

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>
31	1	5/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Jon A. Foust to Jeb S. Magruder. RE: Proposed Event in California. 1 pg.
31	1	5/5/1972	<input type="checkbox"/>	Campaign	Memo	From Jon A. Foust to Jeb S. Magruder. RE: Celebrities for the President American Music for the President Athletes for the President. 3 pgs.
31	1	4/26/1972	<input type="checkbox"/>	Campaign	Memo	From Herbert L. Porter to John N. Mitchell. RE: Surrogate Briefing, May 16, 1972. 2 pgs.
31	1	4/3/1972	<input type="checkbox"/>	Campaign	Memo	From Herbert L. Porter to John N. Mitchell. RE: 1972 Candidates Conference. 4 pgs.

<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>
31	1	3/29/1972	<input type="checkbox"/>	Campaign	Letter	From Gerald Ford to Jeb Magruder. RE: The meeting to discuss the 1972 Candidates' Conference. 3 pgs.
31	1	4/14/1972	<input type="checkbox"/>	Campaign	Memo	From Herbert L. Porter to John N. Mitchell. RE: Campaign Briefing for Major Surrogates. 1 pg.
31	1	5/9/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Jon A. Foust to Jeb S. Magruder. RE: Scheduling for the April 24 Spokesman Resources Program. 1 pg.
31	1		<input checked="" type="checkbox"/>	White House Staff	Other Document	Indecipherable handwritten note with a header that reads: "Bill Timmons is in Miami Beach." 1 pg.
31	1	5/1/1972	<input type="checkbox"/>	Campaign	Memo	From William E. Timmons to John N. Mitchell. RE: '72 Convention. 8 pgs.

<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>
31	1		<input checked="" type="checkbox"/>	Campaign	Other Document	Indecipherable handwritten notes with a header that reads: "Peter Dailey has assembled the campaign advertising staff." 3 pgs.
31	1	4/4/1972	<input type="checkbox"/>	Campaign	Memo	From Dwight L. Chapin to Jeb Magruder. RE: Campaign Materials/Convention and Television. 1 pg.
31	1	5/16/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Campaign Advertising. 1 pg.
31	1	4/6/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Peter H. Dailey to John N. Mitchell. RE: Documentary Films. 1 pg.
31	1	4/4/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Peter H. Dailey to Jeb S. Magruder. RE: Documentary Films, and an estimate on why the Wolper Organization should get the assignment. 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>
31	1	3/30/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Bill Taylor to Peter Dailey. RE: David Wolper Productions Inc., and their submission of bids on the production of two 30-minute films on President Nixon, and one 10-minute film on Mrs. Nixon. 2 pgs.
31	1	3/29/1972	<input type="checkbox"/>	Domestic Policy	Letter	From Warren V. Bush to William Taylor. RE: The enclosed copies of the revised budget; noting that it's an "outside budget." 22 pgs.
31	1		<input checked="" type="checkbox"/>	White House Staff	Other Document	Indecipherable handwritten notes. 2 pgs.
31	1	4/12/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to John N. Mitchell. RE: Decisions on the California Primary Plan. 3 pgs.
31	1	5/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Robert H. Marik to John N. Mitchell. RE: Planning Schedule for the States. 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>
31	1	4/28/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Robert H. Marik to John N. Mitchell. RE: Planning Schedule for the States, and the step by step process that must be followed. 2 pgs.
31	1	4/28/1972	<input type="checkbox"/>	Campaign	Memo	From Robert H. Marik to John N. Mitchell. RE: Planning Schedule for the States, and the general plan for the general election. 2 pgs.
31	1	4/21/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to John N. Mitchell. RE: Appeal for Campaign Contributions on the California Primary Direct Mail Program. 1 pg.
31	1	4/21/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Herbert L. Porter to John N. Mitchell. RE: California Fund Raising Telethon. 2 pgs.
31	1	5/3/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Robert H. Marik to John N. Mitchell. RE: Maryland Telephone Center, and attached is a summary of calls made. 3 pgs.

<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>
31	1		<input checked="" type="checkbox"/>	White House Staff	Other Document	Indecipherable handwritten note labeled: "A talking paper." 1 pg.
31	1		<input checked="" type="checkbox"/>	White House Staff	Other Document	Indecipherable handwritten notes entitled: "Talking Paper Per Political Meeting." 4 pgs.
31	1		<input checked="" type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to unknown recipient. On the back, there is an message that is indecipherable. 1 pg.
31	1	4/20/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Jeb S. Magruder to John N. Mitchell. RE: An attached memo from Pat Buchanan concerning the need to find a spokesperson to play the role that George Ball played for the Democrats in 1968. 1 pg.
31	1	4/17/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Pat Buchanan to John Mitchell. RE: The recommendation of Nelson Rockefeller to play the role in the 1972 campaign that George Ball played for Humphrey. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 311

Folder: Campaign 19 Part I March 29-May 17

<u>Document</u>	<u>Disposition</u>
1	Return Private/Political Memo, Foust to Mitchell, 5-10-72
2	Return Private/Political Memo, Foust to Mitchell, 5-5-72
3	Return Private/Political Memo, Porter to Mitchell, 4-26-72
4	Return Private/Political Memo, Porter to Mitchell, 4-3-72
5	Return Private/Political Letter, Brown to Magruder, 3-29-72
6	Return Private/Political Memo, Porter to Mitchell, 4-14-72
7	Return Private/Political Memo, Foust to Mitchell, 5-9-72
8	Retain Open
9	Return Private/Political Notes, "b) Bill Timmons...", " n.d.
10	Return Private/Political Notes, "c) Peter Dailey...", " n.d.
11	Return Private/Political Notes, "d) Bob Marik...", " n.d.
12	Return Private/Political Notes, "A talking paper for..." n.d.

Committee for the Re-election of the President

MEMORANDUM

May 10, 1972

TO THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: JON A. FOUST *Foust*
SUBJECT: Proposed Event in California

BACKGROUND

On May 5 you approved the staffing of a proposed May 27 country and western event in Bakersfield, California. I spent Sunday and Monday, May 7 and 8, in California investigating the possibility of this event.

The local committee is involved in three volunteer, registration, and "get-out-the-vote" drives. The county organization feels that the imposition of this event on top of the current programs would be more than the local organization could possibly handle. In addition, these people feel that the time and effort would be better spent on an event during the general election campaign. Lyn Nofziger concurs with this opinion.

The date proposed is on Memorial Day weekend and the same day that the Indianapolis "500" will be run. This, of course, would make it difficult to entice the public to attend this event.

Our American Music people in Nashville say that to get permission to use a copyrighted song in a film would be expensive, but this problem does not exist with a live broadcast.

RECOMMENDATION

I suggest that the proposal for an event in Bakersfield for May 27 be canceled.

APPROVED _____

DISAPPROVED _____

Committee for the Re-election of the President

MEMORANDUM

May 5, 1972

TO THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: JON A. FOUST *Foust*
SUBJECT: Celebrities for the President
American Music for the President
Athletes for the President

1. BACKGROUND

In November, 1971, you met with studio presidents, executive and senior vice presidents, etc., and formed "The Executive Committee for Celebrities for the President" to re-elect the President with Richard Zanuck as Chairman. Taft Schreiber, a member of this Committee, is the "moving force" behind the whole celebrity operation, but with his fund raising and business responsibilities Taft does not have ample time to spend recruiting celebrities, etc. Therefore, Joe Horacek, who was replaced by Ed Crane, was appointed Executive Director to handle the day-to-day operations.

Plans were also made and approved in March and April to select Executive Directors for the "Athletes" and "American Music (Country and Western) for the President."

2. PURPOSE

The purpose of the three celebrities/athletes committees are:

1. To enlist as many celebrities/athletes as possible to publicly support the President's re-election;
2. To supply talent for events scheduled and/or created by the Scheduling Division;
3. To coordinate all details pertaining to the celebrities'/athletes' attendance of an event; and
4. To assist the Scheduling Division in producing ideas for events.

May 5, 1972

3. CURRENT STATUS

A. Celebrities

At present 130 entertainers have committed to the President. This is the largest group ever assembled for a Republican candidate. They include some of the best known names in the youth group; i.e., Mary Ann Mobley, Chad Everett, Clint Eastwood, etc. Thus far thirty-five of these celebrities have been scheduled into eleven events.

Also, the Executive Committee has been formed and publicized to promote the impression that an entertainer who commits to the President will have some friends at the top of their industry. Hopefully this would allay the fears of some of the up-and-coming stars that their career would be adversely affected by supporting the President. In recruiting talent, the Executive Committee has not accomplished the desired results although they have been very successful raising funds.

B. American Music for the President

A working Executive Committee chaired by Dr. Nat Winston has been formed with Richard Frank, an attorney representing many stars, and Frank Rogers, a prominent Nashville promoter, as members.

They have commitments from several stars at this point; i.e., Bobby Goldsborough, Arch Campbell, Chet Atkins. The Committee feels quite strongly that most of the Country and Western stars will publicly support the President, with few exceptions.

A request to appoint Harry Warner as Executive Director has been submitted.

C. Athletes for the President

Last week Tom Scott, former captain of the New York Giants, was appointed Executive Director. Tom and I have discussed specific plans and by next week he plans to establish a program for recruiting "superstar" athletes.

4. PLANS AND PROGRAMS

A. Celebrities

The Committee is working on compiling a list of all celebrities to show if they are committed and to whom, and if they are undecided and our recommended action. Also, the availability and possible participation of the stars supporting the President is being determined. These lists will tell us what we are able to do with our celebrities and also show us the direction in which to go in recruiting the uncommitted stars.

May 5, 1972

As you know, three Dolf Droge parties for the 18 to 35 year-old group have been planned on May 15, 16, and 17. The day following these parties each star will be sent a package explaining the President's program. One to two weeks following the parties, the host will make a personal pitch to each star to support the President.

These parties will be followed up with parties for other administration spokesmen. The following are likely possibilities:

June	Dwight Chapin	Russia and China
July	Donald Rumsfeld	The Economy
August	John Ehrlichman	Domestic Policy

A briefing for our committed celebrities has been planned. To help make the celebrities feel like part of the President's team, you would explain the campaign and Dr. Kissinger would talk about foreign policy. This briefing should serve to generate enthusiasm in our committed celebrities.

The Celebrities Committee plans to concentrate on recruiting young stars. By May 26 each member of the Executive Committee will be personally contacted to determine those stars that they know personally and would ask to support the President, and to ascertain other sources of contacting these stars. These personal meetings will be followed up by phone calls one week and two weeks later. If these do not produce results, Taft Schreiber will be consulted for other courses of action. In addition, our Executive Director will ask each member of the Executive Committee to appoint a staff member to handle the day-to-day operations.

The chairman of the sub-committee for the rock industry has not been too helpful up to this point. By May 26 our Executive Director will determine if another approach to rock industry should be found.

B. American Music for the President

If the Executive Director is approved to start on May 15, he will submit his plan by May 31.

C. Athletes for the President

Tom Scott will submit his plan for recruiting athletes by May 12.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

April 26, 1972

MEMORANDUM FOR: MR. JOHN N. MITCHELL
 THROUGH: JEB S. MAGRUDER
 FROM: HERBERT L. PORTER *Port*
 SUBJECT: Surrogate Briefing, May 16, 1972

As you will recall, the recent letters mailed to our official surrogates included an invitation for them to attend a campaign briefing in the third floor conference room on Tuesday, May 16 at 1:30 p.m. (now changed to 9:30 a.m., per your request). The meeting should last no longer than two hours.

The following format is suggested and, with your approval, we will contact each speaker and advise him of his role in the meeting.

<u>Subject</u>	<u>Speaker</u>	<u>Time (Minutes)</u>
Opening and Strategy	Mitchell	20
Organization	Magruder	10
Polling, etc.	Teeter	15
Planning, Telephone, Direct Mail	Marik	10
Advertising	Dailey	10
Press/P.R.	Shumway	10
Financial/Fund Raisers	Stans	15
Close	Mitchell	5

As you can see, the total scheduled time is 95 minutes;
this will allow for approximately 25 minutes of questions
and answers.

APPROVE _____ DISAPPROVE _____ COMMENT _____

Committee for the Re-election of the President

MEMORANDUM

April 3, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDE
FROM: HERBERT L. PORTER
SUBJECT: 1972 Candidates Conference

In keeping with the precedent set in 1970, the Republican Congressional Campaign is planning a Candidates Conference for non-incumbent Republicans running for seats in both the House and Senate this year. Cong. Clarence J. Brown, of Ohio, who heads the planning committee, met with us on March 29, 1972, to discuss their needs and how we can best support this effort.

On June 29, 1972, approximately 350 people, including the candidates, their spouses, campaign managers and financial chairmen, are expected to gather at the Marriott Twin Bridges Motor Hotel for four full days of briefings on campaign organization, fund-raising and issues for '72.

The following is a description of the tentative four-day schedule, including the requests for speakers. We would like to receive your comments and/or approval on the speaking requests.

I. Thursday, June 29, 1972

The Conference will begin the afternoon of Thursday, June 29, 1972, with a session on basic campaign organization and a discussion of the campaign reform bill. Following that, it is proposed that a White House reception be held identical to the one held in 1970, during which individual candidates would have their picture taken with the President. At the same time, the candidates' wives would have their pictures

taken with Mrs. Nixon. The timing of the reception is flexible enough to fit the President's schedule.

Approve _____ Disapprove _____ Comments _____

II. Friday, June 30, 1972

On Friday, June 30, 1972, the program will be devoted to discussions of domestic and foreign issues by Congressman Gerald Ford and Senator Hugh Scott, respectively; regional sessions with candidates pairing with incumbents from their own states; and sessions on budgeting and special voter appeals. We are prepared to work with the White House and the Congressional Campaign Committee on the voter appeal session and will offer support by our own voting bloc staff members.

There will be a group luncheon on Friday, June 30th. Cong. Brown has requested that you address the group at this time. The luncheon, which will be held at the Twin Bridges Marriott, will run from approximately 12:00 - 1:30 p.m. and would be followed by a picture-taking session with you and the candidates. Will you accept this invitation?

Yes _____ No _____ Comments _____

Cong. Brown has requested that Secretary Connally be the principal speaker at the dinner meeting on Friday, June 30, 1972. In line with the current policy concerning Secretary Connally's appearances, however, you may think it inappropriate that he speak. We could then request either Herbert Stein or Secretary Peterson to speak. Do you approve of our inviting Sec. Connally to speak at the dinner?

Approve _____ Disapprove _____ Comments _____

III. Saturday, July 1, 1972

The Saturday sessions will deal with media efforts, polling techniques and an in-depth review of critical issues for '72. We have a request for Dr. Kissinger to address the noon luncheon meeting to discuss foreign affairs policy. If you feel his appearance would be inappropriate, we could, with your approval, request either Secretary Laird or William Ruckelshaus to speak to the luncheon group and secure a person of lesser stature from the Department of State or the National Security Council to address the group on foreign policy during the issues session. Do you approve of our inviting Dr. Kissinger to speak at the luncheon?

Approve _____ Disapprove _____ Comments _____

The Congressional Campaign Committee requested the following speakers for the critical issues session Saturday afternoon:

Foreign Affairs	Sec. Rogers
Law Enforcement	Jerris Leonard
Environment	William Ruckelshaus
Urban Affairs	Sec. Romney
Busing	Leonard Garment
Health, Education and Welfare	Sec. Richardson

Approve _____ Disapprove _____ Comments _____

It was suggested that, as in 1970, the Saturday evening banquet have Vice President Agnew as the key speaker. Do you approve of our inviting the Vice President to speak at the dinner?

Approve _____ Disapprove _____ Comments _____

IV. Sunday, July 2, 1972

On Sunday, July 2, 1972, plans are for the group to tour the Capitol and participate in another picture-taking session on the Capitol steps. The Planning Committee would like to end the Conference with a session devoted to fund-raising, led by Maurice Stans. Do you approve of our inviting Mr. Stans to speak at that session?

Approve _____ Disapprove _____ Comments _____

Attached, for your consideration, is a copy of a letter from Cong. Brown, confirming the foregoing. It should be noted that Cong. Brown has requested an appointment with you after April 10, 1972, to discuss the program.

We are willing to provide whatever staff and support that is necessary to ensure a repeat of the success of the 1970 Candidates Conference and will appreciate any comments or advice you have in this regard.

Note: Attached to this memorandum is Congressman Brown's letter to Jeb Magruder on this subject.

Enclosure.

CLARENCE J. BROWN
7th DISTRICT, OHIO

URBANA, OHIO

COMMITTEES:
GOVERNMENT OPERATIONS
INTERSTATE AND FOREIGN COMMERCE
JOINT ECONOMIC

Congress of the United States
House of Representatives
Washington, D.C. 20515

March 29, 1972

WASHINGTON OFFICE:
212 CANNON HOUSE OFFICE
BUILDING
AREA CODE: 202 225-4324

DISTRICT OFFICES:
ROOM 220
U.S. POST OFFICE BUILDING
150 NORTH LIMESTONE STREET
SPRINGFIELD, OHIO 45501
AREA CODE: 513 325-0474
L.S.Y. BUILDING, THIRD FLOOR
196 SOUTH MAIN STREET
MARION, OHIO 43302
AREA CODE: 614 383-4343

Mr. Jeb Magruder
Committee for the Re-Election
of the President
1701 Pennsylvania Avenue, N. W.
Washington, D. C. 20006

Dear Mr. Magruder:

I, enjoyed meeting with you and others from your staff in the absence of Attorney General Mitchell this morning regarding the 1972 Candidates' Conference, which will be held Thursday, Friday, Saturday and Sunday, June 29 - July 2, at the Marriott Twin Bridges Motel. As soon as possible following Mr. Mitchell's return to Washington and my return from the Congressional Easter recess Monday, April 10, I should like a brief appointment with Mr. Mitchell to discuss personally with him my plans for the Conference. In the meantime, to confirm our discussions this morning, it is my understanding that your office will advise me as promptly as possible regarding the availability of Administration spokesmen who will appear at the Conference and the scheduling of a reception with the President and his family at the White House.

We would like to have a reception at the White House (similar to the one held in 1970) limited to the candidates and their spouses, and necessary Congressional Committee personnel. In 1970, while the candidates were meeting the President individually in the Oval Office for a still picture and silent TV footage session, their spouses were having their pictures taken elsewhere within the White House with Mrs. Nixon. It is hoped that Mrs. Nixon, or other members of the President's family, will be available similarly this year. If possible, after these sessions, the candidates and their spouses might be served drinks and hors d'ouvres in the State Dining Room and be joined briefly by the President and his family because, hopefully it is from many in this group that the President will receive support for his programs in his second term.

It is my hope that Attorney General Mitchell will be the kick-off speaker at our first luncheon, Friday, June 30, at 12:00, and I am delighted that you feel he would be more than willing to do so.

Mr. Jeb Magruder
March 29, 1972
Page Two

Friday evening, we would like Secretary Connally to speak at the 7:30 p.m. dinner. In the event that this is not possible, we suggest Herb Stein or Secretary Peterson as back-ups (in that order) since we want the issue of the economy in the campaign fully aired.

On Saturday, July 1, we would like Dr. Kissinger to speak at the noon luncheon because we feel the foreign policy issues in 1972 will be advantageous to Republican candidates. Again, if he is unavailable, we would like Secretary Laird to discuss defense matters and will deal with foreign policy elsewhere in the Conference.

Finally, we would like Vice President Agnew to address our final banquet at 7:00 p.m. Saturday evening, July 1, as he did during the 1970 Conference.

For all of the above functions, time should be set aside, preferably after speaking, for a photo session with each speaker and each Congressional candidate.

Concerning the panels on other Major issues, Saturday afternoon from 2:00 to 5:15, we have limited the topics to the six following areas and hope that you will arrange to have the indicated speakers present:

- (1) Law Enforcement - Jerris Leonard
 - (2) Health, Education and Welfare - Secretary Richardson
This is a change from our original discussion because we feel the Health and Welfare areas will be as significant issues as Education in the campaign, and the Secretary is the one who can deal with all three issues.
 - (3) Urban Affairs and Housing - Secretary Romney
 - (4) Busing - Leonard Garment
 - (5) Environment - William A. Ruckelshaus
- and (6) the topic not covered by the luncheon speaker:
Defense - Secretary Laird or
Foreign Affairs - Secretary Rogers

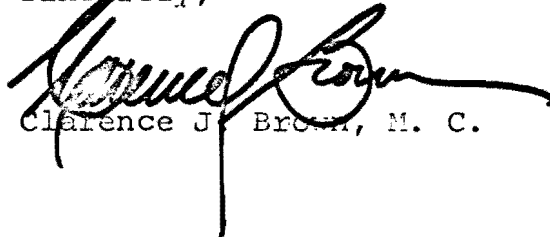
In addition, we would like Secretary Stans to take part in the discussion of Congressional candidate fund raising at our final function to be held at the Capitol Hill Club following a 10:00 a.m. brunch on Sunday, July 2.

Mr. Jeb Magruder
March 29, 1972
Page Three

I sincerely appreciate your generous offer of additional personnel from your Committee and the White House staff for the various panels throughout the Conference, and I will contact you at a later date concerning these men.

I hope you will notify me immediately as soon as any of the above have been confirmed or it appears we cannot obtain them. Since all our plans must be completed by June 1, I am hopeful that we can obtain final approvals on all Administration speakers by May 15, six weeks from now.

Sincerely,

A handwritten signature in black ink, appearing to read "Clarence J. Brown", written over a typed name.

Clarence J. Brown, M. C.

CJB/LW

cc: Honorable Gerald R. Ford, M.C.
Honorable Bob Wilson, M.C.
Honorable Clark MacGregor

Committee for the Re-election of the President

MEMORANDUM

April 14, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Campaign briefing for major surrogates

The suggestion has been put forth that we set up a meeting of our major surrogates sometime in the next three to four weeks. The purpose of such a meeting would be to give them a thorough briefing on campaign strategy along with a general overview on polling information and demographics by Bob Teeter. We feel that such a meeting would be beneficial, not only to keep our surrogates informed, but also to get them in the "campaign mood".

Do you agree that such a meeting is worthwhile and, if so, would you be willing to meet with the group to discuss the strategy of the campaign?

APPROVE _____ DISAPPROVE _____ COMMENT _____

May 9, 1972

TO THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: JON A. FOUST

SUBJECT: Scheduling

A review of the April 24 Spokesman Resources Program, Ninety-Day Projected Schedule shows the following:

Events Created by the Committee.	2
Events Scheduled by the Departments.	167
Planned Events - Speaker Scheduled by the Committee . .	27
Events in Europe.	<u>18</u>
TOTAL EVENTS	214

Even though the 90-day projection is a voluminous work, I think it gives the wrong impression. As shown by the above figures, only .9 percent of the events were really directed by us. The other 99 percent were planned and scheduled by the departments or were planned events where we provided a speaker.

We must begin immediately to determine what spokesman should be speaking about what issue in what location. The forum is not important (agriculture issue could be discussed before the Boy Scouts), but the direction and impact of the speakers and the ideas they are promoting must be channelled to do the most good.

It is imperative that the polling, research, press, political, and voter block group people meet with the Scheduling Division and aim our spokesmen resources in the proper direction.

cc: Shumway

bcc: Strachan (White House) ✓

b) Bill Timmons is in Miami Beach ~~surveying~~ ~~the~~ ~~for~~ surveying the facilities for the Convention. You received the list of technical staff ~~to~~ who accompanied him. Timmons will have an updated report-decision memorandum for your review ~~when~~ upon returning from Russia.

c)

SENSITIVE

May 1, 1972

MEMORANDUM FOR: JOHN N. MITCHELL
THROUGH: JEB MAGRUDER
FROM: WILLIAM E. TIMMONS **B.T.**
SUBJECT: '72 Convention

At the emergency RNC meeting scheduled for May 5 and 6 to consider a change in Convention sites, it is recommended that several appointments of Convention officers be announced so that the meeting will generate some positive news.

Specifically, it is recommended that:

1. After appropriate selection by the Arrangements Committee and on May 5, Dick Herman announce appointment of:
 - The Permanent Chairman
 - The Temporary Chairman
 - The Secretary (to call roll)
 - The Parliamentarian

A suggested list is in Tab A.
2. On May 6th Chairman Dole announce eight members of the temporary platform committee's executive committee (John Rhodes will later assign each of the eight as platform subcommittee chairmen). A recommended list is in Tab B.
3. Chairman Dole also announce a Chief Page on May 6th (the Chief Sergeant of Arms, Ody Fish has already been named).
4. On May 7th, you announce the appointment of Senator Hugh Scott to be the campaign floor leader for the Convention.

5. These actions would leave the following appointments for a later RNC meeting:

- Keynoter
- Assistant Parliamentarian
- Chief Reading Clerk
- Assistant Reading Clerk
- Tally Clerks
- Official Reporters
- Chaplains (to give invocations & benedictions)
- Five Assistant Sergeant at Arms
- Three Assistant Chief Pages
- Permanent Organization Chairman
- Credentials Chairman
- Rules Chairman (expect RNC temporary Rules Chairman Bill Cramer to continue)

6. However, at a later date, you will also have to make key decisions on individuals to:

- Nominate the President
- Three seconds for the President
- Introduce the President
- Nominate the Vice President
- Three seconds for the Vice President
- Introduce the Vice President

See Tab C for recommendations which should be considered now even though they are later appointments.

7. By virtue of their offices the following normally would have parts in the Convention program:

- The President
- The Vice President
- Bob Dole, RNC Chairman
- Dick Herman, Convention Arrangements
- Peter Dominick, Senate Campaign
- Bob Wilson, House Campaign
- Bill Milliken, Republican Governors
- Don Sunquist, Young Republicans
- Connie Armitage, Women's Federation
- Anne Armstrong, RNC Co-Chairman

In Tab D are demographic and regional analyses of all Convention participants, assuming the full list is approved.

I recommend approval of the tabs with any changes you feel necessary. Obviously several appointments should be the personal choices of the President and Vice President, and I assume you'll want to discuss them with the principals.

PERMANENT CHAIRMAN:

Rep. Gerald Ford (Michigan)

TEMPORARY CHAIRMAN:

Gov. Ronald Reagan (California)*

SECRETARY (to read roll)

Mrs. Anne Armstrong (Texas)

PARLIAMENTARIAN:

Rep. H. Allen Smith (California)

*The Reagan appointment may help sooth the Californians on the site switch and would provide a philosophical balance to Hugh Scott's appointment as Floor Leader.

PLATFORM

Chairman: Rep. John Rhodes (Ariz)
Deputy Chairman: Sen. Gordon Allott (Colo)
Deputy Chairman: Gov. Tom Meskill (Conn)

1. National Security Affairs: Sen. John Tower (Tex)
2. Governmental Relations: Mayor Ralph Perk (Ohio)
3. Crime & Drug Abuse: Arlen Specter (Pa)
4. Human Fulfillment: Art Fletcher (Wash)
5. Environment: Chris DeMuth (Ill)
6. National Goals: Gov. Arch Moore (W. Va.)
7. Jobs and Economy: Rep. Barber Conable (NY)
8. Agriculture & Natural Resources: Rep. John Kyl (Iowa)

ALTERNATES:

Should it be impossible to secure the above, consideration may be given to:

1. National Security Affairs: Dixie Walker (SC)
2. Governmental Relations: Mayor S. R. Allen (Ga)
3. Crime and Drug Abuse: Slade Gorton (Wash)
4. Human Fulfillment: Dr. Ether Allen (Pa)
5. Environment: Gov. Tom McCall (Ore)
6. National Goals: Rep. Barber Conable (NY)
7. Jobs and Economy: Gaylord Freeman (Ill)
8. Agriculture & Natural Resources: Sen. Roman Hruska (Neb)

OTHER CONVENTION ROLES*

Keynote Moderator:	Sen. Ed Brooke (Mass)
- Participant:	Mayor Dick Lugar (Ind)
- Participant:	Sherrie Shealey (SC)
- Participant:	Sen. Chas. Percy (Ill)
President's Nominator:	Gov. Nelson Rockefeller (NY)
- Seconder:	Commissioner Frank Rizzo (Pa)
- Seconder:	Floyd McKissick (NC)
- Seconder:	Romana Banuelos (Calif)
President's Introducer:	Sen. Barry Goldwater (Ariz)
Vice President's Nominator:	Secretary John Connally (Tex)
- Seconder:	Sen. Bill Brock (Tenn)
- Seconder:	Dr. E. Marie Johnson (Ill)
- Seconder:	Sen. Jacob Javits (NY)
Vice President's Introducer:	Gov. Richard Ogilvie (Ill)
Credentials Chairman:	
Permanent Organization Chairman:	Mary Louise Smith (Iowa)

*While it is not necessary to announce these at this time, they should be considered in conjunction with current appointments.

DEMOGRAPHIC

2 Jewish:	Javits, Spector
4 Black:	McKissick, Fletcher, Johnson, Brooke
3 Ethnic:	Perk, Rizzo, Banuelos
5 Youth:	Johnson, Shealey, DeMuth, Sunquist, Student
2 Democrats:	Rizzo, Connally
7 Women:	Johnson, Shealey, Banuelos, Armstrong, Armitage, Smith, Bailey
9 Liberals:	Brooke, Percy, Rockefeller, McKissick, Javits, Spector, Milliken, Conte, Scott
14 Centrists or Unknown:	Nixon, Lugar, Shealey, Banuelos, Johnson, Ogilvie, Armstrong, Perk, Fletcher, DeMuth, Moore, Meskill, Smith, Eisenhower
22 Conservatives:	Agnew, Rizzo, Goldwater, Brock, Connally, Ford, Reagan, H.A. Smith, Tower, Allott, Dole, Herman, Dominick, Wilson, Sunquist, Armitage, Rhodes, Cramer, Bellmon, Fish, Bailey, Evans
6 Governors:	Rockefeller, Ogilvie, Reagan, Moore, Meskill, Milliken
10 Senators:	Brooke, Percy, Goldwater, Brock, Javits, Tower, Allott, Dole, Dominick, Bellmon
5 Representatives:	Ford, H.A. Smith, Wilson, Rhodes, Conte
4 Administration:	Nixon, Agnew, Banuelos, Connally
6 RNC:	Dole, Armstrong, Evans, Armitage, Sunquist, Bailey

REGIONAL DIVISIONS

4 New England: Brooke, Meskill, Conte, Bailey

9 Atlantic: Agnew, Rockefeller, Moore, Spector, Javits,
Rizzo, Evans, Scott, Eisenhower

8 South: McKissick, Brock, Shealey, Cramer, Armstrong,
Tower, Armitage, Connally

9 Midwest: Milliken, Lugar, Percy, Ogilvie, Ford, DeMuth,
Perk, Johnson, Fish

5 Heartland: Dole, Herman, Sunquist, Bellmon, Smith

4 Mountain: Goldwater, Rhodes, Allott, Dominick

6 Pacific: Nixon, Reagan, Smith, Wilson, Fletcher,
Banuelos

Yet to be Selected

- Credentials Chairman
- Student
- Film Star
- minor Convention officers (Chaplains, pages, etc)

c) Peter Dailey has assembled the campaign advertising staff (November Group) in N. York West. The staff prepared three presentations for the Campaign Strategy Group (Chapin, Buchanan, Garment, Mapuder, Chotiner, Dent, La Rue, Moore, Tetter, and Miller). Dailey will ~~be ready to~~ had planned on asking to see you to review the materials before the Russia trip. However, he ~~called~~ now prefers to wait until you

return ^{so that the materials and theme will be in near final form.} of ~~John Mitchell~~ has ~~seen some but not~~ at the


first political meeting in Ehrlich's office after Russia you could review the campaign advertising materials. Dailey says ~~the~~ an ^{abbreviated} presentation ~~to~~ with his two top men (Phil Joannou and Bill Taylor) would take 45 minutes.

Dailey and Chapin have been working on the Documentary Films with Wolper. There will

be two $\frac{1}{2}$ hour films, one fifteen minute condensation of each of the films, and a 10 minute film on Mrs. Nixon. The total budget is \$600,000.

April 4, 1972

PERSONAL

MEMORANDUM FOR: JEB MAGRUDER
FROM: DWIGHT L. CHAPIN 
SUBJECT: Campaign Materials/Convention
and Television

Operating on only a gut assumption, I am concerned about the degree of approval being given by the White House on those campaign materials, TV plans and Convention plans which will involve or affect the President in a direct way. As you will recall from our discussions, it was decided early by Bob Haldeman that Dick Moore, Pat Buchanan and some of the rest of us were to be involved in anything that had to do with the President.

Specifically, I was very distressed to learn in New York the other day about your Monday meeting to discuss the Convention program. Obviously, we should be involved in that planning. At the very least, Fred Rheinstein should have been at the meeting. We have hired a man of exceptional ability who is charged with the responsibility of insuring we end up with a good television show and also to help insure that we get the absolute maximum from the networks. Fred was not even invited to the meeting. You're the only one over there who can help keep us plugged in. I would assume that you consider it your responsibility to see that this happens.

I raise the issue, not only because it is supposed to be the procedure under which we operate but also because I think you are missing a good bet by not having some of our experts in on the thinking process. We know more about the President, what he likes and doesn't like, and can present you with his views better than anyone at the Committee.

cc: ✓ Gordon Strachan
Dick Moore

ADMINISTRATIVELY CONFIDENTIAL

May 16, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Advertising

You last met with Peter Dailey to discuss the campaign advertising on January 12, 1972. In the last four months Dailey has assembled the campaign advertising staff (November Group) in New York and Washington. The staff prepared three presentations for the Campaign Strategy Group (Chapin, Buchanan, Garment, Magruder, Chotiner, Dent, LaRue, Moore, Teeter). The final review of the advertising occurred last night. Firm commitments to suppliers will be made during the next two weeks.

Peter Dailey is anxious to have you review the materials. Dailey can give you an abbreviated presentation with his two top men (Phil Joanou and Bill Taylor) in 45 minutes.

John Mitchell has seen some but not all of the advertising strategy and materials in informal sessions with Magruder and Dailey. The next Political Meeting in Ehrlichman's office with Mitchell, Harlow, MacGregor, and Colson is scheduled for Thursday at 10 a.m.

RECOMMENDATION

That Dailey present the campaign advertising strategy and materials at the Thursday, 10 a.m. meeting for final approval.

_____ Agree
_____ Disagree

_____ Comments

Committee
for the Re-election
of the President

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

April 6, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: PETER H. DAILEY
SUBJECT: Documentary Films

In our discussion today we agreed that the agency group would proceed with the Wolper organization to accomplish our documentary film needs, specifically two 1/2 hour films, one 15 minute condensation of each of these films, and a 10 minute film on Mrs. Nixon.

Total cost is not to exceed \$600,000. Included in this cost will be the finished edited versions of approximately five five minute documentaries whose substance comes from the screening and editing done on the preceding films.

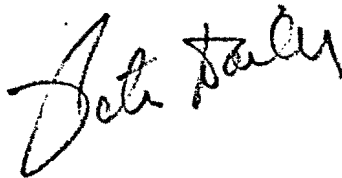
While we have placed an outside limit on these costs of \$600,000, we are doing our utmost to bring in all of these costs at about \$500,000.

Wolper was to have provided us with a script outline prior to this week, but has, for a number of reasons, not settled on a writer as yet. They have been instructed to present, by Friday, April 7, their recommendation for the writer best qualified to handle the job, so that action can be taken on this immediately and script development begun.

As soon as a final working schedule is developed, we will forward it to you.

cc: Cliff Miller
Fred LaRue

Phil Joanou
Bill Taylor



CONFIDENTIAL

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

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

April 4, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: PETER H. DAILEY *PHD.*
SUBJECT: Documentary Films

The Wolper organization has submitted an estimate on the major portion of our documentary film needs.

The attached memorandum from Bill Taylor outlines why we believe the Wolper organization should get this assignment.

The project is provided for in the overall media budget. This estimate is below our earlier projections.

May I have your early approval to proceed?

Approve _____ Disapprove _____

March 30, 1972

NOVEMBER
GROUP
INC.

MEMORANDUM

TO: PETER DAILEY

cc: Phil Joanou

FROM: Bill Taylor

David Wolper Productions Inc. have submitted to us bids on the production of two 30-minute films on President Nixon and one 10-minute film on Mrs. Nixon.

The grand total for these three films is \$579,216.00. This price does not include the following:

- 1) The narration, since it is felt we can persuade a talented professional to donate his services.
- 2) Music, composing and arranging. It is again thought that this will be donated.
- 3) Editing and finishing two 15-minute films (both excerpts from the 30-minute "Presidential Years" film) for use at the convention.

It is generally accepted that it is possible to produce these three films for half the price. Possible, but probably not advisable for these reasons:

- 1) David Wolper is the best in the business in the field of documentaries. He has an international reputation that cannot be matched. (Please see the attached write-up of films he has produced and awards he has won.)
- 2) Speed. Because of the lateness of the date (many shows of this nature take 4 months to finish), there is a danger in working with a smaller and less complete documentary house. Wolper has a giant organization, equipped to handle every aspect of a documentary.

909 THIRD AVENUE
NEW YORK, N. Y. 10022
(212) 752-3500

- 3) Political considerations. (PETE: Please fill in here if you want to mention these.)

It is understood that this estimate is an outside estimate, representing the highest possible cost. Since a shooting script is not yet done, it is impossible to accurately predict the real costs. For instance, it is budgeted for 15 days of new shooting for each 30-minute film. This seems excessive. If, say, only 6 days of shooting are necessary, then the costs for directors, crew, film stock, etc. will go down dramatically.

David Wolper has said, privately and off the record, that it is likely we will be able to produce all three films for \$480,000.00.

It is our recommendation at the November Group, and David Wolper's recommendation, that Allan Drury be approached to write the documentaries. His list of credits, as you know, are most impressive, from the best-seller, "Advise and Consent" to "Courage and Hesitation", a most friendly account of the White House. If Mr. Drury was unwilling or unable to do this, or if he proves to be unacceptable to us, a number of other top writers are being considered, such as Earl Mazo, Rowland Evans, Jr. and Ralph De Toledano.

Attached to this memo you will find:

- 1) An introduction to Wolper Productions
- 2) A booklet containing a tribute to David Wolper
- 3) Short biographies of other writers being considered for this project (not including Allan Drury or Jim Keogh)
- 4) A letter from Wolper to me which includes a proposed timetable to completion
- 5) An estimate for the production of one 30-minute film (this serves as an estimate for both 30-minute films)
- 6) An estimate for the production of a 10-minute film on Mrs. Nixon.

In spite of the high costs, it is our recommendation that we award the job to Wolper Associates. It is, of course, important that we reach a decision on this project at the earliest possible date.



WOLPER PRODUCTIONS INC.

WARREN V. BUSH
VICE PRESIDENT

March 29, 1972

Mr. William Taylor
909 Third Avenue
New York, New York

Dear Bill:

Enclosed you will find two copies of the revised budget as discussed yesterday. May I emphasize that this is an "outside" budget, with appreciable reductions anticipated relative to a contraction of shooting days, and all related personnel and processing thereto. It is possible that other reductions might be realized should we find we do not require the "stock" footage as estimated.

However, these reductions could conceivably be offset by overtime charges should the productions incur excessive delays in required approvals.

It has also occurred to me that because of "delays", and subsequently the shortened production schedule we face, that it might be necessary for us to involve another writer to share the load of the three films. In this regard, perhaps we may approach Allan Drury to write the profile pieces on the President and the First Lady, and Jim Keogh to write the "Administration Achievements" film.

Additionally, I am including a short schedule, working backwards, as follows:

Delivery date of three films.....	Mon., Aug. 7
Dubbing.....	Mon., July 31
Interlock.....	Thurs., July 27, 28
Music Recording.....	Fri., July 21
Narration Recording.....	Fri., July 14

Mr. William Taylor
March 29, 1972
Page 2.

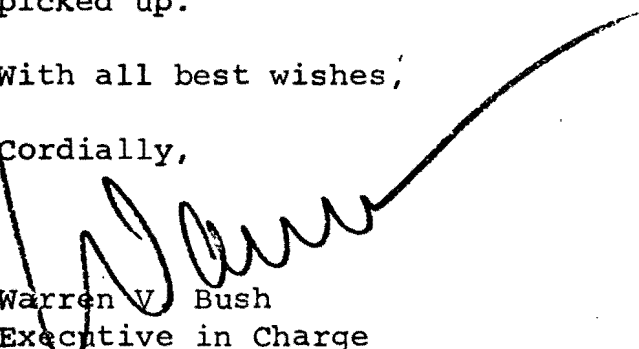
Final script approval.....Sun.-Thurs., July 9-13
Picture lock (fine cut) with scratch
track - Final picture approval required
on this date.....Mon., July 3
Rough cut - Final approval rough cut due
on this date.....Mon., June 19
Script outline, shooting, stock footage
research, etc., to commence as early as
possible.

Bill, keep in mind that ordinarily we allow ourselves approximately four to six months to produce any given one-hour documentary. Hence you can readily see we are on a critically short schedule to make our rough cut date. Obviously, therefore, it behooves us all to move ahead as quickly as possible.

Beyond this, we are sending to you separately a 16mm print of "SURRENDER AT APPOMATTOX", an episode in the "APPOINTMENT WITH DESTINY" series, which is one example of producer-director Ed Spiegel's work. We believe that Ed's special talents will make all the difference in the production of the November Group films. Incidentally, Bill, since there are many demands for screenings of this particular film, may we have it back in the next couple of days? Please call and we'll arrange to have the film picked up.

With all best wishes,

Cordially,



Warren V. Bush
Executive in Charge
of Production

cc. David L. Wolper

WVB/cf

MASTER T.V. & DOCUMENTARY BUDGET

SUMMARY PAGE

PICTURE NO. _____

TITLE NIXON FILM START DATE _____

PRODUCER _____ FINISH DATE _____

DIRECTOR _____ PRODUCTION DAYS _____

ACCT.

NO. DESCRIPTION

(ABOVE THE LINE)		
001	Story & Other Rights	
002	Writing	8,175
003	Research	5,575
004	Producer & Staff	38,175
005	Director & Staff	9,350
006	Cast	
009	P/R Taxes	4,338
TOTAL ABOVE THE LINE		65,613
(BELOW THE LINE)		
SHOOTING PERIOD		
010	Production Staff	6,825
011	Shooting Personnel	17,695
012	Misc. Shooting: Rental/Equip.	11,325
013	Location Travel/Living/Transp.	13,490
014	Film & Sound Prod.	13,225
015	Sound Royalties	100,230
015	Stock Film	37,670
TOTAL SHOOTING PERIOD		
POST PRODUCTION PERIOD		
030	Film Editing	21,454
031	Laboratory Expense	8,588
032	Sound-Post Prod.	2,600
033	Music	6,700
TOTAL POST PRODUCTION PERIOD		39,342
043	Other Charges	20,514
TOTAL OTHER CHARGES		
TOTAL ABOVE THE LINE		65,613
TOTAL BELOW THE LINE		160,086
TOTAL DIRECT COST		225,699
050	INDIRECT COST	50,000
TOTAL PRODUCTION COST		273,699

REMARKS:

DATE REPORT COMPILED: _____

MASTER T.V. & DOCUMENTARY BUDGET

SUB ACCT.		DAY/WK RATE	AMOUNT	ACCUM.	TOTAL
<u>A/C 001 Story & Other Rights</u>					
201	Story Rights Purchased				
202	Other Rights				
Total A/C 001					
<u>A/C 002 Writing</u>					
101	Writer's Salaries				5,000
102	Secretaries, Typist, Mul. Oper.	4 wks.	150		600
201	Supplies-Script, Mimeo, Xerox				250
301	Travel & Living Expenses				2,000
501	WGA Pension & H/W				325
801	Miscellaneous Expense				
Total A/C 002					8,175
<u>A/C 003 Research-Film & Story</u>					
101	Salaried Researchers/film	8 wks.	350		2,800
102	Contracts & Presentations				
301	Travel & Living Expenses				2,150
401	Periodical & View'g Research Material				250
501	Transcribe Tapes				375
601	Development Expense				
701	Research & Library Exp.				
801	Miscellaneous				
Total A/C 003					5,575

Sub
ACCT.

DAY/WK. . RATE. AMOUNT ACC

TOTAL

A/C 004 Producer & Staff

101	Producer	17 wks.	1,250			21,250
102	Associates	17 wks.	350			5,950
103	Executive Producer					
104	Production Executive					2,000
105	Executive Producer Secretary					
106	Production Executive Secretary					
107	Producer Secretary	17 wks.	175			2,975
201	Production Fee					
301	Overhead (See Acct. 050)					
401	Travel & Living Expenses			3 trips		3,000
801	Miscellaneous Expense					
Total A/C 004						38,175

A/C 005 Director & Staff

101	Director-First Unit	20 days	250			5,000
102	Director-Second Unit					
103	Other Staff					
104	Secretaries	3 wks.	175			525
301	Travel & Living Expenses			3 trips		3,500
401	DGA Pension & H/W					325
801	Miscellaneous Expense					
Total A/C 005						9,350

A/C 006 Cast

101	Narrator	To be furnished by client				
102	Principals					
103	Bits					
104	Extras					
105	Other Cast					
201	Cast Travel & Living					
301	Pension H/W					
401	Cast Testing, Interviews & Exp.					
801	Miscellaneous					
Total A/C 006						

SUB
ACCT.

DAY/WK RATE AMOUNT ACCUM. TOTAL

<u>A/C 009 Above the Line P/R Taxes</u>					
	10% of 43,375	(CUI)			
401	Employers Share of Taxes (FICA)				4,338
Total A/C 009					65,613
TOTAL ABOVE THE LINE					
<u>A/C 010 Production Staff</u>					
101	Production Supervisor				2,500
102	Production Manager	20 days	125		2,500
103	Asst. Director				
104	Casting				
105	Script Supervisor				
106	Technical Advisors	To be furnished by client as needed			
107	Auditor				
108	Production Secretaries	20 days	35		700
109	Other Prod. Staff Labor	15 days	50		750
201	Business Conference				375
801	Miscellaneous				
Total A/C 010					6,825

A/C 011 Shooting-Personnel:

101	Cameraman	15 days	250			3,750	
	Second cameraman	12 days	225			2,700	
102	Asst. Cameraman	15 days	100			1,500	
	Second asst. cameraman	12 days	100			1,200	
	Boom Man	12 days	100	1,200			
103	Soundman	15 days	135	2,025		3,225	
104	Grips	12 days	100			1,200	
	Gaffers	15 days	100			1,500	
105	Art Director						
106	Prop Man/Set Director	8 days	90			720	
107	Makeup/Hairdresser	To be furnished by client					
108	Wardrobe	To be furnished by client					
109	Other Labor						
	Helicopter including pilot						
201	Special Shooting Tyler mount	20 days	1,000			2,000	
301	Contract Shooting						
801	Miscellaneous						
Total A/C 011						17,695	

A/C 012 Shooting: Rentals/Equip/Misc.

201	Camera	2 AT	15 days	125	3,750		5,250
		1 AT	12 days	125	1,500		
	Cherry picker		2 days	250	500		
202	Cam. Crane/Dolly Etc.		8 days	50	400		900
		1 backup	15 days	30	450		
203	Sound	1 AT	15 days	75	1,125		1,575
		Grip equip.	15 days	40	600		
204	Lights		15 days	75	1,125		1,725
		Platforms					
205	Studio Rentals/Sets						1,000
206	Set Dressing/Props						625
208	Costumes/Wigs/Makeup						
209	Other Purchases/Rentals						250
210	Site Rental						
211	Permits						
212	Honorariums						
213	Miscellaneous						
Total A/C 012						11,325	

A/C 013 Shooting: Travel/Living/Trans. & Location

201	Travel					5,000
202	Meals/Hotel/Living Allow.					
	12 people	15 days	3			540
	Other Food (Catered Food & Drink)					
	1 AT	15 days	45	675		1,575
203	Car Allow./Rental/Trucks 2 AT	15 days	30	900		125
204	Gratuities					1,250
205	Freight/Customs/Excess Baggage					5,000
206	Scouting					
208	Miscellaneous					
Total A/C 013						13,490

A/C 014 Film & Sound Production

		FEET	RATE	AMOUNT	ACCUM.	TOTAL
201	Raw Stock	40 M	.075			3,025
203	Negative Development	40 M	.09			3,600
204	Print-Dailies	40 M	.12			4,800
301	Sound Stock-1/4, Magnetic Tape	140	2.			280
302	16 & 35mm Tape	40 M	.008			920
303	Sound Transfer-Dailies	20 hrs	30.			600
Total A/C 014						13,225

A/C 015 Stock-Film & Sound Expenses & Royalties

		FEET	RATE	AMOUNT	ACCUM.	TOTAL
201	Master/Dupe	40 M	.50			20,000
202	Prints	40 M	.15			6,000
203	Stills Reproduction Cost					
204	Royalties-Footage 12 min.	144	25.			10,000
205	Royalties-Stills	40 M	.023			920
301	Sound Stock	25	30.			750
302	Sound Transfer					
402	Research Fees					
Total A/C 015						37,670

A/C 016 Pickup & Retakes & Insurance Claims

201 Pickup & Retakes

301 Insurance Claims

Total A/C 016

A/C 030 Film Editing

101 Post Production Supervisor

13 wks. 535

1,500

102 Editor

15 wks. 250

6,955

103 Asst. Editor

104 Sound Effects Editing

105 Sound Effects Editing-Contract

106 Music Editing

107 Music Editing Contract

108 Negative Cutting

109 Film Librarian

3 wks. 333

999

110 Projection

25 hrs. 18 450

25 hrs. 12 300

750

111 Lab Expeditor

250

201 Reels & Leader

250

202 Cutting Supplies

250

203 Edit. Room Rental

Multi-head moviola, extra moviola

204 Equipment Rental library reader

500

208 Miscellaneous

21,454

Total A/C 030

SUB
ACCT.

FEET RATE AMOUNT ACCUM. TOTAL

A/C 031 Laboratory Expense

	FEET	RATE	AMOUNT	ACCUM.	TOTAL
201 Coding	160M	.005			800
202 Reprints, & Paper to Paper	35M	.03			1,050
203 Animation & Inserts & Stills	35	35.			1,225
204 Optical/Effects (incl. lab)					2,500
205 Reversals for Effects					225
206 Titles (Incl. lab)					1,500
207 Sound Negative Stk & Develop.					138
208 Splicing & Other Labor					75
209 Answer Print					400
210 Dupe/Inter-Neg/Protection Print					375
211 Release Prints	3	100			300
215 Miscellaneous					
Total A/C 031					8,588

A/C 032 Sound-Post Production: (Sound & Music Effects)

201 Sound Services (Contract & Other)					
202 Transfers (Music & Sound)					
203 Magnetic Tape 16mm, 35mm, 1/2"					
204 Sound Effects (Purchased)					150
205 Looping & Narration					300
206 Studio & Equip. Rental					150
207 Dubbing/Transfer & Facilities					2,000
208 Miscellaneous					
Total A/C 032					2,600

SUB
ACCT.

DAY/WK RATE AMOUNT ACCUM. TOTAL

A/C 033 Music

101	Composer					
102	Arranger					
103	Conductor					
104	Orchestra					4,000
105	Copyists					1,250
201	Rental & Cartage					200
202	Music Royalties & Clearance					500
203	Supplies					150
204	Recording Faciltys/Transfer/STK					350
205	Travel & Living					
206	AFM P&W					250
208	Miscellaneous					
Total A/C 033						6,700

A/C 043 Other Charges

201	Legal Fees					2,500
202	Legal Expenses					150
203	Accounting					1,000
204	Data Processing Service					
205	Motion Picture NAB & Other					
206	Advertising					
207	Publicity/Promotion Fees					
208	Publicity/Promotion Expenses					
209	Freight (Other Than Shooting)					250
210	Messenger Service					500
211	L.D. Phone/Telegraph & Telex					1,500
212	Insurance (all prod. categ.)					2,500
	10% of 51,774					5,177
213	Payroll Taxes					
	15% of 46,249					6,937
214	Reserve for Union Fringe					
215	Miscellaneous					
Total A/C 043						20,514

TOTAL BELOW THE LINE

160,086

TOTAL ABOVE THE LINE

65,613

TOTAL DIRECT COST

225,699

SUB DAY/WK RATE AMOUNT ACCUM. TOTAL

ACCT.A/C 050 Indirect Costs

101 Union Escalation Costs

201 Contingency

301 Overhead

401 Production Fee

501 Misc. Reductions in Cost

50,000

Total A/C 050

50,000

275,699

TOTAL PRODUCTION COST

REMARKS:

MASTER T.V. & DOCUMENTARY BUDGET

SUMMARY PAGE

PICTURE NO. _____

TITLE PAT NIXON 10 MIN. START DATE _____

PRODUCER _____ FINISH DATE _____

DIRECTOR _____ PRODUCTION DAYS _____

ACCT.

NO. DESCRIPTION

(ABOVE THE LINE)		
001	Story & Other Rights	
002	Writing	1,300
003	Research	1,125
004	Producer & Staff	
005	Director & Staff	
006	Cast	
009	P/R Taxes	175
TOTAL ABOVE THE LINE		2,600
(BELOW THE LINE)		
SHOOTING PERIOD		
010	Production Staff	1,480
011	Shooting Personnel	2,925
012	Misc. Shooting: Rental/Equip.	1,500
013	Location Travel/Living/Transp.	1,435
014	Film & Sound Prod.	2,526
015	Sound Royalties Stock Film	3,250
		13,116
TOTAL SHOOTING PERIOD		
POST PRODUCTION PERIOD		
030	Film Editing	6,875
031	Laboratory Expense	2,710
032	Sound-Post Prod.	950
033	Music	1,000
		11,535
043	Other Charges	4,567
TOTAL POST PRODUCTION PERIOD		
TOTAL OTHER CHARGES		
TOTAL ABOVE THE LINE		2,600
TOTAL BELOW THE LINE		29,218
TOTAL DIRECT COST		31,818
050	INDIRECT COST	
TOTAL PRODUCTION COST		31,818

REMARKS:

BUDGET COMPILED: 12/2/77

WOLPER PRODUCTIONS INC.

MASTER T.V. & DOCUMENTARY BUDGET

SUB ACCT.		DAY/WK	RATE	AMOUNT	ACCUM.	TOTAL
<u>A/C 001 Story & Other Rights</u>						
201	Story Rights Purchased					
202	Other Rights					
Total A/C 001						
<u>A/C 002 Writing</u>						
101	Writer's Salaries					750
102	Secretaries, Typist, Mul. Oper.	2W	150			300
201	Supplies-Script, Mimeo, Xerox					150
301	Travel & Living Expenses					
501	WGA Pension & H/W					100
801	Miscellaneous Expense					
Total A/C 002						1,300
<u>A/C 003 Research-Film & Story</u>						
101	Salaried Researchers	4W	175			700
102	Contracts & Presentations					
301	Travel & Living Expenses					50
401	Periodical & View'g Research Material					250
501	Transcribe Tapes					125
601	Development Expense					
701	Research & Library Exp.					
801	Miscellaneous					
Total A/C 003						1,125

A/C 004 Producer & Staff

101	Producer				
102	Associates				
103	Executive Producer				
104	Production Executive				
105	Executive Producer Secretary				
106	Production Executive Secretary				
107	Producer Secretary				
201	Production Fee				
301	Overhead (See Acct. 050)				
401	Travel & Living Expenses	All that is not furnished by client will be billed at cost.			*
801	Miscellaneous Expense				
Total A/C 004					

A/C 005 Director & Staff

101	Director-First Unit				
102	Director-Second Unit				
103	Other Staff				
104	Secretaries				
301	Travel & Living Expenses				
401	DGA Pension & H/W				
801	Miscellaneous Expense				
Total A/C 005					

A/C 006 Cast

101	Narrator	To be furnished by client.			*
102	Principals				
103	Bits				
104	Extras				
105	Other Cast				
201	Cast Travel & Living	To be furnished by client.			*
301	Pension H/W	To be furnished by client.			*
401	Cast Testing, Interviews & Exp.				
801	Miscellaneous				
Total A/C 006					

SUB
ACCT.

DAY/WK RATE AMOUNT ACCUM. TOTAL

A/C 009 Above the Line P/R Taxes

	DAY/WK	RATE	AMOUNT	ACCUM.	TOTAL
401 Employers Share of Taxes (FICA) (CUI)					175
Total A/C 009					175
TOTAL ABOVE THE LINE					2,600

A/C 010 Production Staff

101 Production Supervisor					
102 Production Manager	8D	125			1,000
103 Asst. Director					
104 Casting					
105 Script Supervisor					
106 Technical Advisors					
107 Auditor					
108 Production Secretaries	8D	35			280
109 Other Prod. Staff Labor					100
201 Business Conference					100
801 Miscellaneous					
Total A/C 010					1,480

ACCT.

DAY/WK RATE AMOUNT ACCUM. TOTAL

A/C 011 Shooting-Personnel:

101	Cameraman	5D	250			1,250
102	Asst. Cameraman	5D	100			500
103	Soundman	5D	135			675
104	Grips	5D	100			500
	Gaffers					
105	Art Director					
106	Prop Man/Set Director					
107	Makeup/Hairdresser	To be furnished by client.				*
108	Wardrobe					
109	Other Labor					
201	Special Shooting					
301	Contract Shooting					
801	Miscellaneous					
Total A/C 011						2,925

A/C 012 Shooting: Rentals/Equip/Misc.

201	Camera	5D	125			625
202	Cam. Crane/Dolly Etc.					
203	Sound	5D	75			375
	Grip	5D	25	125		
204	Lights	5D	75	375		500
205	Studio Rentals/Sets					
206	Set Dressing/Props					
208	Costumes/Wigs/Makeup					
209	Other Purchases/Rentals					
210	Site Rental					
211	Permits	To be furnished by client.				*
212	Honorariums	To be furnished by client.				*
213	Miscellaneous					
Total A/C 012						1,500

A/C 013 Shooting: Travel/Living/Trans. & Location					
201	Travel			All that is not furnished by client, will be billed at cost.	*
202	Meals/Hotel/Living Allow.				*
	Other Food (Catered Food & Drink)				150
203	Car Allow./Rental/Trucks	2	6D	30	360
204	Gratuities				50
205	Freight/Customs/Excess Baggage				375
206	Scouting				500
208	Miscellaneous				
Total A/C 013					1,435

A/C 014 Film & Sound Production					
		FEET	RATE	AMOUNT	ACCUM. TOTAL
201	Raw Stock	8M	.075		600
203	Negative Development	8M	.08		640
204	Print-Dailies	8M	.115		920
301	Sound Stock-1/2, Magnetic Tape	20 Rls.	2.00		40
302	16 & 35mm Tape	8M	.023		185
303	Sound Transfer-Dailies	6Hrs.	30.		180
Total A/C 014					2,565

A/C 015 Stock-Film & Sound Expenses & Royalties					
		FEET	RATE	AMOUNT	ACCUM. TOTAL
201	Master/Dupe	7M	.30		2,100
202	Prints	7M	.12		840
203	Stills Reproduction Cost			To be furnished by client.	*
204	Royalties-Footage			See Footnote below.	*
205	Royalties-Stills			To be furnished by client.	*
301	Sound Stock	7M	.023		160
302	Sound Transfer	5Hrs.	30.		150
402	Research Fees				
Total A/C 015					3,250

To be negotiated with stock footage sources as part of one hour show. If not possible, client responsible for cost.

ACCT.

DAY/WK RATE AMOUNT ACCOUNT

A/C 016 Pickup & Retakes & Insurance Claims

201	Pickup & Retakes				
301	Insurance Claims				
Total A/C 016					

A/C 030 Film Editing

101	Post Production Supervisor				
102	Editor	4W	525		2,100
103	Asst. Editor	6W	250		1,500
104	Sound Effects Editing				
105	Sound Effects Editing-Contract				
106	Music Editing				2,000
107	Music Editing Contract				
108	Negative Cutting				
109	Film Librarian	1W	250		250
110	Projection				
111	Lab Expeditor				
201	Reels & Leader				100
202	Cutting Supplies				100
203	Edit. Room Rental	6W	125		750
204	Equipment Rental				75
208	Miscellaneous				
Total A/C 030					6,875

ACCT.

FEET RATE AMOUNT ACCUM. TOTAL

A/C 031 Laboratory Expense

	FEET	RATE	AMOUNT	ACCUM.	TOTAL
201 Coding	30M		,005		150
202 Reprints, & Paper to Paper					400
203 Animation & Inserts & Stills	Stills 10		35		350
204 Optical/Effects (incl. lab)					500
205 Reversals for Effects					75
206 Titles (Incl. lab)					750
207 Sound Negative Stk & Develop.					75
208 Splicing & Other Labor					40
209 Answer Print					125
210 Dupe/Inter-Neg/Protection Print					125
211 Release Prints	3		40		120
215 Miscellaneous					
Total A/C 031					2,710

A/C 032 Sound-Post Production: (Sound & Music Effects)

201 Sound Services (Contract & Other)					
202 Transfers (Music & Sound)					
203 Magnetic Tape 16mm, 35mm, 1/2"					
204 Sound Effects (Purchased)					
205 Looping & Narration					150
206 Studio & Equip. Rental					50
207 Dubbing/Transfer & Facilities					750
208 Miscellaneous					
Total A/C 032					950

ACCT.

DAY/WK RATE AMOUNT ACCUM. TOTAL

A/C 033 Music

101	Composer				
102	Arranger				
103	Conductor				
104	Orchestra				
105	Copyists				
201	Rental & Cartage				
202	Music Royalties & Clearance				
203	Supplies				
204	Recording Faciltys/Transfer/STK				
205	Travel & Living				
206	AFM P&W				
208	Miscellaneous				
Total A/C 033					1,000

A/C 043 Other Charges

201	Legal Fees				
202	Legal Expenses				50
203	Accounting				
204	Data Processing Service				250
205	Motion Picture NAB & Other				
206	Advertising				
207	Publicity/Promotion Fees				
208	Publicity/Promotion Expenses				
209	Freight (Other Than Shooting)				50
210	Messenger Service				200
211	L.D. Phone/Telegraph & Telex				750
212	Insurance (all prod. categ.)				750
213	Payroll Taxes				1,007
214	Reserve for Union Fringe				1,510
215	Miscellaneous				
Total A/C 043					4,567

TOTAL BELOW THE LINE

13,116

TOTAL ABOVE THE LINE

2,600

TOTAL DIRECT COST

31,818

SUB

DAY/WK RATE AMOUNT ACCUM. TOTAL

ACCT. A/C 050 Indirect Costs

101 Union Escalation Costs

201 Contingency

301 Overhead

401 Production Fee

501 Misc. Reductions in Cost.

Total A/C 050

TOTAL PRODUCTION COST

31,818

REMARKS:

d) Bob Meilk is developing detailed campaign plans for each state. These are similar to the plans you received ^{on N.H and Fla} prior to those primaries. Plans for ~~the safe and~~ definitely safe and loss states will be complete by June 3. The target state plans are due to Mitchell on July 22. There is some pressure to accelerate these dates but firm commitments have not yet been made

(a) The plan for the California primary specifies ^{a budget of} ~~500,000~~ through June, including ~~150,000~~ ^{\$66,000} for a telephone campaign, and ~~340,000~~ for direct-mail. The balance is salary and organizational expenses. There will be no media advertising for the P. in California.

Committee for the Re-election of the President

MEMORANDUM

April 12, 1972

~~CONFIDENTIAL~~

FOR: THE HONORABLE JOHN N. MITCHELL
FROM: JEB S. MAGRUDER
SUBJECT: Decisions on the California Primary Plan

This memorandum summarizes my understanding of your decisions on the California Primary, based on yesterday's meeting with Lyn Nofziger. The decisions and resulting budget figures are shown in Tab A.

Recommendation

That you confirm that these are the programs and budget allocations that should be committed to the California Primary Campaign.

Approve  Disapprove _____ Comment _____

CONFIDENTIAL

<u>RECOMMENDATIONS</u>	<u>DECISIONS</u>	<u>BUDGET COMMITMENT</u>
1. Operating budget for the California Re-election Committee	1. Approved subject to 3 deletions: a. Telephone budget - \$150,000 b. Delete budget for Compass Systems from contract services c. Staff salaries after November 15, 1972 Lyn Nofziger to submit more detail on budget	1. \$ 485,000 through June \$ 950,000 (approximately) through November
2. Scheduling of 2 rallies or major political events	2. Washington Committee to work with Lyn Nofziger to develop recommendations on 2 appropriate events for your approval.	2. * -----
3. Media advertising	3. No advertising.	---0---
4. Telephone operation - 9 centers	4. Approved	4. \$ 66,429
5. Direct mail to 2 million Republican households	5. Approved	5. \$ 341,895
Research on the effectiveness of direct mail in California	Approved	\$ 2,500 * -----
Additional budget for state organization to handle volunteer cards returned from mass mailing	Nofziger to develop detailed budget recommendations on a county-by-county basis and re-submit for your approval	

<u>RECOMMENDATIONS</u>	<u>DECISIONS</u>	<u>BUDGET COMMITMENT</u>
6. Older voters	6. Approved	6. -----
7. Black voters	7. Approved	7. -----
8. Spanish Surname voters	8.	8.
Direct mail and telephone in selected precincts	Approved	* (Small expense - exact budget to be developed and submitted within two weeks)
Comprehensive test program including use of mass media	Disapproved	--0--
9. Control System. (Active participation by Jerry Jones in monitoring the effective- ness of activities in the primary campaigns.)	9. Approved	9. -----
	<u>TOTAL</u> =====	\$ 895,824 (Including California ===== Re-election Committee budget through June)

* Additional expenses which will be added to the overall primary budget as soon as the programs are developed in more detail.

Committee for the Re-election of the President

MEMORANDUM

May 10, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT H. MARIK
SUBJECT: Planning Schedule for the States

On April 28, you approved the attached schedule for developing plans for the general campaign in each state. The first objective was to complete a basic plan for the internal state campaign activities by May 15th. A draft of that plan has now been completed. The next projected milestone was to complete the plans for the safe and loss states by June 3rd. The target states, for which greater programatic activities would be planned, would be completed by July 22nd.

In talking with the members of the Political Division, it now appears that they would prefer to proceed somewhat differently. Their most pressing need was to have the internal state plan which will be in their hands in finished form by May 15. Having that, they now feel that it would be worthwhile to step back and take a more systematic look at the other programs which might be appropriate for each state. On this revised planning schedule, the next four weeks or more would be used to discuss with the program managers the states where they feel their programs should be implemented, and to discuss with the State Chairmen the types of programs which would be appropriate for their states. After that, the plans would be brought together in final form for your review and approval. These plans would be finalized during late July and August and would be available for further discussions at the time of the convention.

Recommendation

That you approve this revised planning schedule subject to a decision memo outlining the schedule in detail, which will be submitted within two weeks after further discussion with the political division.

Approve _____ Disapprove _____ Comment _____

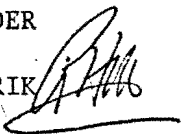
~~CONFIDENTIAL~~

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

April 28, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT H. MARIK 
SUBJECT: Planning Schedule for the States

We are now entering a period during which plans must be developed for all states for the general election. Two steps must be accomplished:

1. A plan must be developed for the activities that the State Chairman and his organization will be expected to conduct within the state. The most important of these are voter registration, voter identification and get-out-the-vote. These plans will include detailed recommendations on how such programs ought to be conducted, and what controls and objectives should be included in the operation. Such plans are now being formulated and a "boiler plate" version will be completed in detail by May 15, 1972.

2. The total plan for each state must be compiled. This would include the internal state campaign described above, and plans for programmatic support to be provided by the Washington Re-election Committee. For perhaps 30 states, the entire campaign plan will be primarily those internal activities described in paragraph one above. There may be some programmatic support in the areas of certain voter blocs, public relations and surrogate speakers. There will not be any local advertising, direct mail or telephone banks. The plans for these states could be developed very quickly after the basic plan for the State Chairman has been developed on May 15th. It is recommended that these 30 plans be scheduled for completion by Saturday, June 3rd. The coordination with the State

Chairman would be accomplished through the political staff man responsible for each state. We would not contemplate a large planning staff meeting with the State Chairman.

For the remaining states, perhaps 20, more comprehensive plans will be required. The activities of the Washington Re-election Committee will be substantial in most of those states. The victory plans will be more detailed than those developed for the primary campaigns in New Hampshire, Wisconsin and California. We would contemplate that planning meetings would be required with the State Chairman to discuss strategy and preliminary drafts of the state plan as we did in the important primary states. It is recommended that these plans be completed during the period of June 5th through July 22nd, 1972.

Summary of Recommendations

1. That the deadline for the basic plan for the internal state campaign activities be set at May 15, 1972.

Approve *JRM* Disapprove _____ Comment _____

2. That the complete plans for the "safe" states and the "loss" states (approximately 30) be completed by June 3, 1972, and that the coordination with these State Chairmen be accomplished through the responsible member of the political staff.

Approve *JRM* Disapprove _____ Comment _____

3. That the plans for the target states (approximately 20) be completed during the period June 5 through July 22, 1972, and that these states will require meetings in Washington with the State Chairmen and the members of the Re-election Committee who will be responsible for programs in that state.

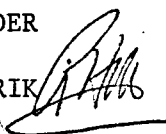
Approve *JRM* Disapprove _____ Comment _____

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

April 28, 1972.

CONFIDENTIAL

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CONFIDENTIAL

- 2 -

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Summary of Recommendations

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Approve _____ Disapprove _____ Comment _____

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Approve _____ Disapprove _____ Comment _____

3. That the plans for the target states (approximately 20) be completed during the period June 5 through July 22, 1972, and that these states will require meetings in Washington with the State Chairmen and the members of the Re-election Committee who will be responsible for programs in that state.

Approve _____ Disapprove _____ Comment _____

CONFIDENTIAL

Committee for the Re-election of the President

MEMORANDUM

April 21, 1972

~~CONFIDENTIAL~~

FOR: THE HONORABLE JOHN N. MITCHELL
FROM: JEB S. MAGRUDER
SUBJECT: Appeal for Campaign Contributions on the California
Primary Direct Mail Program

In the operating plan for the California Primary, which you approved, there was provision for a mailing to 2 million Republican households in the state. This mailing was to include an appeal for volunteers and for campaign contributions. We had stated in the planning meeting that we expected a 1% response on the volunteers (20,000) and approximately 40-50% of the cost of the mailing recovered (\$120,000 to \$150,000). The letter was to be signed by Governor Reagan.

Bob Morgan is now in California and has discussed the letter with Mike Deaver of the Governor's staff. Mr. Deaver transmitted the Governor's strong feeling that he would not like an appeal for contributions on a letter bearing his signature. The reason is that he has already made several such appeals throughout the state in connection with campaigns for the State Legislature. Other such mailings are planned in the coming months. The Governor feels that one more letter would be excessive and he also feels that the small contributors should be reserved for the legislative races, particularly since the next State Legislature will enact reapportionment.

Recommendation

That we accede to the Governor's wishes and omit the appeal for campaign contributions in the California Primary mailing. (Tests in Wisconsin indicate that the volunteer response will be increased by the absence of solicitation of funds.)

Approve _____ Disapprove _____ Comment _____

~~CONFIDENTIAL~~

Committee for the Re-election of the President

MEMORANDUM

April 21, 1972

MEMORANDUM FOR: MR. JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER *Boat*
SUBJECT: California Fund Raising Telethon

Per your request, we staffed out the idea put forward by Maurice Stans and Taft Schreiber for a fund raising telethon just prior to the California primary.

The following people are generally in favor of the proposal:

Bob Finch
Vic Andrews (Orange County Nixon Chairman)
Lyn Nofziger
Maurice Stans

Those generally opposed to the proposal are:

Ronald Reagan
Ronald Reagan's Brother (with McCann-Erickson)
Peter Dailey
George Karalekas (with November Group)
Taft Schreiber (He changed his mind.)

Those in favor of the statewide telethon in California all agree that the program should last no more than three to four hours, and that it should be done only if we could get our top stars (i.e. Art Linkletter, Bob Hope, Red Skelton, Sammy Davis, Jr., etc.). Both Finch and Andrews liked the idea of doing it before the primaries, thereby giving us an opportunity to test the results prior to the general election.

Those opposed to the telethon generally felt that telethons have been "overdone" in California. Governor Reagan stated that it was "not a good idea". Peter Dailey felt that, "if we really don't need the money, don't do it". George Karalekas, of the November Group, echoed Dailey's feelings, and said that "the idea didn't sit well with him".

Taft Schreiber, who came up with the original idea, now thinks that perhaps it would be better to wait and stage a spectacular in the fall. Peter Dailey said that his negative reaction was somewhat influenced by some of the planning that is presently being done for a highly visual July 4th event involving the President.

We asked the November Group to research the Nielsen ratings to give us the best day and time for such a telethon, should one be held. The best date would be Wednesday, May 31st from 7:00 - 10:00 p.m. Second choice would be Sunday, June 4th from 7:00 - 10:00 p.m. The best T.V. channels are KTTV, Channel 11 in Los Angeles; KTVU, Channel 2 in San Francisco; and KCST, Channel 39 (UHF) in San Diego. These are all independent channels in their respective locations.

In view of the above, we recommend that the idea for this telethon be dropped. With your approval, we will communicate this decision to Mr. Stans and Taft Schreiber.


APPROVE _____ DISAPPROVE _____ COMMENT _____

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

May 3, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT H. MARIK 
SUBJECT: Maryland Telephone Center

Attached is a summary of calls made thus far in the Maryland telephone center, located in Bethesda, and covering Montgomery and Prince Georges County. There are ten telephones active in the center.

For the first two weeks of operation, through last Saturday, 11,639 calls were completed. The President was supported by 85.6% of those called and opposed by 8.1%, with 6.3% undecided.

A difference between the Maryland telephone operation and that of New Hampshire, is that we are asking each pro-Nixon household if they will work for the President. A total of 1,306 (12% of total calls, 14% of pro-Nixon calls) have agreed to work in the primaries. About half of these people actually do sign up for specific telephone shifts when they are called back to be scheduled. In addition, 1,846 other people (16% of total calls, 18% of pro-Nixon calls) have volunteered to work in the general election. In total, therefore, 28% of the total people called have indicated a willingness to volunteer for the President.

This same technique will be used in California. In the general campaign, it should be effective in providing volunteers for many activities beyond the telephone centers.

CONFIDENTIAL

DAILY PROCESS CHECK

MARYLAND PHONE CENTER
(Bethesda)

FOR WEEK ENDING SAT. April 22

	Carried over from previous week	Mon. 4/17	Tue. 4/18	Wed. 4/19	Thu. 4/20	Fri. 4/21	Sat. 4/22	TOTAL
Daily Quota of Calls		1500	1500	1500	1500	1500		X
Total Calls Completed			1084	856	1242	724	333	X
Head(+) or Behind(-)			-416	-644	-259	-776	-	X
Planning Daily Quota		N	1500	3000	4500	6000	6000	6000
Planning Calls Completed		D	1084	1940	3182	3706	4227	4289
Head(+) or Behind(-)			-416	-1060	-1318	-2694	-1711	-1711
FOR NIXON								
"Will Help in Primary"		A	143	110	165	145	79	642
"Will Help in Gen'l"		L	102	103	131	96	45	475
"Will Help in Pct."		L	16	35	31	42	9	133
"Fav., But Can't Help"		L	670	538	680	349	172	2379
Daily Completed		1	931	751	1067	632	303	3629
Running Completed		2	931	1687	2694	3326	3629	3629
% FOR								85%
AGAINST								
Daily Completed		A	56	59	141	70	59	318
Running Completed		D	56	107	249	219	375	375
% AGAINST		E						9%
UNDECIDED								
Daily Completed			97	49	94	32	21	282
Running Completed			97	145	239	261	282	282
% UNDECIDED								6%
VOLUNTEERS								
# Phoners			24	25	26	22	8	79
# Clerical			2	9	6	7	2	37
TOTAL			26	34	32	29	10	116

①

DAILY PROCESS REPORT

PHONE CENTER
(da)

FOR WEEK ENDING SAT. April 29

	Carried over from previous week	Mon. 4/24	Tue. 4/25	Wed. 4/26	Thu. 4/27	Fri. 4/28	Sat. 4/29	TOTAL
Daily Quota of Calls	X	1500	1500	1500	1500	1500	-	X
Total Calls Completed	X	1411	1472	1633	1421	1695	318	X
Head(+) or Behind(-)	X	-89	-28	+133	-79	-405	+318	X
Running Daily Quota	6000	7500	9000	10,500	12000	13,500	15000	63,500
Running Calls Completed	4277	5700	7172	8865	10,221	11321	11637	46,313
Head(+) or Behind(-)	-1723	-1800	-1828	-1695	-1779	-2179	-1861	-1861
FOR NIXON								
"Will Help in Primary"	642	165	150	140	146	153	43	1240
"Will Help in Gen'l"	475	120	144	153	173	177	59	1301
"Will Help in Pct."	133	100	104	113	66	13	16	545
"Fav., But Can't Help"	2379	849	892	988	826	627	147	6,727
Daily Completed	—	1025	1290	1394	1211	937	215	9,952
Running Completed	3629	4654	6154	7546	8757	9694	9959	46,313
% FOR	85%							85.6%
AGAINST								
Daily Completed	—	97	89	142	103	106	34	950
Running Completed	318	475	564	767	810	916	950	950
% AGAINST	9%							8.1%
UNDECIDED								
Daily Completed	—	31	93	96	107	52	19	730
Running Completed	282	313	456	552	659	711	730	730
% UNDECIDED	6%							6.3%
UNTEERS								
# Phoners	79	33	29	22	17	19	6	205
# Clerical	37	11	9	15	7	14	1	94
TOTAL	116	44	38	37	24	33	7	299

(2)

Spae

A talking paper for your Political Meeting in Edelmann's office tomorrow is attached.

Is there any follow up necessary from the first three meetings?

Talking Paper for Political Meeting

Re: General Political matters

① Surrogate Program. How can ^{we get} John Whitaker ~~be~~ to accept overall responsibility ~~to accept the~~ ^{for} scheduling the surrogates?

~~Who will handle the~~
How did the surrogates follow up to briefing on May 16 at 1701 go? ~~In addition to the excellent attendance~~

Who would be the ~~best~~ spokesman to play

the role that George Ball played for the Dem's in 1968? I understand Rockefeller is out but could Hoya Scott be the one?

② Should the P. visit George Wallace at the hospital prior to the departure for Russia?

③ ~~Now~~ Some people (Maguder, Budanan, Merrill, etc) are suggesting that the Govern could now be nominated on the first ballot in light of Humphrey's surprisingly poor showing in Mich + Mo? Should

strategy for
over ~~tactics~~ ~~toward~~ the Democratic
contenders change

u

③ Buchanan should prepare the basic campaign attack document during the Russia trip. He can draw off the Domestic Council briefing book, the 1701 (November Group) and the RNC's information on the Democratic contenders

④

- Ruelke - no
per JM

- Scott ?
;

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

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

April 20, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

Attached for your consideration is a memorandum from Pat Buchanan concerning the need to find a spokesman to play the role that George Ball played for the Democrats in 1968.

April 17, 1972

MEMORANDUM TO: JOHN MITCHELL

FROM: PAT BUCHANAN

Understand that we are looking for the individual to play the role in the 1972 campaign for us, that George Ball played for Humphrey. My recommendation would be Nelson Rockefeller. He is already New York State Chairman for RN's campaign; he is Governor of the State; he has defense and foreign policy credentials; he could command television time; he has bi-partisan appeal. Cannot think of anyone else in the GOP better suited to this assignment during the campaign. And he is of course a close friend of yours.

Secondly, given the possibility that we shall be confronted with McGovern, Muskie, or Kennedy -- in addition to HHH -- consideration should be given now to a Blue-Ribbon Military Advisor Panel -- of Defense Department "names" like Packard, Gates, McElroy, for the President -- who can issue major statements to the effect that Muskie's call for an 18 billion dollar reduction, or McGovern's for a 32 billion dollar reduction in defense would strip America naked before her enemies in the world. Given the Democratic Left's attacks on the Defense Budget -- and anti-military votes -- this could be an issue which we could use to scare the hell out of the American people -- the way Johnson did with Goldwater. In our case, however, it would be legitimate.

In any event, defense spending is certain to be an issue; we are going to be attacked on it; it can be made an issue to our advantage in my judgment -- and we should have a distinguished ex-Generals and Admirals panel, coupled with top ex-DOD types -- who can issue terrifying statements about the impact of Muskie-McGovern-Kennedy Recommendations.

Buchanan