.

Current Status:

At the present time, you have three separate celebrity divisions -- the movie industry celebrities, with offices in Los Angeles and New York; American Music in Nashville; and Athletes in New York. Each of these divisions seems to operate autonomously with no coordination among the three divisions. To date, no one person has had enough free time to spend with this operation to offer the necessary supervision, organization, implementation of ideas and programs, and recruitment and servicing of these notables. Unless this function is created within the Committee, proper utilization of this fantastic resource will not be forthcoming.

Needs:

The three celebrity groups must be properly coordinated so they work as one -- and should report to one person. All three celebrity groups are identifiable voter blocs; all have the same unique characteristics of notariety; and all should be utilized as one support source.

I view the entire celebrity operation as a public relations/sales function -- one that should be used to support events with our surrogates, voter blocs, citizens groups, and most importantly, to achieve the proper media coverage with the many celebrities -- all supporting the main objective to re-elect the President. We must re-structure our priorities and get the main job accomplished -- utilizing the best people for the best job. There is absolutely no sense in making another wave to give to our opposition.

Proper direction, plans, policies, main objectives, programs, ideas and specific events must be planned immediately with first priority being the support function to the Republican National Convention. Thousands of TV/radio and newspaper media will be at the Convention and our celebrity resource must be properly staged to take advantage of this media opportunity.

Recommendations:

The management techniques to be employed in the celebrity operation are: 1) responding to the specific needs, and 2) creating new visual opportunities. In Los Angeles, we have a most capable volunteer (full time) in Mrs. Sue Taurog. Mrs. Taurog knows all of the movie industry celebrities personally due to her heavy involvement through the years in working with her prominent director husband, Norman Taurog. Miss Patty Schragar, the secretary in the L. A. office, is also very competent in scheduling, proper implementation, and follow-up with the celebrities and their specific events. I recommended to you that Mr. Crane be transferred back to Universal and that a "working" Executive Committee be set up with such people as Johnny Grant, Mary Ann Mobly, Chad and Shelby Everett, etc. If we can properly implement this Executive Committee, with each person doing his share, the office will "purr". Additional celebrities must be recruited and then serviced.

With Ed Crane now back at Universal Studios, he can be utilized on special projects for the celebrity operation (within his job limitations); special projects for Taft Schreiber; and utilization of Universal facilities as the needs come up within the celebrity operation.

In Nashville, we must establish a new set of guidelines and specific programs with Bill Warner, the Executive Director.

The Athletes for the President operation seems to be in capable hands with Tom Scott. However, priorities, objectives and proper coordination of his efforts must be implemented.



The New York celebrity operation under Ruth Chase needs immediate direction. I strongly suggest that we name an Executive Director to operate as the titular head of the New York celebrity operation. Mr. Dave Brown, who is the husband of Helen Gurley Brown of Cosmopolitan Magazine, would be perfect. With Mr. Brown in this capacity, our New York celebrity resources would be opened up considerably.

All of our celebrity offices should coordinate the scheduling of all events through Ed Cowling in the Surrogates Services Office. Ed has a working relationship with the various celebrity groups, and my recommendation is that Cowling continue to function in this capacity -- scheduling celebrities into already scheduled events.

Ideas and Programs to be Implemented:

(A) Celebrity Briefing Books - Containing specific information on the President's accomplishments, stands on issues, Vietnam briefing, etc.... should be prepared immediately for all of our committed celebrities. Celebrities are used to being scripted and must be given the party line to properly achieve the main purpose of their support function.

(B) Celebrity Schedules - All of our committed celebrities must be contacted immediately for their schedules from July 1st - November 7, 1972, i.e. "How much time can we expect from you working on behalf of the re-election of the President?" This way, we will not be constantly "spinning our wheels" to try to track them down as they travel throughout the U. S. Knowing the specific schedules will allow us the opportunity of properly scheduling -- even if they are doing summer stock in Indianapolis, for example. We must receive a time commitment from our celebrities!

(C) Celebrity Media Plan - Knowing the time commitments and schedules of our celebrities will allow us to implement a celebrity media plan on TV/radio talk shows; rallies; newspaper interviews in various cities throughout the U. S. This will give us a "mass media" approach rather than a rifle shot here and there. In addition, we will be able to be in constant contact at all times -- continuing the party line flow of information.

(D) Celebrity TV Special - We must start immediately to plan for a 90-minute TV special to be viewed on "prime time". Contact should be made with our top Republican producers . . . Ronald Wayne, Jack Philbin and Paul Keyes. This TV special should be scheduled for late October or early November. Objective would be to show celebrity support for the President to swing the last minute undecided voters (Democrats, Independents and youth).

(E) Radio and TV Spots - must be produced with our celebrities and scheduled throughout select major markets in the U. S.

(F) Special Campaign Show - utilizing the "Tonight Show", "Dick Cavett", "Merv Griffin", and "Mike Douglas" talk shows. This show should be dedicated entirely to a discussion of the candidates -- utilizing our top celebrities and the opposition celebrities in an informal discussion and "quasi"-debate type format.

(G) "Package Shows" - should be produced and used for fund raiser celebrity shows and fund raiser dinners.

(H) San Clemente Party - Celebrities should be invited to the Western White House for an informal visit with the President, if possible. If they could shake his hand, listen to a small talk, and have the President thank them for their support, this would be a great motivating force for both the committed and uncommitted celebrities. I would suggest, if at all possible, that this get-together be scheduled sometime after the Democratic Convention and prior to the Republican Convention.

(I) Recruitment Campaign for Humphrey and Muskie Celebrities - Assuming that McGovern will be the Democratic candidate, this leaves the Humphrey and Muskie celebrities "up for grabs". These celebrities should be contacted immediately after the DNC and sold on supporting the President. You know McGovern will be doing the same! If we are successful in this effort -- these celebrities could be invited to the San Clemente party and even utilized at the Republican Convention.

(J) Country and Western Show - Immediate plans should be formulated for a Country and Western Show (fund raiser) in Nashville, Tennessee.

(K) Major Celebrity Fund Raisers - Immediate thought should be given to a properly staged, "Big Name" fund raiser. Due to accessibility of our celebrities, California and New York would be most appropriate cities.

(L) Celebrity Golf Tournament - Suggest we consider this golf tournament at the Lakeside Country Club (California) and utilize our celebrities, athletes, golfers, committed and uncommitted celebrities in a massive fund raiser. Since this is Bob Hope's Country Club, we may be able to talk him into a cocktail party after the tournament co-hosted by Bing Crosby. Celebrities like Glen Campbell, Dean Martin, etc. would be most interested in this type of event.

(M) Republican National Convention - Plans for the utilization of our celebrities at the Convention are already underway as per our previous discussions. However, much additional work must be put forth in this area in order to get the maximum media exposure of our celebrities.

(N) Celebrity Charters to Republican Convention - Strongly suggest that we consider chartering an aircraft in Los Angeles and New York and fly our celebrities to the Republican Convention. This is the only way we can be certain they will be in attendance.

(O) Campaign Train - Celebrities should be coordinated and properly interspersed on the campaign train as it travels from coast to coast.

(P) Celebrities at Los Angeles Airport - Suggest we utilize some of our celebrities to pass out material on the President at L. A. Airport to the thousands of people that pass through on a daily basis. With this properly coordinated, we could achieve press and media coverage almost on a daily basis. This theme can be spread out to include major airports in the U. S.

(Q) After the Campaign - The RNC should set-up a Celebrity Advisory Service after the campaign. The curtain usually drops on all of our celebrities immediately after a Presidential campaign. Suggest we continue to recruit new celebrities, keep our lists up to date, keep them involved and informed with a monthly or quarterly newsletter. We should utilize our celebrities for local candidates, State Central Committees, Federated Womens Groups, White House, Senatorial, Gubernatorial, Congressional campaigns, etc. By setting up this small office we can get our celebrities to work for the Republican Party all year long!

When 1974 comes - We are ready!

When 1976 comes - We are ready!

There is no sense to go through lists every two and four years to try and recruit celebrities. This should be a sustained effort with a volunteer part time. When the curtain drops after a campaign, we lose many of our strong committed celebrities. It is my honest opinion that constant contact with our many celebrities will add a bit of additional "flair" and "glamour" to the White House.

#### Programs Completed/Working

Since my involvement with the celebrity operation the following events have been completed and/or working:

1. Taft Schreiber party
2. Ed Crane moved to Universal
3. Los Angeles office re-organized
4. Los Angeles Executive Committee organization underway
5. Updated list of celebrities as of 6/23/72
6. Celebrity recruitment underway
7. Update of celebrity files, i.e. biographies and pictures
8. Eight additional celebrities recruited
9. Convention plans underway

Conclusion:

The responsibility of the celebrity operation should be the prime activity of one man at the Committee. He should provide the management guidelines and supervise the entire celebrity operation. He should provide the proper PR guidance and serve as an idea man for innovative events utilizing the celebrities to the best advantages of all concerned.

As I have stated privately, Bart, and now formally -- I am ready, willing and able to take on this function, and honestly feel that I could do the best job for the Committee and for the President. It's an area with which I feel extremely capable and comfortable, due to my previous experience and exposure to the industry. I have the support and confidence of Taft Schreiber and Dick Zanuck, who are real "keys" to the entire operation. I firmly believe that I could very easily take on this new responsibility, as well as being "PR Swing Man" for Cliff Miller's operation. I would strongly suggest that we move the celebrity function under the direction of Cliff Miller with me implementing, supervising and providing the ideas, etc. Anything, if properly organized, and given the proper objectives and ideas, directed by someone with management ability, can work well.

ADMINISTRATIVELY CONFIDENTIAL

June 30, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

I trust your research forces have preserved for appropriate use the picture of McGovern kissing Coretta King on the steps of the Capitol in South Carolina.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 26, 1972

MEMORANDUM FOR: LARRY HIGBY  
FROM: GORDON STRACHAN  
SUBJECT: Magruder's Press Contacts

The January 17th suggestion by Bob to John Mitchell that Jeb should not be a press contact is not being followed. Aside from the special assignments to talk with the press, such as the shift of the Convention from San Diego to Miami Beach, Magruder meets periodically with the press. Most recently on Friday when I called his office told me that he did not want to be interrupted as he was "with a reporter". Whether Magruder continues to talk with the press is, I suppose, Mitchell's decision, but you should know that Bob's "personal view" is not being followed.

GS/jb

*Confidential - Eyes Only*

DEFENSE  
ADMINISTRATION SERVICE  
E.O. 12958, Section 1.1

By *HRH* NARA, Date *4/6/55*

January 17, 1952

MEMORANDUM FOR : HONORABLE JOHN H. MITCHELL  
FROM : H. R. HANDELMAN

In spite of the outstanding job that Job is obviously doing in many phases of the organization of the campaign structure, it seems to me that he is exactly the wrong guy to be used as a spokesman for the campaign.

My personal view would be that Job should discontinue his present practice of holding press interviews, TV interviews, etc., and should become totally the man behind the scenes. Otherwise he's going to destroy his usefulness.

HRH:pm  
cc: Job Magruder

June 24, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: LARRY HIGBY  
FROM: CORDON STRACHAN  
SUBJECT: Gregg Petersmeyer

I talked at some length with Petersmeyer on Friday regarding his role between now and the election. Bob has his letter and Ehrlichman's comments which basically suggest that Gregg Petersmeyer be a spokesman for the President to non-youthful voting groups (Rotary, Lions, women's talk shows, conferences, etc.). For Petersmeyer to perform well in this function he must be positioned correctly. Petersmeyer leans toward attaching himself to Ehrlichman, since Ehrlichman seems most enthusiastic about his role and has hinted that Petersmeyer would be a good spokesman to join Ehrlichman at selected events. However, that will not consume the bulk of Petersmeyer's time. He will need independent scheduling with the correct priority. For this to be done we should make a basic decision as to whether Petersmeyer is to fend for himself under Ehrlichman's tutelage or whether we should position Petersmeyer with Colson to schedule him in appropriate events.

Petersmeyer is working on a speech that he will have Safire review this week.

Petersmeyer will also meet with Cohen and the interns to determine which interns would fit in his overall plan of six young effective spokesmen for the President.

GS:dq



ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Survey - Wave II

Concerning your request that Bob Teeter submit the results of the Second Wave in a format which will give comparative data side by side so that we can indicate what the changes have been with regard to issues, etc. over the past several months, in my June 6 memorandum to Haldeman attached at Tab B was the format for receiving the results of Wave II. Another copy is attached for you to this memo. As you can see, the parenthetical notations will indicate the change from the previous wave of polls. As I mentioned in my memorandum of June 6, Teeter would have changed the format (which I consider quite good as it is) in any way to suit your requirements. A change at this point, however, would delay the receipt of the results.

GS/jb

THE WHITE HOUSE  
WASHINGTON

June 19, 1972

MEMORANDUM FOR : GORDON STRACHAN  
FROM : L. HIGBY *L*

I assume that when ~~Testa~~ *Testa* does his analysis of the new poll data he'll have comparative data side by side so we can indicate what the changes have been with regard to issues, etc., over the last several months. Is this the way it is set up?

State  
Dates  
No. of Interviews

Trial Dates 1968: +0

McGovern				Humphrey				Kennedy			
0	0	0		0	0	0		0	0	0	
				(+ 0)	(+ 0)	(+ 0)		(+ 0)	(+ 0)	(+ 0)	
0	0	0	0	0	0	0	0	0	0	0	0
				(+ 0)	(+ 0)	(+ 0)	(+ 0)	(+ 0)	(+ 0)	(+ 0)	(+ 0)

	Rep.			T-S			Dem.		
N	0	0	0	0	0	0	0	0	0
	(+ 0)	(+ 0)		(+ 0)	(+ 0)		(+ 0)	(+ 0)	
Mc-H-K	0	0	0	0	0	0	0	0	0
	(+ 0)	(+ 0)		(+ 0)	(+ 0)		(+ 0)	(+ 0)	
W	0	0	0	0	0	0	0	0	0
	(+ 0)	(+ 0)		(+ 0)	(+ 0)		(+ 0)	(+ 0)	
U	0	0	0	0	0	0	0	0	0
	(+ 0)	(+ 0)		(+ 0)	(+ 0)		(+ 0)	(+ 0)	

Approval

	A.		D.		N.O.	
Job	0	(+ 0)	0	(+ 0)	0	(+ 0)
Economy	0	(+ 0)	0	(+ 0)	0	(+ 0)
Vietnam	0	(+ 0)	0	(+ 0)	0	(+ 0)
Job/Agnew	0	(+ 0)	0	(+ 0)	0	(+ 0)

Issues

	State		National	
1	0	(+ 0)	0	(+ 0)
2	0	(+ 0)	0	(+ 0)
3	0	(+ 0)	0	(+ 0)
4	0	(+ 0)	0	(+ 0)
5	0	(+ 0)	0	(+ 0)

Issue Handling

	N		Mc		H	
	+	-	+	-	+	-
Vietnam	0	0	0	0	0	0
	(+ 0)	(+ 0)				
Inflation	0	0	0	0	0	0
	(+ 0)	(+ 0)				
General Unrest	0	0	0	0	0	0
	(+ 0)	(+ 0)				
Crime	0	0	0	0	0	0
	(+ 0)	(+ 0)				
Unemployment	0	0	0	0	0	0
	(+ 0)	(+ 0)				
Drugs	0	0	0	0	0	0
	(+ 0)	(+ 0)				

State

	A.		D.		N.O.	
Gov.	0	(+ 0)	0	(+ 0)	0	(+ 0)
Sen.	0	(+ 0)	0	(+ 0)	0	(+ 0)
Sen.	0	(+ 0)	0	(+ 0)	0	(+ 0)

State Ballots

	Sen.		Sen.	
Candidate A	0		Candidate A	0
Candidate B	0		Candidate B	0
Not listed	0		Not listed	0

A

BALLOTS

	<u>Total</u>	<u>Republican</u>	<u>Ticket-Splitter</u>	<u>Democrat</u>
Nixon	0	0	0	0
McGovern	0	0	0	0
Wallace	0	0	0	0
Undecided	0	0	0	0
Nixon	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)
Humphrey	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)
Wallace	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)
Undecided	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)
Nixon				
Kennedy				
Wallace				
Undecided				
Nixon				
McGovern				
Undecided				
Nixon				
Humphrey				
Undecided				
Nixon				
Kennedy				
Undecided				

State  
Dates  
No. of Interviews

A (i)

BALLOTS

	<u>Media Markets (ADI)</u>				
	<u>Total</u>	<u>Area 1*</u>	<u>Area 2*</u>	<u>Area 3*</u>	<u>Area 4*</u>
Nixon	0	0	0	0	0
McGovern	0	0	0	0	0
Wallace	0	0	0	0	0
Undecided	0	0	0	0	0

Nixon  
Humphrey  
Wallace  
Undecided

Nixon  
Kennedy  
Wallace  
Undecided

Nixon  
McGovern  
Undecided

Nixon  
Humphrey  
Undecided

Nixon  
Kennedy  
Undecided

\* Use descriptive words

State  
Dates  
No. of Interviews

B

	<u>Nixon</u>	<u>McGovern</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	0	0	0	0	0
<u>Age</u>					
18-24 years	0	0	0	0	0
25-34 years	0	0	0	0	0
35-44 years	0	0	0	0	0
45-54 years	0	0	0	0	0
55-64 years	0	0	0	0	0
65 years +	0	0	0	0	0
<u>Education</u>					
Less than High School					
High School Graduate					
College					
<u>Religion</u>					
Catholic					
Protestant					
Jewish					
Other					
<u>Race</u>					
White					
Black					
Yellow					
Brown					
<u>Union</u>					
Yes					
No					
<u>Income</u>					
Under \$5,000					
\$5,000-9,999					
\$10,000-14,999					
\$15,000 +					
<u>Sex</u>					
Male					
Female					
<u>Geographic (Political)</u>					
Area 1*					
Area 2*					
Area 3*					

B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
<u>Age</u>					
16-24 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
25-34 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
35-44 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
45-54 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
55-64 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
65 years +	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
<u>Education</u>					
Less than High School					
High School Graduate					
College					
<u>Religion</u>					
Catholic					
Protestant					
Jewish					
Other					
<u>Race</u>					
White					
Black					
Yellow					
Brown					
<u>Union</u>					
Yes					
No					
<u>Income</u>					
Under \$5,000					
\$5,000-9,999					
\$10,000-14,999					
\$15,000 +					
<u>Sex</u>					
Male					
Female					
<u>Geographic (Political)</u>					
Area 1 <sup>a</sup>					
Area 2 <sup>b</sup>					
Area 3 <sup>c</sup>					

<sup>a</sup> For descriptive details

State  
 Dates  
 No. of Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
<u>Age</u>					
18-24 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
25-34 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
35-44 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
45-54 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
55-64 years	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
65 years +	0 (+ 0)	0 (+ 0)	0 (+ 0)	0 (+ 0)	0
<u>Education</u>					
Less than High School					
High School Graduate					
College					
<u>Religion</u>					
Catholic					
Protestant					
Jewish					
Other					
<u>Race</u>					
White					
Black					
Yellow					
Brown					
<u>Union</u>					
Yes					
No					
<u>Income</u>					
Under \$5,000					
\$5,000-9,999					
\$10,000-14,999					
\$15,000 +					
<u>Sex</u>					
Male					
Female					
<u>Geographic (Political)</u>					
Area 1*					
Area 2*					
Area 3*					



State  
Dates  
No. of Interviews

C

RATINGS ON ABILITY  
TO HANDLE ISSUES

	<u>Total Rating Nixon</u>		<u>Total Rating McGovern</u>		<u>Total Rating Humphrey</u>	
	<u>Pos.</u>	<u>Neg.</u>	<u>Pos.</u>	<u>Neg.</u>	<u>Pos.</u>	<u>Neg.</u>
Vietnam	0 (+ 0)	0 (+ 0)	0	0	0	0
Inflation	0 (+ 0)	0 (+ 0)	0	0	0	0
General Unrest	0 (+ 0)	0 (+ 0)	0	0	0	0
Crime	0 (+ 0)	0 (+ 0)	0	0	0	0
Unemployment	0 (+ 0)	0 (+ 0)	0	0	0	0
Drugs						
Education						
Taxes						
Bussing						
Health Care						
National Defense						
Environment						
Race Relations						

C (1)

RATINGS ON ABILITY  
TO HANDLE ISSUES

<u>Issue</u>	<u>Current Voting</u>	<u>Rating Nixon</u>		<u>Rating McGovern</u>		<u>Rating Humphrey</u>	
		<u>Pos.</u>	<u>Neg.</u>	<u>Pos.</u>	<u>Neg.</u>	<u>Pos.</u>	<u>Neg.</u>
Vietnam	Total	0	0	0	0	0	0
	Hard Nixon	0	0	0	0	0	0
	Soft Nixon	0	0	0	0	0	0
	Soft Dem.	0	0	0	0	0	0
	Hard Dem.	0	0	0	0	0	0
	Hard Wallace	0	0	0	0	0	0
	Soft Wallace	0	0	0	0	0	0
Inflation	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
	Soft Wallace						
General Unrest	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
	Soft Wallace						
Crime	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
	Soft Wallace						
Unemployment	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
	Soft Wallace						
Drugs	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
	Soft Wallace						

C (i) Cont'd.

State  
Dates  
No. of Interviews

Issue	Current Voting	Rating Nixon		Rating McGovern		Rating Humphrey	
		Pos.	Neg.	Pos.	Neg.	Pos.	Neg.
Education	Total	0	0	0	0	0	0
	Hard Nixon	0	0	0	0	0	0
	Soft Nixon	0	0	0	0	0	0
	Soft Dem.	0	0	0	0	0	0
	Hard Dem.	0	0	0	0	0	0
	Hard Wallace	0	0	0	0	0	0
	Soft Wallace	0	0	0	0	0	0
Taxes	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
Bussing	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
Health Care	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
National Defense	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
Environment	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						
Race Relations	Total						
	Hard Nixon						
	Soft Nixon						
	Soft Dem.						
	Hard Dem.						
	Hard Wallace						

PERSONALITY ATTRIBUTES

	<u>Total Rating Nixon</u>	<u>Total Rating McGovern</u>	<u>Total Rating Humphrey</u>
<b>Trust</b>			
Close Minded	0 (+ 0)	0	0
Neutral	0 (+ 0)	0	0
Open Minded	0 (+ 0)	0	0
Dishonest	0 (+ 0)	0	0
Neutral	0 (+ 0)	0	0
Honest	0 (+ 0)	0	0
Unjust	0 (+ 0)	0	0
Neutral	0 (+ 0)	0	0
Just	0 (+ 0)	0	0
<b>Competence</b>			
Inexperienced			
Neutral			
Experienced			
Untrained			
Neutral			
Trained			
Uninformed			
Neutral			
Informed			
Incompetent			
Neutral			
Competent			
<b>Strength</b>			
Timid			
Neutral			
Bold			
Dangerous			
Neutral			
Safe			
Meek			
Neutral			
Aggressive			
Soft			
Neutral			
Tough			

D (1)

NIXON PERSONALITY ATTRIBUTES

	Current Voting					
	<u>Hard Nixon</u>	<u>Soft Nixon</u>	<u>Soft Dem.</u>	<u>Hard Dem.</u>	<u>Hard Wallace</u>	<u>Soft Wallace</u>
<b>Trust</b>						
Close Minded	0	0	0	0		
Neutral	0	0	0	0	0	0
Open Minded	0	0	0	0	0	0
Dishonest	0	0	0	0		
Neutral	0	0	0	0	0	0
Honest	0	0	0	0	0	0
Unjust	0	0	0	0		
Neutral	0	0	0	0	0	0
Just	0	0	0	0	0	0
<b>Competence</b>						
Inexperienced						
Neutral						
Experienced						
Untrained						
Neutral						
Trained						
Uninformed						
Neutral						
Informed						
Incompetent						
Neutral						
Competent						
<b>Strength</b>						
Timid						
Neutral						
Bold						
Dangerous						
Neutral						
Safe						
Meek						
Neutral						
Aggressive						
Soft						
Neutral						
Tough						

NIXON JOB APPROVAL DEMOGRAPHICS

	<u>Approve</u>			<u>Disapprove</u>			<u>No Opinion</u>
	<u>Total</u>	<u>Nixon Voters</u>	<u>McGovern Voters</u>	<u>Total</u>	<u>Nixon Voters</u>	<u>McGovern Voters</u>	
<u>Age</u>							
18-24 years	0 (+ 0)	0	0	0 (+ 0)	0	0	0
25-34 years	0 (+ 0)	0	0	0 (+ 0)	0	0	0
35-44 years	0 (+ 0)	0	0	0 (+ 0)	0	0	0
45-54 years	0 (+ 0)	0	0	0 (+ 0)	0	0	0
55-64 years	0 (+ 0)	0	0	0 (+ 0)	0	0	0
65 years +	0 (+ 0)	0	0	0 (+ 0)	0	0	0

Education

Less than H.S.  
 High School Grad.  
 College

Religion

Catholic  
 Protestant  
 Jewish  
 Other

Race

White  
 Black  
 Yellow  
 Brown

Union

Yes  
 No

Income

Under \$5,000  
 \$5,000-9,999  
 \$10,000-14,999  
 \$15,000 +

Sex

Male  
 Female

Geographic (Political)

Area 1\*  
 Area 2\*  
 Area 3\*

\* Use descriptive words

State  
Dates  
No. of Interviews

SUMMARY

Three pages of conclusions highlighting differences from traditional patterns and significant changes from first wave.

State  
Dates  
No. of Interviews

CAMPAIGN IMPLICATIONS

Three pages of recommendations and suggestions for campaign  
action.



ADMINISTRATIVELY CONFIDENTIAL

June 10, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

Media Monitoring  
Reports

Attached are the Media Monitoring Reports from the system established by Van Shumway at 1701. You may have been talking to Van directly about these reports. Presumably, you and Chuck will have some written comments for Van suggesting improvements and changes. I would appreciate receiving a copy of the comments.

Thank you.

FU--6/15

GS:car

CONFIDENTIALDETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12356, Section 1.1By AW NARA, Date 4/6/95State MontanaWeek of May 30 - Jun 2From Fred CasusoNewspaper coverage of campaign - (Analysis and important clips) -

Excellent coverage of Moscow Trip. The ABM Crisis hurt Montana, but no bad editorials directed at The President. Even one favorable editorial on the ABM closing (see attached). The governor - a Democrat - is trying to tie ABM closure to Nixon, but he is only one so far.

Television and radio coverage (Analysis with emphasis on TV) -

Excellent. - State Chairman Por Deschamps read a statement for the Intermountain Network following the President's Moscow Trip. This was broadcast on 17 major radio stations this morning.

Campaign's key activities and coverage (speakers, news conferences, etc.) -

None. No presidential primary here so action is slow.

Opposition's key activities and coverage -

None -

Problems, needs and plans -

Try to get a positive statement for the Great Falls area referring to ABM to take the wind out of the sails of our Democrat Governor & Lt Gov. ???

~~CONFIDENTIAL~~

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12356, Section 1.1

By ~~HAT~~ NARA, Date 4/6/95

State NEVADA - 13 NORTHERN COUNTIES

Week of 20th - 26th - MAY 1972

From Patricia Hopper

Newspaper coverage of campaign - (Analysis and important clips) -

US PLANS SCORNS, Nixon Head Summit, US Aim Arms Out, US Jets Down 2 Migs, Nixon Visit Gives Cheer To Wallace - Front page articles 20th, around Nevada....and that is the way it went all week. i.e. Protesters Mar Nixon's trip, Wallace's Campaign "go", N. Vietnam Sees Trickery, N. Vietnam Calls For Halt To Blockade, US Expands NW Bomb Targets, McGovern Assured Oregon, Nixon Prezhev Confer, US-Soviet Arms Control, Air Strikes Continue, Treaty Limiting Nuclear Arms, Warplanes Raid, etc. All UPI and AP news articles covered front pages of all Northern Nev. papers.....all week

NEVADA SENATORS CRITICAL OF NIXON'S VIET MOVES .....enclosed. 2 more editorials on guns and control....enclosed. ELKO Editorial enclosed - Democratic newspaper.... McGovern - Television and radio coverage (Analysis with emphasis on TV) - treason

All national news on Nixon's trip, etc. No local editorials

Campaign's key activities and coverage (speakers, news conferences, etc.) -

None in this area.....

Opposition's key activities and coverage -

None in this area.....

Problems, needs and plans -

Democratic Congressman announces appointment of Republican, State delegate (18 year old) to State Republican Convention, to Air Force Academy.....my son....enclosed.

I wonder if the number of news articles released on the wire services were to keep us confused and smother Nixon's trip ????

JOHN SPARKMAN, ALA., CHAIRMAN

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STAFF DIRECTOR AND GENERAL COUNSEL

# United States Senate

COMMITTEE ON BANKING, HOUSING AND URBAN AFFAIRS

WASHINGTON, D.C. 20510

June 2, 1972

CONFIDENTIAL

## WEEKLY MEDIA REPORT

STATE: Tennessee  
WEEK OF: May 30 - June 3  
FROM: Bill Goodwin

DETERMINED TO BE AN  
ADMINISTRATIVE MATTER  
E.O. 12812, SECTION 1.1

By ADJ NADA, Date 4/6/95

## NEWSPAPER COVERAGE OF THE CAMPAIGN

All wire stuff, no local columns generated. Nixon dominates the news with Moscow Trip. Hump and McGovern splitting Democratic coverage.

## TELEVISION AND RADIO COVERAGE

If you've seen the networks, you know what is being seen in Tennessee. No local stuff being generated. Except Senator Baker, who is a strong supporter of the President and says so. His opponent, Ray Blanton knocks the President but won't side with either McGovern or Hump.

## CAMPAIGN'S KEY ACTIVITIES AND COVERAGE

Ain't nobody been to Tennessee, cept Howard Baker and he got good coverage when he announced for re-election.

## OPPOSITION'S KEY ACTIVITIES AND COVERAGE

The President is so popular in Tennessee that nobody is going to be knocking him except a few liberal newspaper editorial writers. (clips attached)

## PROBLEMS, NEEDS AND PLANS

No particular problems. If the Nixon letter to Hanna editor of the Commercial Appeal in Memphis was rigged by 1701...my sincere congratulations...it was a beauty. (clip attached)

BG/km

State Arizona

By [Signature] NARA, Date 4/6/55

Week of 5/26/72-6/2/72

From Pat Scanlan

Newspaper coverage of campaign - (Analysis and important clips) -

All papers carried lead stories of President's trip --wire service stuff. TV was mostly from national level. Good editorial comment thus far; more expected early next week.

Television and radio coverage (Analysis with emphasis on TV) -

Campaign's key activities and coverage (speakers, news conferences, etc.) -

Kleindienst in Phoenix for Republican fund raiser. Great coverage; popular in Arizona; spoke favorably for Nixon; well received. Rehnquist here at present for two speeches...will have press conference tomorrow (see clip). Chairman Mardian initiated positive response to President's speech 6/1/72; covered in one newspaper so far.

Opposition's key activities and coverage -

Maddox in town for "John Birch Day" dinner (can you believe?)...lashed Nixon... spoke favorably for Wallace. In-fighting in Demo party (see clip re Stillman)... they're in shambles locally. Chavez'last" creating visits from "outside agitators" i.e., McGovern, Coretta King, Joe Kennedy, Jr. (coming next week). Farm Workers Union has endorsed McGovern (so who's surprised). Small strike in Yuma county; vast majority of melon-pickers still working; producers obtained injunctions against strikers. Chavez hospitalized; most sympathy from clergy and handful of press.

Problems, needs and plans -

State Pennsylvania

Week of May 28th

From Mike Willmann/Bill Powell

ENTRUSTED TO BE AN  
ASSISTANT MANAGING  
PARTNER  
BY ADW 4/6/95

Newspaper coverage of campaign - (Analysis and important clips) -

The conclusion of the President's Moscow trip and his return home dominated the coverage as might be expected. At least 45 of the state's 107 major dailies commented editorially this week on the summit and its achievements (see enclosed clips). Forty of the commentaries were favorable, two were "neutral" and three were unfavorable. Most considered the summit at least a personal triumph for the President; many thought it a politically motivated move as well. Late clips on Dwyer and Lentz appointments as reg. chrmn also enclosed from 5/26.

Television and radio coverage (Analysis with emphasis on TV) -

The Moscow trip and the return also, of course, dominated radio and television coverage. The tone was almost invariably favorable/neutral. Again the thought that the summit was a great personal success for the President was underscored by the hopeful optimism that characterized the pre-summit coverage. Coverage was daily and very extensive.

Coverage of Julie Eisenhower visit already forwarded to Allen Hall at White House; copy of summary and also clips enclosed

Campaign's key activities and coverage (speakers, news conferences, etc.) -

- 6/1 - Julie Eisenhower - Philadelphia - (see enclosed memo and clips)
- 6/1 - Sen. Javits - Philadelphia - no TV; no radio; one small article in Bulletin
- 6/2 - Western Regional Chrmn apptmt - Johnstown - 2 of 2 TV; 2 radio; 1 of 1 dailies
- 6/2 - Central Regional Chrmn apptmt - Altoona - 1 of 1 TV; 1 radio; 1 of 1 dailies

Opposition's key activities and coverage -

As usual no actual activity in Pennsylvania by the Democratic contenders. Good coverage of California primary; some stuff on N.J. primary. Also good coverage - continuing - on Wallace's condition - especially report on possible voluntary movement returning to toes

State Agric. Secy continues to carp at Butz (clips attached)

Problems, needs and plans -

Official state HQ opening planned for Tuesday 6/6; nothing from CREP on request for celebrity or political figure; plan to use local rock band that got a lot of sympathetic coverage when its equipment was stolen - see enclosed clip from Bulletin. SCLC Sickle Cell Anemia dinner went off as planned (note comment at end of Peters column from 6/1 Inquirer - marked in red). Also note state AP story on housing and welfare problems in state legislature.

By ~~NAIA~~ NAIA, Date 4/6/95

~~CONFIDENTIAL~~

State - California

Week of - May 21-28

From - Jack Easton

Analysis of Print Media Coverage - Excellent coverage of Student Leaders for the President. President's Russia trip dominated news reports, most favorable. Democratic candidates campaigning heavily.

Our Print Media Efforts 1-Invitation to student press conference 2-Statewide release on student leaders for the President 3-Photo & story to home-town newspapers of each student participant 4-Sample news release provided to each county chairman for localized releases supporting Russia trip 5-Mulligan appointment announced 6-Photo & release on spanish speaking supporters 7-Produced "Re-elect" Newsletter 8-Produced young voters youth signature card Letters Program 12 drafts on violence to San Francisco, 10 to LA Times re students for Nixon, 10 to Herald Examiner re students, 10 to channel 7 re good coverage of students, 10 to channel 4 re good coverage, 10 to channel 2 re no coverage of students, 5 to Robert Vaughn re anti-Nixon comments, 15 to Michael Jackson re anti-Nixon comments, 3 on Barney Morris re anti-administration comments, 15 to KHJ-TV re Stan Borman anti-Nixon comments

Radio-TV Analysis - Russia trip dominated, with heavy coverage of Democratic candidates. John Brown (Kentucky Fried Chicken) received heavy coverage re Demo telethon fund raiser.

Our Radio Efforts We produced the following: 1-Peterson feed 2-Joe Piasta (USF Student Body President) feed 3- Kent Clemence (USC Student Body President) feed 4-George Shultz 5-Ronald Reagan 6-Statement from each of 11 student body presidents fed to home-town radio stations, following press conference.

Key Campaign Activities 1-Student Leaders for the President press conference in LA (see attached) 2-Student Leaders for the President press conference in Sacramento (see attached). 3-Visit by Sec. Peterson (good LA coverage) 4-Visit by Don Rumsfeld (good LA coverage, see attached) 5-Visit by John Veneman 6-Emphasis on Spanish-Speaking Americans 7-Heavy letters to editor campaign building throughout the state

Our Television Efforts Our camera crew shot sound/color film for delivery to the following California stations: San Francisco: KTVU, KRON, KPIX, KGO, Sacramento: KCRA, KXTV, KOVR, San Diego: KFMB, KOGO, Fresno: KMJ, KFSN, KJEO, Bakersfield: KERO, KBAK, San Jose: KNTV, Palm Springs: KMIR, KPLM. In addition, the following stations were sent film with a "tag" featuring a local student body president: WAVY Portsmouth, Va, KMTV Omaha, KLZ-TV Denver, WCVB-TV Needham Mass, KELO-TV Sioux Falls, S. D., WISH-TV Indianapolis, Ind., WISC-TV Madison, Wisc., KIRO-TV Seattle, Wash., KROD-TV El Paso, Tex., WBRC-TV Birmingham, Ala. Our radio-TV Interview Bookings Students booked on KABC, KHJ, KFI, KHJ-TV Tempo KNXT-TV Noon News.

Opposition Activities McGovern is video taping his appearances, sending to about 35 TV stations throughout the state. Plans to follow this procedure in New York (see attached). Both McGovern & Humphrey getting excellent exposure. We're taping most of their public appearances. Ashbrook still receiving moderate coverage, criticism of Russia trip. Yorty supports the President's stand in Vietnam.

Problems & Needs 1-A great deal of inconvenience and unnecessary expense was caused by 1701 staff providing incorrect and poorly planned information on the Student Leaders for the President. 2-GOP VIP's scheduled to visit California are still not contacting our office in advance -- or while they're here. In addition, many are unavailable for special interview & "talk" shows. We're being eaten up by our opposition, while our visitors refuse to cooperate. 3-The President or an aide should say something in sympathy with the plight of Soviet Jews. 4-Visiting VIP's are not providing advance copies of speeches, releases, etc...and are bringing no visuals, graphs, or demonstrations. 5-Please put us on your mailing list for news releases, also key releases from the White House 6-We were requested by 1701 to book guests on "talk" shows to applaud the President's SALT agreement--however, 1701 refused to provide background data on the 2 1/2-year-old project. 7-Received anti-McGovern form letters from 1701 --but discovered it is against policy to use them.

State Maine

By DAH 4/6/95

Week of May 27 - June 2

From Creative Associates David A. Sargent  
Portland, Maine 04104

Newspaper coverage of campaign - (Analysis and important clips) -

Editorial comment on the Moscow summit has been unanimously optimistic and favorable.

No significant developments on the campaign in Maine this week and very little comment on Democratic national activities.

Television and radio coverage (Analysis with emphasis on TV) -

Except for routine coverage of state candidates, nearly all broadcast news has been from the networks. No presidential campaign developments.

Traditional Memorial Day coverage of parades and ceremonies made frequent note of the lack of vociferous demonstrations of any kind this year.

Campaign's key activities and coverage (speakers, news conferences, etc.) -

Opposition's key activities and coverage -

Problems, needs and plans -



June 2, 1972

Mr. Powell A. Moore  
Director of Press Information  
Committee for the Re-election of the President  
1701 Pennsylvania Avenue  
Washington, D. C. 20006

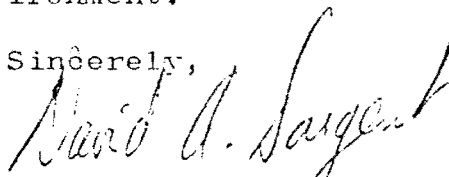
Dear Mr. Moore:

Plenty of editorial comment this week in the Maine papers on the Moscow summit. The only news related to the presidential campaign was from the wire services and principally concerned with the West Coast Democratic activities.

Just about all the broadcast news came from the network coverage. However, radio talk shows with telephone participation by listeners had frequent discussions...particularly on the summit. They were pro and con, of course, but just about every one expressed at least guarded optimism and the belief that the President had made significant accomplishments that strengthen his position.

There was little in the way of campaign developments in Maine. Key issues of interest in Maine continue to be related to the economy and the environment.

Sincerely,



David A. Sargent  
Associate

DAS:st

Enclosures

cc: Ned Harding  
Roger C. Williams

~~CONFIDENTIAL~~State WisconsinWeek of Week ending June 2From Charles Davis.. DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12356, Section 1.1By ADH NARA, Date 4/6/95Newspaper coverage of campaign - (Analysis and important clips) -

Heavy front page coverage of Nixon's Moscow visit. E Mushroom speech inspired many editorials....ELOCENT..NOT TO BE FORGOTTEN MOMENT IN HISTORY....MASTER DIPLOMAT...HOPE AT THE SUMMIT..BIG STEP TOWARD IMPROVING CLIMATE....etc. etc. (clips enclosed)

Good variety of photo coverage. Much good coverage on Mrs Nixon, women's section as well as news.

Welfare, tax reform and gun control issues in evidence.

Television and radio coverage (Analysis with emphasis on TV) -

Still heavy on Nixon's trip--also of course the HHH and McGovern bits in California. Madison TV survey says 12 of 33 watched the debate while only 4 of 49 watched Nixon's speech. (Clip encl. "Mabe Sumitry Bores People")

Campaign's key activities and coverage (speakers, news conferences, etc.) -

GOP session here June 3, Senator Dole keynoter. Youth representation, national committeeman, national committee played as coming dominant issues.

Opposition's key activities and coverage -

HHH has California troubles re: Shortage of volunteer workers and dollars. Editorial questions re: McGovern budget cuts. Wallace pushed into back pages.

Scattered stories of the coming Demo convention...representation and the "new look"

Problems, needs and plans -

Training seminar at Schroeder Hotel for team captains and group leaders re: volunteer recruitment and get-out-the-vote approach.  
GOP session at Arcadia June 3.

CONFIDENTIAL

DEPARTMENT OF THE ARMY  
ADMINISTRATIVE SERVICES  
E.O. 12958, Section 1.1

By AM NARA, Date 4/6/95

State Vermont

Week of May 21

From George Cameron

Newspaper coverage of campaign - (Analysis and important clips) -

Sunday news (Wm Lick, Publisher) very rough on President  
interview and opinion enclosed. President's trip was front  
page but little editorial comment except for syndicated  
columnists.

Television and radio coverage (Analysis with emphasis on TV) -

State has only one VHF TV and 1 UHF TV.  
W has very poor local news coverage. VHF  
which is WCAZ-TV is friendly to the Administration  
but did not editorialize on trip.

Campaign's key activities and coverage (speakers, news conferences, etc.) -

there were none

Opposition's key activities and coverage -

Senator Coakley visited state to seek support for the  
presidential bid. Clipping enclosed. McGovern people  
out en masse and "State" the Democrat convention 4000  
ago. Some conservative Democrats getting local  
coverage.

Problems, needs and plans -

WEEKLY MEDIA REPORT

~~CONFIDENTIAL~~

State VERMONT

Week of July 31

From ELLIOT CASPERON

4/6/95

Newspaper coverage of campaign - (Analysis and important clips) -

W. Sunday News (Wm. Reed, Publisher) very rough on President  
Editorial and Opinion analysis. President's trip was front  
page but little editorial comment except for syndicated  
columnists.

Television and radio coverage (Analysis with emphasis on TV) -

State has only one VHF TV and 1 UHF TV.  
It has very poor local news coverage. VHF  
which is WCAT-TV is friendly to the Administration  
but did not editorialize on trip.

Campaign's key activities and coverage (speakers, news conferences, etc.) -

There were none

Opposition's key activities and coverage -

Senator Grand visited state to seek support for the  
Presidential bid. Clipping analyzed. Moderate people  
opinion canvases and "State" the Democrat convention also  
kicks off. Some conservative Democrats getting vocal.  
Clipping analyzed.

Problems, needs and plans -

~~CONFIDENTIAL~~State MarylandWeek of 5/28-6/4/72From CM RosenwaldDETERMINED TO BE AN  
ALIBI FOR THE ARKING  
E.O. 12958, Section 1.1By HHH NARA, Date 4/6/95

Newspaper coverage of campaign - (Analysis and important clips) -  
Summit success dominated and dazzled press. Enclosing one of bevy of  
laudatory editorials-- when Balto. Evening Sun has naught but kind words  
RN has achieved major miracle. Wallace's health, Humphrey & McGovern in  
California well covered but anti-climactic. Main focus of latter on  
debates.

Television and radio coverage (Analysis with emphasis on TV) -  
RN in Moscow, Warsaw, reporting to Congress. All relied on network and  
all good. HHH v. McGovern debate with RN ultimate winner... two Mickey  
Mice cutting each other up while the President saved the world. We'll  
never have a better week on the tube.

Campaign's key activities and coverage (speakers, news conferences, etc.) -  
No authentic in-state campaign activities. State GOP Central Committee  
met 6/3/72 to select delegates to convention. Press noted 1) optimism;  
2) record solvency; 3) miffed feelings of those who wanted to be but  
were not made delegates. Typical- controversy makes best copy. No long  
term problem-- 24 hour tempest.

Opposition's key activities and coverage -  
Democrat State Convention -- Governor Mandel emerged in control. No surpris  
Md. Democrat delegates sweating because they morally if not legally must  
vote for Wallace and most want to throw up. Not really relevant nationally  
but great ammo for future state elections. Otherwise we're just seeing  
national news and no one's making any real effort here now.

Problems, needs and plans -  
Our biggest problem is going to be complacency. Add to <sup>the</sup> that spirit of  
Moscow, the sweetness of summer and you've got EHHUI. Really do not  
anticipate any problems, plans or needs prior to Labor Day. Will continue  
to monitor all media but will not file weekly reports unless finding  
solid local-state news/editorials that you are not receiving via wire  
services/networks. All systems GO and holding.

June 6, 1972

MEMORANDUM FOR: LARRY HIGBY  
FROM: GORDON STRACHAN  
SUBJECT: First Monday

You sent me a note asking "who is responsible for this cover - what is the approval process - this is a disaster and whoever did it is not to publish First Monday again". I talked with Dick Howard at length about the approval process for First Monday. He and Chuck Colson, after considerable discussion over several months with Tom Evans and Joan Lofton, have established the following system for suggestions and approval on First Monday and Monday:

1) Colson or Howard personally call Tom Evans or Joan Lofton with suggestions for possible textual comments in First Monday. For example, in the June 5 First Monday on the substantive area, every article except the salute to Ted Agnew and the pictures from Eye on Nixon, was suggested by Colson or Howard. Most of the requests were Presidential directives to Colson.

2) Colson and Howard do not review the final text of either Monday or First Monday before it goes to the printer. They only review the final text on Special Editions.

3) In case of dispute between Evans and Lofton, Colson will usually call Evans and persuade him to follow Howard's suggestions to Lofton.

As to your concern about the cover, Colson and Howard did not approve the picture, as they do not approve any pictures within First Monday. However, it is Colson's opinion that the cover picture of First Monday is excellent. It is an even better shot of the President relaxing than the picture of the President on the yacht with Mosbacher.

As to your directive that whoever approved the picture should not publish First Monday again, that man is John Lofton. However, before he is either fired or has his job functions shifted at the RNC, you may want to discuss new approval procedures for Monday and First Monday with Colson. My own guess is that Colson has done quite well to get this far in exercising editorial control over these RNC publications. However, you may well want to ask Colson to go one step further and review for final sign-off the actual text and pictures of Monday and First Monday.

Shall I cover this directly with Howard?

GS/jb

June 1, 1972

Dear Mrs. Hewitt:

Mr. Haldeman was out of the country with the President when your note of May 25, 1972 arrived regarding "Godspell".

I know that he would want me to thank you for the two tickets that we obtained through your office for Mrs. Haldeman and Mrs. H. F. Haldeman (Mr. Haldeman's mother) for Wednesday's performance.

Mr. Haldeman did see "Godspell" prior to the Russian trip, and thoroughly enjoyed it.

Thank you again.

Sincerely,

Gordon Strachan  
Staff Assistant  
to H. R. Haldeman

Mrs. Frankie Hewitt  
FORD'S THEATRE SOCIETY  
511 Tenth Street, N. W.  
Washington, D. C. 20005

GS:pm



ADMINISTRATIVELY CONFIDENTIAL

June 27, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

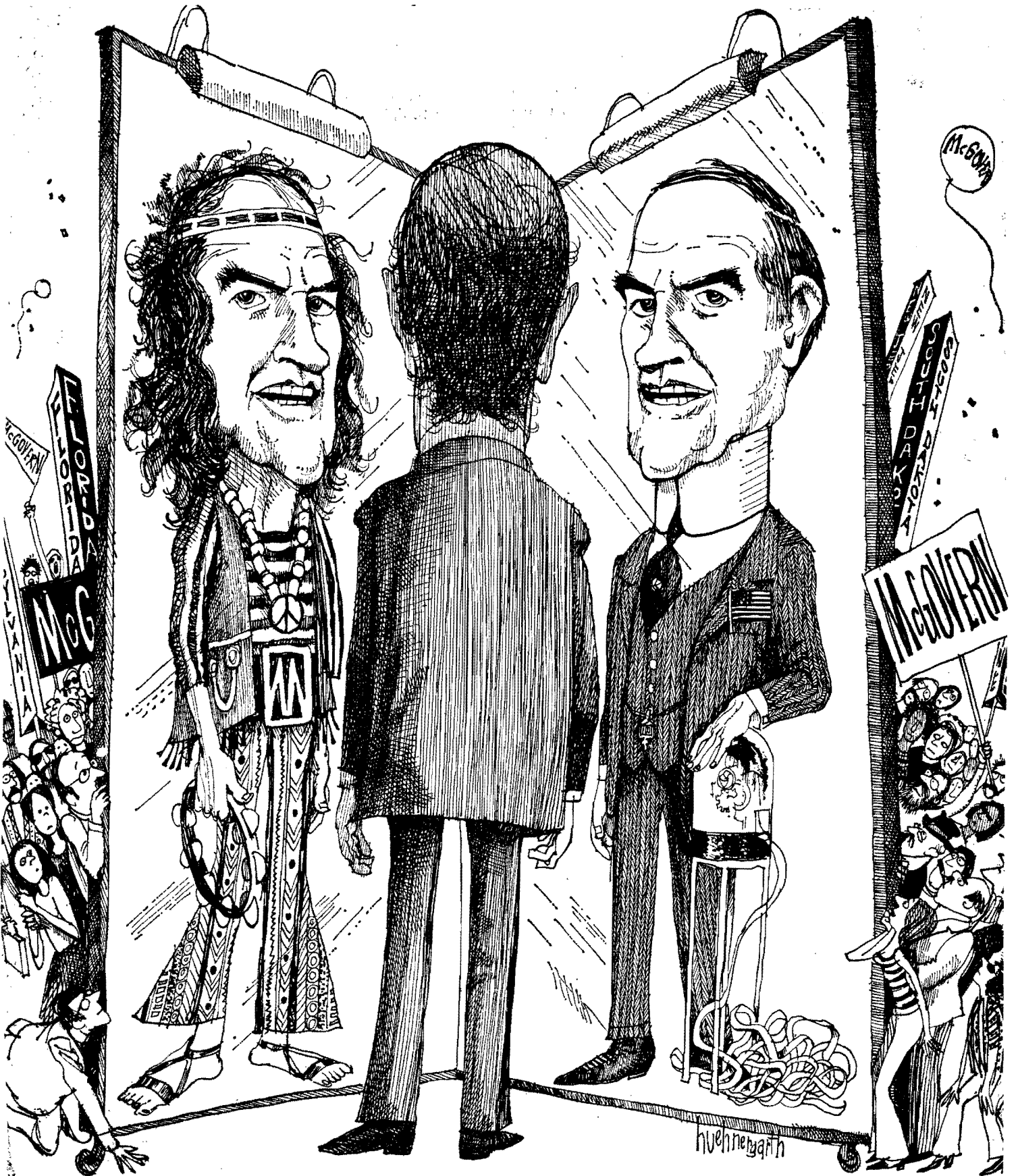
GORDON STRACHAN

SUBJECT:

McGovern Cartoon

You probably noticed the McGovern cartoon in Sunday's New York Times. The double mirror effect is a classic. I trust we will save it for the same wide distribution that last week's article in Time magazine will receive at the appropriate time.

GS/jb



Buoyed by the results of the New York primary, George McGovern was busy last week at "the ticklish task of uniting his political irregulars with the Democratic establishment." How far are they apart? See above.

ADMINISTRATIVELY CONFIDENTIAL

June 26, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

You probably followed the Minnesota plank put forward by McGovern quite closely. In particular, there was a plank on homosexual marriage. It has been reported there were TV shots of two homosexuals dancing at the convention in lavender T-shirts. I assume that you or Pat have acquired a tape of this.

GS/jb

FU - 6/30

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

You probably noticed McGovern's statement "find me a welfare mother who earns \$8,000 and I'll eat this entire report". An appropriate welfare example might be found for later use.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 13, 1972

MEMORANDUM FOR:

BRUCE KEHRLI

FROM:

GORDON STRACHAN

SUBJECT:

Politics

I know how opposed you are to any political consideration especially if they might effect the careful staffing of the President's work. However, you should know that the entire attack in this week's DNC answer to "Monday", "Fact", is aimed at the "gathering crowd at the White House". I know you have been through the facts and advised Ehrlichman, but maybe some thought should be given as to how we can respond to this frontal attack by the Democrats.

Just a thought.

GS/jb