

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>
42	4		<input checked="" type="checkbox"/>	Campaign		Haldeman handwritten notes. 10/26/1972 - 11/1/1972. 8pgs.
42	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	To: Larry Higby. From: Peter Dailey. RE: Anti-McGovern advertising/San Francisco & Los Angeles on 9/26. With handwritten notes attached. 3pgs.
42	4		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes. 8/20/1972 - 10/19/1972. 91pgs.
42	4	8/14/1972	<input type="checkbox"/>	Campaign	Memo	To: H. R. Haldeman. From: Jeb S. Magruder. RE: T.V Coverage of Campaign. With handwritten notes attached.
42	4	8/11/1972	<input type="checkbox"/>	Campaign	Memo	To: Gordon Strachan. From: L. Higby. RE: Recording all public utterances of key spokesman. 1pg.
42	4	8/10/1972	<input type="checkbox"/>	Campaign	Memo	Action Memo. RE: Record all public utterances of key spokesman. 1pg.
42	4		<input checked="" type="checkbox"/>	Campaign	Memo	To: Gordon (?) From: (?) Control any filming of the President. 1pg.
42	4		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes. 8/3/1972 - 8/18/1972. 12pg.
42	4	7/28/1972	<input type="checkbox"/>	Campaign	Memo	To: Dwight Chapin. From: Gordon Strachan. RE: Wave II Campaign Surveys. With handwritten notes attached. 2pgs.

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0 N 11/1

Elee Eoe

*→ List of Newspaper/Tune ins. - Joanne cc

15 min Nixon the Man
10 min Pat Nixon

ff by P's 5 min
Live message

8/5-9

The 5 Owned + Operator ABC (that
LA, Chi, NY, SF, Detroit)

^{up}
don't have
clear.

Cap ~~Weinberger - St Regis Office
& other - Cal Plan~~

- P endorse.
- whe one snuck out

B. Timmons

Total Regis figures for 85.

John Conlon - most valuable

Charles Conrad - red wire
and running around +
using old picture

per cent



DN 10/37

~~Tetter~~

~~② Oala~~

~~③ R I~~

~~n.m+~~

~~n.c.~~

~~Fui~~

~~① Chi~~

~~Back - cc of Elee Night~~

~~memes w/ notes - GOTV~~

S

~~Bailey - re Radio ads for Elee Bay~~

~~-no \$~~

~~-mully - G.O.T.V. ads~~

~~+Joanna~~

Baldy
Vorty - papers indicate will
vote for P
- use P phone calls
Billy Mills - LFT
RR → IT

* add ?s to Wand survey.

San Radio - new!

Mon morning Broadcast

Mutual 7:06:10 for
7,480 10 or 15 minutes

5,610 → 07
Best 7:35:10 for 10 minutes

07/10/29

PJB - cm believes corresponds w/ direc.

M.
Steve - 12:07 - Bailey

Endorse letter - Joan
Rep Cand's for Con.

Chart to fill in last w/ final results
of polls

Treter - Status of post Election
Survey.

Update poll

10/28
11:45

→

~~C - Watchdog~~
K.

~~Harris Results on Tues.~~

McG-3.2-
RN 2.0
201

~~Spent on media~~
CRP U. McG. | 3 wks
Ballpark.

~~X 28 pts spread~~ → 60-32 Tues, don't
Then
Rise 10/31

~~Daily News - NY - were published~~

Nov. 3 - empty podium 10/28

add Mich to trip. Caganae
tri-city area

TW E - Ross ~~Perot~~ - 250 - entirely
possible; wants H + E.
~~OK~~

Oct 24, 1952 - NYT
Eisenhower Camp - / Shill
Korean War, etc. / Voices

→ So. Radio - Mutual - Thurs.
12:35:10 for 15 min's.
~~3000~~ → 2000.

Not a great spe didn't have
it, poor allocation of
resources.

DN 10/26

W4 53 - 36 - 1 - 11

10/20-22 W3 55 - 33 11

Peter Haldeman - son

- Political Day at school
on 10/26

- Dan Kingsley or ?

- Gregg Petersmeyer

- Buchanan - Sapie

Kenlets

Polling



- closed down phones + no
personals

- \$-9,000 budget left.

- only Fri/Sat/Sun -

September 25, 1972

MEMORANDUM

TO: LARRY HIGBY  

FROM: PETER DAILEY

SUBJECT: Anti-McGovern Advertising/San Francisco & Los Angeles on 9/26.

The question was raised this morning (9/25) in a general meeting as to whether or not advertising could be developed to run in San Francisco and Los Angeles on 9/26. The subject of the advertising was to be the recent disclosure that McGovern headquarters telephones were being used to solicit participants in anti-war demonstrations.

There are a number of reasons why we strongly suggest this not be done:

1. Scheduling such advertising coincident with George McGovern's appearance only tends to heighten public awareness of his impending visit to California, an area where our support with young people is less than the national average, and this lack of support is generally due to our position on the war. Our support in general, among all voters in California is weaker on the war issue than elsewhere.
2. Democratic officials in California were quick to denounce the use of phones for this purpose.
3. This particular point is publicly best handled by Reagan or other surrogates at a press conference.
4. There is a growing concern on our part that the general thrust of the campaign is more oriented to being against George McGovern rather than for the President. We believe that it is particularly important that the positive sides of the campaign be emphasized as much as possible,

and that this kind of advertising only tends to dramatize the opposition and create greater public awareness, and in this case, in a region where we are not at our strongest on the issue in question.

W. J. ...

Did
McG ads

9/26

ad Procedure for CWC tomorrow
- Review CWC memo.

< Korologos re/advise L.

9/15

Note to put McG on absentee
CWC to Powell " " "
Korty - CWC we "sweved around
long and for Korty to endorse McG
Suns - lines at Dinner
Burdley - Teach Str - Phil

CWC / Ed Falter / DH. 9/26

* -> No attack ads - H disagrees

w/ running thru DFN
So now local CRP
comm runs ads
- after cleared by H.
- 2 a week - thru local
Comm's

Where + When in attack

- McG on edge of blowing
- ads scheduled before
MTP, FCN + I+A
allowing McG
- get clearance.

DN 10/19

Dawley / Dent / Bentley - re P spe - 80.

915

Egleton - many orgs pursuing
who we programmed into
Promo Me G / Ellsberg
Spector about ready to jump ship.
Attack on Me G for higher taxes -
off Spe Ceiling

Coote Dinner - Me G depart re
pro-abortionist.

any #

- Radio Ads - halber for R N
Author Cong Studies, Fort X dead

PN 10/19

- New updated report
- Maxima letter on way
- Will drill telephone on

10/28 -

Sat - can clear 1206:40

- ① ~~ABC, AF~~
CBS, NBC + Mutual
same -
18,000 total

- ② Sun - 10a - can only
clear CBS def of
Religious programming
- can clear 1215 - CBS,
NBC
- delay on Mutual
at 1235.

IBM
another
net

on 10/18
NBC

men ~~for~~ on - 7:30 - 8

DFR

\$75,000

Access Time - no network time

Radio time - sat ?
Chapin / walking out

D A 10/18

BT - re Spe cutting - maybe no End letters
Red Blount - seeking to talk w/H.
Pol Mtg 10/18

Mae G - drop NJ + all + cut
QS - 3 - 7
- where add 4 corresp? s

915.

~~Shultz - re McG camp~~
Weinberger - statement re McG camp
camp to vote for infla + hi taxes
VP blast McG set on McG Econ
Dole spe re tying Post to McG camp.
Shultz - re Conf then on GNP + hit McG

e wants water spots ^{DN 10/7}
~~W/H.~~

~~Buy on track~~

~~Clevens + R. Pateman~~ ^{Cashen}

~~Goodale re VP all advertising?~~

~~ads for H today~~

~~Jewish procedure~~

~~Poll?~~

JSM Get out vote Televis - not accep;
Hold; to be redone.

BT Timmons - Cong letters not
to be sent out til after
Cong adjourns; sent to
Doherty + H working on copy

McG TV Sched for Signal ⁿⁿ 11/2

Report on Rita Hauser. / Check
Note ~~for JTM for H.~~ JSM

~~euc / JTM, PJB - un~~

Chart to L - Gallup ^{figures since 48}

- To prove man never
- Kevin Phillips - no Plot more than 4

H - CM - great job an
who CM has called 4 sts
to say I not going there soon

~~Nixon, W. Lohan,~~

3 st Polls - Mass, W Va, Wash
Benham Wed Thur Fri
400 interview.

cc of memos to Signal re McG
Ads for

3 cover w/ JGM + Failer
re investig on Me Get
Don review w/ H.

DN 10/1

Shriver - Sched.

Tape 130 - Fri / Sat
- Not TV Guide use
Sched + check nets.

at 5p - Shriver.

Rete Deiley - Spot - Indep TV
Hypoth ^{Sun^{NY}}
Same mode as pumas
1-min

Basic theme cred
"no one has a
dirt on me"

Toy here - not Come Home America

For the People -
HH - the People's Dem - not
used.

Mailey

12 noon → better for audience.

Good/Conjimen - in trouble
15

Weekday harder to clear
~~during week~~ beef in drive
time on Coast

NBC, CBS, Mutual

ABC - cap't beef
beef/4 different
shows + hard to
clear

Conn

- CBS -

10:30 - 11 - ag / Football
ABC Movie

DN 10/17

Radio Spe - info for H.
C - Revised list of key st's
H to review again the Special
Sen letters.

0276

Scott Peters
Meyl Rosenkern
Art/mosch.

McWhorter - impact greater + puts people
on defensive - now until elec. day some P positions

4th Fl / Conf Rm :

Then spe in limbo - add upon
Radio - Wed 10a / buys - how late word +
still.

at polls - any polling on Chapin/Scuttin/G S
letters + certifs for Vic 72 Penn

AN 10/12

L.

① letters for canes - ready for
mlg Mon.
H wants to review special
wording letters

② Teltel's polling - memo

~~③ working on Telegram~~

④ CM difference - re Turnaround

⑤ Proposal on Certifis -
Stens sent letters, out
blond or u

- 1) H wants to see telegram w/ Padfer
- 2) Buy 5:07:40 - live C.D.
- 3) Turnaround - H → Stens - under OFA
Tell them to work it out - Conn.
Stens + CM wants to unit.
JSM to cover Christian

ABC?
1 Football Game
DN 10/12
11¹⁰

L
1) Radio Buy -

Max audience
Who C or not.
Media people on it

CWC
11³⁰ - 12n
Seen @ screen
Baseball + Football

2) Best audience
3) Gets on radio news shows all day

2) Re 2 times for Mon AMs

3) Memo to L in Atl

4) CBS, NBC + Mutual
* 5:07-40

10 mins

Best sta clearances for
biggest audience
RT after net news.

- Recommendation
- Audience Ratings

- Welcome strongly on promo - should have 5th

Joanna

Radio

- CBS, NBC + Mutual
- 5:07'⁴⁰
- Best sta decisions for biggest audience
- Rt after network news.

S check:
L

Timmons can't call Percy
brief P letter - Cong staff
not representing P position
consumer.
H + L in att w/ P - late today
then Percy will say a no.

We Woodways called C. - cover team

DN 10/11

Teeter
W. Va + Wash -
Reisner approved

(L.)

needs know shortly
memo - where next? last loan or.

?s on Econ

Ga - need info / L + Teeter.

Teeter recommend N.C. + Ga

3 st's pers interview next wk.

Pa, NY + Calif.

Gallup - CUC - 24 pt

10/10 - 5p - Reiser rec'd info or/S.

Ap Reiser covered CM

MarG - wants Wash info.

NY + Col today.

Advertising

H to call Conn re Turnaround DFA

where ERP run Turnaround

CM believes now is the time
to Mex Turnaround.

L - GP - Radio Buy

- JSM / Priority st's in Eastern st's

Signal news ~~McG~~ sched ^{DN 10/10}

Chi Sun Times - 10/10
Toledo Blade - 10/11
Boston Globe - 10/12
Portland Oregonian - 10/13
Seattle Post Intelligencer
SF Chronicle
San Diego Un 10/14
LA Times 10/15

all w/
amnest

↓

① Direct Mail Telegram

McG - approved

McG → H + P checked working

→ ② Summary memo - on deployment

③ Patman letter S → H.
Plans

S → John. 58 boats / Oct 9 - mail ballots.

Can vote - S - 5 w/ days → Nov 7.

Bill McAdoo. Travel agencies / Corp Contact

90% → Fortune 750
all but 14

Base Parler - P visit w/ Quinn, Acton

al abraham Clark McG - on Chopper Manifest.

PM 83-

~~See~~

PR 10/10

~~Benhan
Reps - 4 previous - full damage~~

~~Price - Telegram for P. gone.
off computer today.
to Rep's
to Odenp Dem's~~

~~Mac G + H decision 4p Thurs
H → CM - would you sign
wire type teleg.~~

~~1024^L Total.~~

~~Alex - Memo. Firedrill~~

~~Howard - cc of MacG TV ca~~

~~Amnesty - Joanou - finding conflicting
quotes.~~

~~Wile use MacG v. Shriver
Docum. - offered NBC Reports 10/10~~

~~→ Rejected
CBS - Sat 10³⁰ → 11 - Mis & Impos Tum
ABC yet to offer.~~

~~Chopin~~

10/6

3/5 -

Commercials next wk.

Buy - Radio not yet set
O.F.N.

Local - 1206 -
Chapin arrange
advise 2

Call Fox

Chapin - used negat Bone - best
CWC - Tune in audience

John Green - Ill Vets Mty

- Vets Benefits Balls / Poth

- no free tuition

Tom Johnson

- Rock Valley College

Ill St Vet - 10/6, 7, 8

Rockford, Ill.

*> Car - Cal 1st thing in morning.

DN 10/3

L, Teeter
1-7 OK
Q b d
9

A - How serious ^{a prob} corrup + influ
are there seen - as 2

B - P-3
- Geomeg 4

Key St
Polls

Dex Guesare
to L

Pa sheets up also

Sts - Order:

Ill, Md, Ohio, NJ, Minn - Then next Tues.

- wait another wk for NY + Cal
L to seek tentative agree

- Interview base - 500 in large st
400 in Md + small st

- Mac G, Mag, Malek, Mitchell + H.

① - Ohio - Roy Bliss + John Andrews - also

55-37-MOR
MOR Detroit News Poll.

Sep 29-52-37

ORC 3 days later MOR 63-26-11

Teeter admits prob. + not
a logical - memo

② Teeter receive Harris Demog data
- sending in MW + W
rally get up in key st.

③ Teeter to growl in data as H. will

H FU
10/6

Pool Sum
Tried the Sum - Reg
Sen Rates

~~Approval~~
~~Trend on War - not used~~
~~" Econ - Trend page~~

Summ Book
Sen Rates -
Orig - poll w/ comments
Use Old Chart - Key 8/10/14/18
Sched Books

Tot Paper for L. -

DA 10/5

~~NY
 Pa
 Cal
 Mich~~
 Wise
 Mo

10/5

Radio - Deal: NBC

clear 60-70%
 of affiliate
 12:00 Sat
 \$7,000

- need to know immed
- prefer tape
- if live, where

CBS

12:05 Sat
 \$8,000

can't
 sell
 - time

ABC

try 12:00
 not set
 12:00
 \$9,000

congrat → Mutual

Me G Hdqtrs - Oct 9 - everything UN,
 College Demos, etc.

~~nm~~ ~~series~~ ~~Hubbell~~ ~~art~~ ~~polling~~ ~~DN 10/4~~
~~Pat~~ ~~Mc~~ ~~Series - Runden~~
~~to read tonight~~

~~Lis~~ ~~Runden of Inventory of~~ ~~Commercial~~
~~by~~ ~~60s~~ ~~(DFN)~~
~~5 mins~~
~~15~~



Documentary

DN 10/4

ABC → 9-9:30
Bob Hope Special:
Ratings for Ads:

Ironside^{ABC}
Thurs Movie
CBS

D n 10/4

Mo-339

60 - 23 - 17

62 - 28 - 10

w/o learners
w/ learners

Mo 3 53 - 25 - 22

10 - Guel Teley RA or CM

Wes

1/11/11
1/11/11
1/11/11

LA/02011

1/11/11

(S)

200-G

Mamie Spott - 9/15

DFN - WSJ / May 26 ad ^{10/3}
FU - Trust ↑ Key Off
10/13

Spill

Do? who - Not file Fair Compliance
E scrubbed - passed cwc
cwc who Mc G is so skill, far out + hysterical

Scott + 6 white hats to call on Mc G
to stop cancer, disease

H G Klein - state re Mc G " + edit's?

S

Paper ad - who in Pros Globe

* - St Louis - just Post

- Welcome Sen Mc G
the 1000% candidates
St CRP

Drop
Cleveland

Tell the people of St Louis
are you still 1000% behind
last:



Blue border
- Welcome Sen Mc G
We are 1000% behind you.
St CRP

S

* - 1972 - ADA Rating - prepare ad for Mc G
For College Newspapers

- Geo Mc G - man of principle?

S

Unnecessary
per 10/4

~~NY - USA Sen Mc G in Mc G~~
- Sen Mc G meet Sen Mc G
Two heads facing each other
- Full page in NVI

fewish - names of St CRP
- Romney - Patent / Pat's Today 10/4

D N 10/1

Brookmeent 4 acres R-60 \$200,000	/	Jim 301-	Aroni 652 - 9050 424 - 6169
---	--------------	-------------	-----------------------------------

Stevens - Testin.

McB invited by Pol Xerox
to Palm Springs "to relax"

Not accepted.

-To Meyer's Conf in Wash
on their.

To
Hullin
Gavin met Kimmelman at
McG Hadro
-alex

cc of ~~MeG Spe~~ - Wire copy ^{on 10/3}
at UPI

20/14 - ~~Banking Comm.~~

Helen ~~Benny~~ - 654 - 3222

→ ~~Demog sheet for last poll~~
Demogs on RA/MeG for Matt Tester
~~File~~ + dg
Trend line dg 29-31

915

UP not respond to MeG instead
 UP ask ? that MeG answering
 - PTB preparing 1 1/2-min.
 CWC - H. re no Conn Taping
 - Conn to come ~~after~~ MeG spe
 Before!

S → H.

CWC / PTB - 915 Hold Spot + run
 The Nixon Xrs.

Don't touch Paul Is.

CM to do 1 1/2 to respond to

Maclean - CWC / Chancellark

⑤

MeG ad - Boston Globe

CWC - run all day
 morning + Evening Ed's

E - Newsmakers - Capitol Hill Club

- On US Pol, Crime Strik

Check local TV DFN - /cgr
 where Oct, Mass.

- Snyder - ratings on MeG - 12n

- Tough VN ad to promo MeG ad

- Put in Defense spot around MeG spe

S
Bailey

KK - push MeG support of VN
 as part of credibility

- maybe newspaper ad on MeG

Ed Carter - P called. D n 10/2

Mrs Maguder - Larderoch
H.A. Gill. Real Estate Agent

L - gen'l ad probis - solution - before
memos to CM, get H's input then to CM.

on 9/29

Aristar

JFP very delicate
Conn doesn't care who
buys

- what were the deals
made by the Ull

Colson -

Now Gr wants to buy off
JFP + do DFN
buying deal DFN
violated \$

Paulucci

- Need to buy Welfare Spots

pm 9/29

9:15

E. to respond to Madelin - ABC

Romney to respond to McG

- On "bad" state

Ambrose / Blatford to hit Shuer

Shuer on 1701 radio for 1 wk.

Chile - McG - News p 12

PTB

Ellsberg. Quote - Hole last wknd; eyes

JM didn't out.

Rums to respond if? on McG w/p.

- Conn - ABC Time bought
Call + Contact?

No UP mty w/ reporters

UP met w/ Cannon - story
on CRP?

Newly
lower car
re for 970
for Mrs. H

on 9/27

Pat -
1st

Class Reservation for Mrs. H
to Oakland for LA

PSA - 340

Dep 1¹⁵ P.M.
arr LA 2¹⁰ P.M.

Send
to Pat

Where pick up tickets -

Depart Andrews 8 a.m. →

leaves - P appraised

Results of (Welfare) Commercial

Check Kulin results this morn
Check spots this wk

Ceci - alas - named
Child Oct - Nov.

9/27

L - 1050

① Cong ~~Sats~~ memo -
Teeter input
Cong Races -

Pailey -
locked

② JSM → CM - stroke ego.

③ S → Joann → locked
on 10/4

④

* → Me G Indigo - destil handbills!

Dewey;
to CUC

"Take a pig to lunch"

- Drop a Smart Bomb at
Wed \$1000 pig lunch

Center St
S.F. in Berkeley

9/27

L. 1105

Advertising - sent

JM

CM's orders

JSM ads - out of date
memo fouled up.

L 140

- Still just as bad
- Redo after wkms - make pt in headline
- dont ask?

- JSM -
Very good recommend
100% - not 1000%
1) not cutting deer in Pa
2) Strong on local ads
Munn Mass
Wash Ore
W Va
3) last P. other camp
cuts
- No - dont cancel
Get out vote teleq's

- Cong seats memo
What reasons? FO BT 9/27 - no sent to any
file. H.

- JSM was Watergate Data
- Garin 12 days ago
cm / JSM

DN 9/23

Nofziger - surfer image for P.

Spetz - Handshake - at 9/27

L. media pol/analysis -> L
Media/Political.

Ken Smith -

Schell
Zieger - Subier - debate of OIB
- mank
- Tues - ABC
Special.

Jim Amos - typical

Klein's approved
Panel

- w/ 4 people - Bob Healy - Glebe
- media in the politics campaign
Reps 9/26

Very well - best 1/2 when
Capie not on
manly - media terrible job,
ag/us

ABC
Reports
Bob
Morrow

Cubie - media trying lot
- not dealing w/ prefer
dip's but R.N. & McG
- not that lively
Reuns 9/26

- Other 1/2 - on Eagleton Affair
manic - complaints

- No tape viewed ^{how}
- sat tape

DN 9/20

Nofziger Wants:

57 Assem Disg
San Fern Val

(R) Charley Conrad - incumbent
- close to RR

District going Jewish/Dem

RR will carry leaf/H

but little RR coattails

Wants a direct, visible assoc w/P.

S → RR
to Pent

① letter fr/P. - not an endorse;
appear word + assoc

② Need pic w/P.

Pent to
handle

Dealey

DN 9/20

Ree McG - 5 min

- Basic sub - McG for the people about convention + people there
- 1st timers party returning to people
- Beautifully produced + executed
- Very "Dem" oriented
- Interviews w/ Dems as people
- Even pic of Frank King - Ohio
- "This peoples name"
- 10 m secret \$
- 1 m order cms \$25
- Contrib of 200,000 - nominee

projects
 ↓
 19 ratings
 24 ratings

Fund appeal
 "McG - Dem for the People"
 X - Tues Move - 10⁵⁵ - 11a | Ratings
 ABC 10⁵⁵ -

like

9/21 - Bush
 →

9/25 Conn P. C. - NY Overseas Hill
 2 P - W/P by McG
 Pole - no P.C. on the charges - woffling
 CUC → call → Pole
 Clowser - media our friends - let press cut up - PTBaqes
 S → Gallup re McG blast on polesters
 DH to call Geo Christian
 McG - Defense policies tomorrow | Tower, Good, mcsom - BLAST

O'Neill

← as presented in previous yrs.

Estimated Nixon % - a composite of ORC collected state data, then use regional data; then historical editing.

- examine pairs or small groups of states

- Ind/Or, Cal + Ohio

↑
Similar vote patterns
1948 - 1968, excluding
1964

somewhat similar
as well as regional info.

Do it weekly,
depends on new data

Done by hand

Key War III will be
very helpful

9/19 - ~~Only data~~ ~~Inter~~ ~~23 + 24~~ ^{On 9/14}
27th, 28th ~~9/29~~

~~Davies in me, Det - wk of 9/25~~

~~Geo Grad - under gun - Andersen~~

- 5-6 ~~Tud Heat Series~~
~~Oct 1 - Nov. 7~~

609-394-~~8736~~ - ~~Davies Home~~
~~Chey Hall - Trenton~~

~~L → Penham - pole~~

~~C - where Bailey cut tapes
her at wlt~~

L
FU

DN 9/20

Port Laddell - cousin Rosemary -
very ill
Will try to call Boreal at midnight

Gallup -

FM - Materials "Is Mc Kissick building"
pt 4 - what's happening.

G's -

JSM - brief of budgetary reason
no filming of Siris including
Comm - no \$

to L 6/19

② No del 2 hrs. special
on 9/15 - no \$

to L 8/19

③ stay w/ Comm for the Re Elec of the P.
But may use PN's Re-Elec

G's
where
stand

to DC
8/19

→ ④ DC cover Whitaker re
Running Siris

- G's Bailey re Mahoney +

~~David - Am 126~~

Wire machine in today. DN 9/8

5th McG S → Acuse

Harper - Mayors - Herbst
blast TUES

3 days of blasts

FU Farm insert re fl
90% by McG; not in D.C.

Non-CWC report on McG
Wire + TV - CBS over by McG

Park - Ambrose - WH files?
Blast McG on drugs 9/12

Billie Lou Ritzke ^{DN9/8} to receive every bene
for her 1000 - pins, etc.

Suspenders for L for Cashen
Camp fund for L

any camp Billboards

CRM → Dale re
Re Woodson to Marty Shram
re network T.V

Caldiero
List of Cal

(F)

DN 8/23

List by Fri of Celebs at
Convention + what did
- all celebs + action, however
- mental task

P will send letters to
all seconders + who
played key role;
approp words
- 10 watch to 2nders +
Ruelle + Note for P.

L - 8/28

P says "be sure each (celeb)
gets a convention certif"

L to check

Morgan, Phil, Merrill, ISA ^{DN 9/6}

- Conn - read Brochures,
word for word + in size
- would recognize PUF
 - sold on "P's dynamic leadership" - in positive brochure
 - Worked hard on letters Austin, Marks + Conn - word for word in brochure + approved.

Grinals → info.

D.N. 9/7

list of A-men by St
RW

Mandates on Kdr - Teddy + Shiver
mail 2 women

McG opposed to Prep 19 - Marj in cal

FM -

- Heringer - yesterday's E + N
JSM → Frank etc re

- All press contacts

McG + Shiver - Date + time sched.

- Rutz Regis cc w/ FM
coll note

Orig cwc memo -

Mili Regis

cover memo I

cwc - File -

FM v cwc / Bolagres

Sailey PM 9/6
- whole alloc sys of ft local +
P ads
- Mulek - who st Chmn
decide alloc of 300+

Mulek - media people on
local conds
Goodman, et al

Sailey - no luck getting McG ad for Boston

McG - 1st Nat'l Spot - 9/12
Requesting - Kubicavols.

1915 p. 11

1915

1915

1915

1915

1915

1915

1915

1915

10:00 AM - 10:15 AM

~~_____~~ 6

~~_____~~

~~_____~~

~~_____~~

~~_____~~

~~_____~~

~~_____~~

~~_____~~

~~_____~~ at 11:00

~~_____~~

10:15 AM

10:30 ~~_____~~

~~_____~~

~~_____~~)

Thurs 9/7: P. One | Two

~~_____~~

10/10 - 10/10

9/10

Summary

Calc - ne times - Lo - Obis P 12

SP

y

30

—

—

—

—

10:30

11:30

12:30

Tc

9 p.m.

0.00

1/0

1.0

1.0

9.

1.0

1.0

1.0

1.0

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1.0

1/1/70
No. 3

1/1/70

1/1/70

1/1/70

1/1/70

1/1/70

1/1/70

1/1/70

~~Handwritten notes, possibly including "100" and "1/11".~~

~~Handwritten notes, possibly including "372.0" and "220".~~

9:15 - CWCO ... G yo?

L.

DN 8/30

cc of Beebe memo
Poll + Gates - Joan typing

Need poll book -

~~not poll~~ approval / suggest
Camp Poll book when each

~~Polling Sched of Gallup~~ for rest of camp

~~Teeter analysis of H + G Demog's +~~
what shifts mean.

Panel - Wave III? not now
Teeter anyone in Telephone
~~House III~~

~~ORC - to no-one~~

Rate poll

Addit? s on trust - R.V.U. Gov.

Henry Cannon Jr.

Funeral Dir. 643-1300 (412)

Millard Pa - 848 Millard Ave

John Tauber - atty in Pittsburg

best of all Funeral Dir's - 14,000

- no response

- Wants to present P. - draft

- 1000 cont'd. - none accepted

- Sent form letter

Oct 13 of last yr

- Want to present plaque

in East Rm

- Nat'l Funeral Dir's of U.S.

Prominent B'men

Conven Oct 31 in Boston

- Committee for the New Prosperity.

Sumner Whittier

↳ P would like it if could

come in + review it w/ someone

Bill
Whittier

DN 8/29

Results

avail Thur

N.O.
6

64-30

ag 26-27

6

→
→
→

Release tomorrow

Wire to News - Bulletin

26-27

Trenton - active Dem - former
P of City Council - wants to
be active in campaign.

P Picture - aiding

David J. Schroth.

- To Davies + then you give
to

- Telegram:

John Davies
c/o Lorenzo
Restaurant
on Clinton Ave
Trenton, NJ.

We have learned of your
good work for City
of Trenton over
past 7 years as a
member of City Council
to P/W all best
wishes for very success

CBS Special D N 8/27

Wallace

Coven. - profes stage-managed
but govt to govt

- more arrests than Chi '68
scene not mentioned by P.

- P - young Am at its best
at our conven

- win - maj of new voters

- a Celebration of the Status Quo

Watergate + G.A.C. + Dems
will keep pushing

P pushing possal of new
Am Majority

P used variation of the G
spe - film of the G
"Come Home Am"

P - Dems driven out of
party, come home to
Am of great pen's

UN

1968 film - turn to new
leadership on

1972 - in Convent Hall 4 yrs ago

- VP film
- Mary Q Sm - '72
- VP '72 accep 87%

Color report on how total TV
 - all program - a TV - prime
 time spectacular
 - pie's of script + pie of Sem Da fr
 - wrong decies - biggest TV gold was
 then Reagan. explanation
 - Mon - a planned experience
 demon w/ grip lds on
 it slogans.

6:30 Big show flopped in ratings,
 people wanted old movies;
 not enuf twist in plot.

Joe
 Pappas

Other story in MB -
 5 mins films of police + 12 mins
 Tear Gas
 Parnerume - differ element in

2 Stars were in "low profile" - P+VP
 most of all's a/c around supporting
 indiv - ff - Clark Mac G

Journal on Mac G

Doral - security is tight

JM + CM - less able +
check by phone several
times daily; bank pulled
by JM

DN 8/27 - 25~~th~~ 8~~th~~ - 5750

FC N

Manchewig + Hart

Plants
Hermy
Stout-Lough

(- Watergate
Polls - depth v. breadth
Close in Oct

Bring P out on camp.
- Doubt Justice Dept will do
full investig - so need
Sep Sp Investigator

Hart - Mc G least well know
P cand in history so
G poll will not be that imp

Mank + Hart - Press too concerned
w/ interworkings of pol
organiz

People concerned w/ taxes,
infla + where funds given
to criminals

How many is will Mc G have to
back for!

- Mank - people's views constantly
changing; Tues - spe will
be sharply different for P +
not that dif for past Mc G

1000 union man - same fun?
- Spe Tues will cover

Hart - d genl ideas + proposals for
specific prog

Geoghegan - 1000 to hunt?

No, in past; strong views
then + now w/ E campaign
strongly

Where Mc G has kept his credibility?

→ "Promise to seek + speak truth"
- dropped?

M - on all stalinism + pointed matter
- Nixon Admin like that of
Warren G. Harding

News/Gallup Poll on Mc G
"opportunistic, no prin's"?

- H - best ~~and~~ ammunition is
Sen Mc G + Amer Shriver;
polls are "superficial"

- H - Mc G will spend 1/2 of
P - programme, plastic
camp of 45 m

- M - Gallup Poll + Newsweek both
needed muscle + use crewery

Sen to Out Order?

H - Sen will be reluctant
tax, DO B waste, end war,
return Credib + honesty
to gov after Labor Day

FCR - next wk
George Meany

MT P — Agnew fr/ Burbank

Lisago — accep VP is P's man not respond

has P approved attacks on press

VP — retains control of actions
language + message; my
own expression in previous
camps

- back to "radicals" — many
proud to be radical + liberal
d fr/ Me G. P Nixon — "Hillman"
- won't use "radical" again

his — quic labels + attacks
why change mind

VP — haven't tried faster labels
d things w/can't change — black
v. can change — radical control

his — VP "Me G one of major
brands as card"

- VP — turned around Me G
attack on P.

- Me G rhetoric is embodied
in assaulting P in person
I will respond

Kilpe — "repulsive to be P"

Kilpe
Semple
NBC Perkins

good,
calm,

VP - P very difficult challenge
pl wh I don't consider equalism
- "I don't care" who conven
changes help VP in 76
76 - debilitating to Rep

Kelso - bl vote
VP - bl people not
monolithic in way they
vote by P in min
bus enterprise + aid to
colleges will

Sample - MB news conf conat attack
VP - McG on issues is like
"Undecided" - McG is
casting about in lake
for few votes
- tried to remain consist
on issues
- bl leaders not reflecting
real bl opinion in this
country

Trouble
for VP

Perkins - what bl ldr is?
VP - no specific names

Copwall - what is
VP - war, been, demerol,
rush, well up &
credibility on issues

Copwall - Hariman - ask on plan
VP - P numerous states &
offers on peace table &
cut back of our forces
- total disregard by media
of rocket of South & shooting
fleeing refugees.
- if there repressive why
are refugees all going so.

Lesiger -

Kelso - correct pol vac Greece
VP - US for pol should not
impose how a gov behaves
- present gov of Greece is
doing type of job approved
by people in Greece.

Sample - Me G consis \$1000 per?
VP - must call atten to
change level of alcohol
unavoidable prog level
Me G shoots at hip

Perkins - Am bombing of NVA
VP - media not intll
slanting but rptis in
VA have thesis + facts
sought to support thesis
- read Max Taylor's bk on VA

Spivack - 1968 promises
VP - come long way on promise,
lowest rate of infla
- unempl being reduced,
NEP is succeeding
- deficit spe not controlled
by P - avg controls 72%
of budget
- strong end on VA - 500 out,
300 → \$10, no doctees

MTP

Gurstenberg - GM - largest
Indus employer

T + A S - Conn

- a Judas move?

C - not fair, damn to Dems
done by norm of McG
- last 40 yrs Dems - master
of many things; always
a fling of party of dilettos
- Dems off on ideology
ring that excludes
any group that doesn't mind

- Assoc is litany of LBJ Admin
split w/ LBJ

C - a disagree w/ LBJ
w/ he supports McG;
is not a LBJ organ.

- Wrecking the Dem party - hurt Cong

C - Doubt DFR will hurt
any Gov, Sen, Cong,
aimed at re-electing P

- not a Trojan Horse
- the disaffection of many
Dems - work for best
int of the country

Inverted out of Va + Tenn, back to Penn

C - no objective to form org in every st of un. in Va no duplie of efforts

- Procaire - Use Chm natly
no NY St Chm

- more careful in selection of St Chm than McG. kept UP

- stay out of - most sts will be in AL, NY, Min, Ohio, MD

Besides raising \$

C - provide a base for which Dems can operate for (public) standpoint; ads, TV spots
no oversteering; explain why as Dems believe

C - Ads + spots - not to be cleared by 1701
the total amt under law of 1701 + certain words + some hurt feeling,

C - what doing now is not result of any personal ambition; nothing I want except select best man; if P asks me to serve I hope I won't accept

G → KB

UP - would be one of first runner + leading contender; not a

C + Hak - work well together

C - a mean camp; saw Hart + man pretty mean + I've read the G's comments on

- mudslinging + low road
- TX oil billionaires for PN unfair until
- shrive "half baked Dem"
- little personal near chips

C - I don't know, the facts will come out

~~C~~ - a channel to TX \$, any role collecting

C - none whatever

C - nettlesome thing, harmful, not a major issue

C - PN has done more to improve for rel's than any P in modern history, or does policy NEP - a resounding success.

9 yrs ago in Dallas - more than I mean firing?

Alan - re ~~SR Fire~~

G → H on arrival when Mrs. H,
Ann in box PR 8/24

Joe Torroll - Driver
534-1378 or 0977

~~Reac to Spe + to plane
- Not old BS seek
specific points of
reaction
G → Genl. sum of remarks
(ie too long, too short)
- Specific notes
G → DH 9:20 - CWC has been called
by P for same request~~

~~not Bull materials~~ EST or PST

~~G-Summary complete men down at 5pm
re Me G activities + Shiver~~

~~(1) - Rhotian - Nunin - VFW
- Wres, any in attendance, Faalor,~~ public bar

~~(2) Parker must set Gateway
for Tues. after Labor Day~~

~~Bailey report at 5p~~

~~Chap
Freem
Call on land line~~

G → Helen ~~Donaldson~~ - latest # 1 + 2 Steel

Allin - Eastern
Nets from all
re MCG/sh

~~Crossberger & Beer~~
Wires meeting of McG + Aule
Wolfe

DN / 8/23



May

TU Times 8/23

~~ABC~~ CBS Morning News - ch - Time

NBC Today

CBS ~~ABC~~ + NBC go live at 7:30

ABC Time

KBN

~~532-3000
Rm 476
Taylor Rm - 1426~~

916

Arch 14

Water

*

DN 8/23

~~invited +
Cavanaugh
Dre + wife
invited~~

~~When Rose Woods invited +
attended Poolist party last
night
- when R M W in P's box tonight
firm Cavanaugh -~~

~~* supposed to be in
with S Box 71 seats
13 + 14 (same as
behind Mrs. Main)
- Only way would
be thru today.~~

~~Hoopes WC B~~

~~not in P. Box, firm
Dre/ called w/ m L Shells
- she declined - use her
seats~~

~~P Box - Mr + Mrs Heston, Pam
Powell, Manola + Fina,
Gary Hughes - Co Chm VVP.
Vicki Cole (Bulls Toq) Beerery
Panelizer - Host Comm - Mr + Mrs
Kirk, Rusty Schwartz - Pol Undel
Assoc's~~

4
WTUJ

noon news 6 & 11
CBS 377-8271 -
NBC 377-8131 -
ABC 751-6692 -

DN 8/23
Prog.
9-5
7 P.M. ^{return}

~~7026~~ Amnesty IP of Dems for
RN Brochure - pers.
cleared w/H per CM

jo - when hears by Anne -
have her call.
- addition to Pacudem Per
*Needlepoint Elephants - #3-4
- wants 3
*6 - Elephant Pins - #?
GOP Elephant R/W+B
clipped onto card

DN 8/23

McG

Slight depart of Test
Interrupted appla

~~1, 2, 3, 4, 5, 6, 7, 8~~
4 ~~to~~ inter (mild)

*only strong were on
Vets benefits, GI Bill

may have been boos.

- Greene of Greeting comm did not attend; kept waiting
- no booing
- fan to cabl
- all nets there but no live TV
- NBC Radio planned to go live but technical hitch
- no standing ovation.

McG spe to CUC - Grand delivered - at Doral

On floor 25% empty

Walked

on at 10:55

to no applause

no introduction

4500 seats, 3000% people
1 leynonair - walked off
stage

short applause at end

DN 8/23

- Wore hat -
- Drop line re Res/Opera - 20x00a
- Pa Flood

Minn. - UFW

Hall seats 9500,
 anticipate 2000
 MeG people asked for
 several 000 tickets
 for MeG people
 will give + till MeG
 late tonight
 Got ag/MeG - much more
 volatile, can't
 control audience

415-781-3782 Joy Lee
 - Want to correct date
 - Pol story re Helen &
 dinner

- A.P. - 202
 - UPI - 210a
 212a
- Vatican Weekly
 News
 AP - 131a

Can see MeG
 refer
 "polite, subdued"
 "no boos or hisses"
 "applauded 9
 times, restrained
 standing ovation
 of less than 10 secs

DN 8/13

Mahell interviewed by NBC (Gawdc)
at 345

Re Volunteers - "guts" of any
pol organization - not just
response to MeG.

John Goodell by Cal - YU N - not
big jobs but will vote for R N.

La Rue - Rule 30 will stand as written
- at least 6 p.

Steiger - subst for Rule 30

Arrests - 212 4/30 Rockel - norma +
12 searching spe
\$250 Bond

Hoopes - 2268 + WHCA

NBC - Demois wanted arrests - 200+
the police did not want to arrest

Schrauth - jail Goldboro - NBC
carrying nat'l live radio +
announced Wed 11a.
WC N - Pool + coverage same as P.

Bullshian - stay K B - Rm Villa 17

Nixon, the Man on 8/23

Cool

- lousy, tho didn't see it all
- didn't like P + E - strained
released
- liked 1st lady picture best.

Fleming - 2238

- good, saw both, will see clips

Colson - good, seen it tonight

Lawson - none who saw it

Thought great film, in
exquisite taste; best things
out human side of P.

- perfect slide in to cinema
- should best product prematurely

Reinhold -

Elbourne - fair, E-P. pretty good
but saw only part of it

Garment (Ghana Alexander) - really
loved Nixon, the Man, that great
best thing on P; like tough downs same

PN 8/23

Pat Hett - ~~didn't think~~ liked Pat
one better
Saw bits + pieces. That one on
floor was better than record
Nixon the Man better | but Keene
more people in Admin | too much Falco

Dent - liked it + P+E - tough "dozens"
Bob Brown should have been on earlier
the tough RA, some human RA
stuff that public doesn't know
- makes him look like forceful P.

Ray Brown - on floor - Ray Dir for Co.
felt good film but too partisan
net effect good

Rick Murray - that film dragged,
technique of slides but that
good a film

Fred Malott - St Arn + their reaction
Excellent + everyone that great
very positive reaction.

Dick Richards - that gd but E + P stayed
content + impact on audience excellent

RY - 00 Nights → Snyder

TV ~~taping~~ even local

NBC Radio - local.

10 Public Pets - Jim Walker
Dir for Am leg.

Demons - allegedly spalling
before 4 p.m.

- split off of Tippi's +
attica Big will
rush around Trust

- 4 p - Flamingo

could do
encore convention Hall,
if concentrate #s

will tie up traffic
- locals, less than
responsive

- no dress since no
trashing.

Conn - 1st St to report its results DA 8/22

~~Cron~~ - unite to unite;
Severid one cage of lull ~~board~~
word

pers story of end of feud
bet. RR + NR

Teddy White - P orig planned to
run for P. at Kellogg's

Chancellor - that was all votes
for McG. - now obvious
that votes not owned
by either party

~~Cron~~

Severid - to

Teddy White - Youth, a harmony
- spe on the youth

Cron - no motion to make
- no min unanimous
- could do some

G - Teeter re decisions DN 8/22 2375
~~2268~~

FM re Volunteer memo

~~Rhotian / Shaulh re Balochian~~

~~Barefoot Sony Goldshore~~

~~Joan - Miami Herald~~

~~Hany O'Neill's ties~~

G → Delano Hotel - ~~17th~~ + Collins 2217

~~Dural - Stewart - built in duster
lowering podium r.p. h/adv BK~~

~~531-0381 - atlantis~~

Ads - Bailey / Ball

~~2221 - Camp Press Of.~~

~~361-3546 - Frank Naylor 312-922-4400~~

~~Sen Griffin + Ogilvie w/P. → Mich. ^{2m} 733a~~

~~Wed - 11a - Chi Times - 12n
Not get on Radio~~

~~REB KB
Sus. →~~

15 to ~~stairway~~ - see Service Agent
Fountainbleau
Tickets L ~~h/~~ ~~Pat~~ ~~Card~~ / ~~Mall~~ ~~Leung~~
Chart of floor seating.

Shrauth - ~~623~~ Offices

~~X~~ H to call Ellsworth re fin com

Cole ~~7/2~~ TO L + CUC

G - in field again - 26 + 27
in view of Gen Ford + Rogers
possible? What were your
overall reactions to P's

- Catholics - G also "surprised" +
will analyze Caths +
have ans in couple weeks
sample 4-500" - in last
2-3 weeks change

Special FU

- Telephone poll this wknd
on why defection h/ McG.
- Demog/ later
- Isolated interviewing in
Roman Cath precincts

- DN 8/22
- Key precincts - Proposition
 - Nothing on Clark or
 - Just cover RN on Thurs night

* G → Wed next wk.
Davies in the am then, Fri + Sat

OP 3000 - 3-400 to Frittle ^{DN 8/22}
prob arrested

Security

WHCA

PH-5

2309

861-
5072 *

Awayt Afternoon - Women's March
this afternoon + evening Conna Hall
on Wash Ave -

UVA W - 800 of the 3000

Tricia - To see Videotape at 11:30

Pins + all access lists

H wants to leave w/o driver

Jack Parker

get his credentials +
have in Uller-credentials

L.F.M. to be called by E.

Am Tomorrow - probal Mrs. H to d

Teter doubts results on call's

*

Teter wants info re H on issues - Dave III

8/22

Location of signal lines on Floor

Reading fr/people in Auditorium
Harry Bent - 4-5

Check around country - Harry

Hoopes - 1 more ticket next to
Mrs. H for Wed night
No. per Kowlogos

Barefoot - may know Owner of Red Bellie

2212 - Rietz - CP for Radio net

Matt Collins or Norm Stall - Military Dept of
Transp/Motorpool at K B.

G → Packard

Green mercury 1-E 11 649

- 3 Cars at M B / Dave Bottoms - Blackbox
Red Tags. Drop 40

- Packard - has tags but will use bus

Chart of ~~boxes~~ to L at CD ^{DN 8/22} directly

Dean - ~~Bremen~~ report

Songs - How react - Only Nisen
~~Now, not Reaching Out~~

H to floor ~~Both nights~~

Turnm - bad pol for H to go
on floor -

Seasons - Rm 519

Dean on Sierra Fielding on Sierra

G → Alex - Dick Herman - NO WH Pines

Rusty Pellican - ~~# 3~~ Brennan?
6:30 - Mrs. H. / Barefoot

Scenario of an - RW or C

G → Colson + H re Gallep

Dural - ~~wh~~ Pritz on Sierra

~~Delano~~, ~~Nautilus~~ + ~~Seasons~~ + ~~Foy~~ + Pellican
Mrs. H seats - Box to side of Pi Box - center

H Family ~~tickets~~ - Don Selby

DN 8/21

G → H re Pool. Ello wants
pers call for it saying want
you to work up w/ JSM on
NY Fin comm for P.

Please air ~~G-7 p~~ - 2" to RNC Trailer

Rough ~~version~~ - sent fr/m B → Wash

DN 8/21

~~Documentaries~~

~~Flown back here - Rough Cut Form
Mon. noon - Final Form~~

~~Notes at KB -~~

~~List of Names + Scope Numbers~~

Joan-

~~Timmons, Magruder, Malek, Lukie
Mac Gregor, RNC Trailer, Gen Scott-FL
Dole~~

~~Advance Office - Chart of Geneva Capt~~

~~Sen - Re-Elector -~~

~~Frank Leonard - 2377~~

[510 Oral
after 5pm

~~Base - Re-El Com 2334~~

~~Tricia & Julie - Nixon The Man~~

~~Mon 12n Their Hotel Rm~~

~~Codes set up -~~

~~G-ride to see that done.~~

Carol Ann
Codes

~~3 lines for KB so H/g pull up phone +~~

~~Bob has PL to C at Trailer~~

~~PL to Timmons~~

~~PL to Dean~~

~~Signal drop on convention~~

~~G - Open~~

2-2500 / 3000 - Fla. merge ^{PA 8/21} Paul

2-10 in - ~~reconstr~~ crops

~~the deep interests + try to allow
entrances~~

~~Some trading by Alicia King~~

~~local - move in~~

~~Plenty of police~~

~~Good cooperation by locals~~

~~Judge - must report to~~

~~To - so will move~~

~~To - arrest 2:30~~

~~Car - side of / ~~curbs~~ on ~~Meridian~~
for 17th to ~~base~~~~

~~only entrance to ~~conven.~~~~

~~for cars ^{ballot}~~

~~- Wash Ave prevents Demons
so would have to move off ~~Wend~~~~

Rein
Expected

JSM - 9:30

DN 8/20

Hodgson - 4 p on labor plans

Celebs (Everett) - 5p -

Security - JSM to work w/ King to
- modify entire system

Wed - Hardest news day to fill before
P arrives - esp. the grp coming
to Portal at Wed.

- Push the McGovernites are coming

No one briefed Rockefeller

Reagan met w/ P so no brief.

New Group - Documentary on Cones
Film Crew - status

Cassius Clay - decision by FM to
bring him out next wk.

→ Lauren Berry - Cocktail Party +
G → Eleanor Williams Dinner
Fountainbleu - 6:00

→ BT - trouble w/ getting Goldwater on
Tues night + assured pers
called w/ Kilger

G → Gallup re Catholic figures since

8/20

Pat McK

Can see sit where H will
take off + go unannounced
to Convention Hall

① - Need Passes for H, L, + G.

② - H wants to see all the
Miami - 1

News Sum - Copy in H's hotel
p 18 for arrival.

THE WHITE HOUSE
WASHINGTON

Rostian - Chicago
- McGee / Baker

- DN 8/19
- 1 Line - KB to WH Trailers (Aspin)
 - 1 line - KB to Security
 - 1 line - KB to Timmons

Collins - Tickets for Mrs. H.
 Tomorrow report to
 Flight # for Mrs.
 Balds, Balas, hunchons,
 Youth - holded in.

Guinn - on Tickets - Keroloyes
 Badman - as locator - Voloch

C - anybody not vital to P.
 Clear out WH Phones

Ball codes - 1st L - all to Mrs H.

* 16 D at [unclear] - [unclear]

WH Support list memo - FM

L. - Daily Report of impressions
 up to L.
 Address + Room # Seasons So.
 Riets - updated Report - 5001 Collins Ave.

2392
 -2492

Carl MacG - concerned that "P" opposed
↑ to name change.
G → JGM - flak.

G → ~~Kustine to D~~

G → Bailes re Hvery impressed
"simply superb"

Bill Walker - Sched of Events
Tickets
Gala - ~~ough~~

Campaign Comm - Too late, just
by it the way it is any
change will cause unness flap.

212-752-3500 - Marie Giannardi
Eden Roc - ~~Desk~~ an. 6pm.

Frank Naylor - 1701; Vets for Pin68

- Ration

- Schout

Chi - Conrad Helten - Suite 733-734

Advance - Jack Goldsboro - an 8/18

Ration - maybe to Chi

In Hall - 6000; 250 MeG

MeG - definitely on Ther at VFW; ~~Do Used~~
at ~~only~~

HP on Exis

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

TO
H
8/15

MEMORANDUM

August 14, 1972

Nothing
w p

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: T.V. Coverage of Campaign

Pursuant to further development of the concept, I recommend that we hire a full-time television crew for the fall campaign, effective September 1, 1972. In addition, I recommend that we be able to hire crews to cover special events outside Washington, in the key states to distribute material only to the key states.

The team in Washington would provide only film for television statements of key spokesmen (see attached list) supporting the President. The teams in the field would enable us to address key issues in key states immediately. In addition, the use of local film crews in key states could maximize the appearances of surrogates in the field as they are not always fully covered by area TV stations. The result of such a program would be the rapid development of a stock footage library which would provide resources for the following:

1. News excerpts such as we have been doing over the past several months. These would be reaction to current events and coverage of principal surrogates and the President's activities when they are political in nature. These films would be aimed at placement in newscasts in key states...and aimed at issues and voter blocks.
2. Campaign specials, documentary style, which might be placed on the less sophisticated stations, cable TV systems, and used as the basis for....
3. ...issue oriented films which could be shown at party functions and....
4. ...used in film cartridge units for voter and candidate information booths in shopping centers, etc.
5. Film of various leaders and entertainment figures endorsing the President for distribution to regional or state TV stations where such might not be carried by networks.
6. Coverage of surrogate activity for stations, within the area where the activity takes place, who cannot or do not cover the event.

One by-product might be film to be used by the November group in their documentaries or spot commercials.

COSTS:

These estimates are planned to be outside costs, that is assuming the heaviest possible use and programming of TV material within the bounds outlined on page one of this memo. We probably would come in a little under these total costs. The cost figures represent the remainder of the campaign.

FILM TEAM.....MAXIMUM COST 4 man crew \$34,000 based on daily free-lance rate of \$500 per day. The breakdown is as follows:

\$150 per day for cameraman (2 needed) and \$100 per day for soundman/lighting technician-editor (2 needed). These fees represent the usual fees for an 8 hour day with breaks and travel time. In this case, overtime (anything over 8 hours of five days) and doubletime (for 7th day) would be waived by the crew we have contacted.

These crewmen would be hired on a free-lance basis instead of being hired as additional full-time staff personnel doing away with need for benefit obligations both during and after the campaign. The four men we have in mind are top-notch professionals who would be leaving permanent jobs, who have already demonstrated their enthusiasm and desire to take the job, waive the usual overtime benefits and have shown the cooperation needed from a crew under the conditions of the campaign.

EQUIPMENT.....MAXIMUM COST....\$30,600. This is based on a daily rate of \$450 per day, a 68 day contract. This is all first-line, new equipment to handle the job outlined on page one.

PRODUCTION.....MAXIMUM COSTS ESTIMATED \$23,000. This would include raw film/tape, processing of master films.

DUPLICATION AND SHIPPING.....would depend on quotas set, and acceptance of material by stations. It costs around 15 cents per foot for duplication of film. Shipping runs around \$10 per film shipped where urgency is the prime factor, (REA) down to a couple of dollars by Air Mail Special, where time is not that critical.

ADDITIONAL STAFF.....\$15,000 based on the needs to continue the audio output and the increased paperwork for shipping and contacts.

Total cost readout:

TV CREW PERSONNEL.\$ 34,000
TV CREW EQUIPMENT.\$ 30,600
TV PRODUCTION.\$ 23,000
AUDIO STAFF INCREASE\$ 15,000
TV FILM SHIPMENT.ESTIMATE\$ 18,000
TOTAL	<u>\$120,600</u>

It should be remembered that the Presidential and Vice Presidential candidates will totally dominate the television screens by Mid-October at which time the continuation of this program should be seriously re-considered.

ATTACHMENT

KEY SPOKESMEN

Spiro T. Agnew--Vice President

Myles J. Ambrose--Commissioner, Bureau of Customs

John Connally--Chairman, Democrats for Nixon

Melvin Laird--Secretary of Defense

Clark MacGregor--Director, Committee For the Re-election of the President

Ronald Reagan--Governor, California

Nelson Rockefeller--Governor, New York

William P. Rogers--Secretary of State

William Ruckelshaus--Director, Environmental Protection Agency

Donald Rumsfeld--Counselor to the President

Hugh Scott--Senate Minority Leader

Herbert Stein--Council of Economic Advisors

August 11, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Will you get with Magruder and let him know that we are setting up a mechanism to record all public utterances of any of our key spokesmen, i.e., MacGregor, etc., and that we always are sure we get a film taken by our film crew whenever Connally is doing a public appearance. It is frankly unforgivable that we failed to get the film coverage of the Connally Democratic announcement.

Bob would like a specific plan in from Job on how we are going to be doing this by August 16th.

LH:bk

ACTION MEMO

Be sure that we are set to record all public utterances of any of our key spokesmen - MacGregor, etc., and always be sure that we get film taken by our film crew whenever Connally is doing any public appear. It's unforgivable that we failed to get film coverage of the Connally Democratic announcement.

HRH:pm

8/10/72

137

Gordon-- C thought-- we should get Carruthers opinion of the attached-- we--White
House-- should control any filming or tape of the President-- Carruthers will be
with us for all major events and most secondary ones-- let's use the experts we have--
any way we should get Bill's opinion

DN 8/18

~~Dianna - Staffpins R/alex~~

~~Thurs - morn - P → RNC~~

~~RNC passed, need stroke~~

~~Dole, Arms, Evans had meetings~~

~~RNC + RNF C~~

G → E wife
McLaughlin to
tell to Youth 24
Wally Henley
E to decide
Rutz - waffle
Hullin (E) - later

D, N, 8/17

H → Mac G - all under DC
Havent covered CUC yet

Sepson, Milk, Fielding

* Cal - McG - only technically on
Best of 4 parties have ballot
Dems - McG certified
Reps - RN

Under Spoil
Peoples Party
will be

* Peace + Freedom - Ag 26 Convent + ^{will certify Spock + Hobson}
AIP - Holds St Convent Ag 26 +
will certify Schmitz +
Anderson

Milk - need name change of Committee

Gartland - Safire / Sally Cutting Rooms
Set 8/17

cuc L - Petersmeyer - Plane + Rooms
Tom Hart who Plane.

Fielding - Report on Fri - Rt now

PH-5 soft; disorganized; Grps
anticipate members on this wknd

G-possid
PL TAKB

- No buses chartered
- Boston car caravan + Dr/LA
(27 cars). take letter
- 4-5,000 locals
- Officially move into Flamingo Park - Toilets

Voters - Report

G Staff McLaughlin address
Caucus + could do effective
job on War

Price - OK

Tod not in E, etc.

G back to McLaughlin
Cole, Chapin, Bent,
Evans

L. Riets - Report on last wk
Name changes ^{dictate up.} (per (H))
he it at same
Rooms even part
of Poll - OK.

Buchanan - memo
on Advertising
letter

~~G - Daily PA WHITE~~
~~* Recall: Thru Strength~~
~~W/P N [212-752-3500]~~

3 Colox TV's out.

Sony - small

- Kahli - to get new Media
Plan - TG notes

305-674-2273

1512 ^{from} _{Port}

PRESIDENTIAL
CAMPAIGN
HEADQUARTERS ► 1972 REPUBLICAN NATIONAL CONVENTION
Doral on-the-Ocean

* David Mahoney -
4 Tickets for all of
convention
Timmons & Foust -
saw no
Audi Reilly - free VP
of Wells, Rich
3 Tickets for any day
Moe & / Stans / Bailey
reviewer \$ per advertis

Colo - w/t Timmons 3 w/ly
re Caucus
1701 - Jennings Bart
Porter
Dave Berger
Colo - terrible idea for
McLaughlin
E - Mc L bad idea

PRESIDENTIAL
CAMPAIGN
HEADQUARTERS ▶ 1972 REPUBLICAN NATIONAL CONVENTION
Doral on-the-Ocean

Rietz - 929 + 931 of Doral
Page - Timmons Bel
WT off Timmons

674-2375

2212 - Scope Beeper
to YVN.

Medet Rm East -
CP for YVN.

John Clarke - JFK Center cleared
Bob Feeter - Reid 2 memos - yes

Anderson, Stan / Rm 1425
674-2273 WHCA
Mezzanese - Card Room
w/ Timmons

- ~~3 Color Console~~
- ~~any small Sony~~
~~w/ Sun Screen.~~
- ~~18 B.~~
- ~~E in 18 A.~~
- ~~3 phone drops~~
~~still 18 A + 18 B.~~

~~Cole in Es Sweet~~
~~Petersmeyer~~

~~Doral - zoo - Porter's office~~
~~Mediterranean East~~

D 18/15

RNC Rules - ~~Decision Memo~~

Harper - ~~Schedule of flat things - what
expected on TV~~

TUL

~~Documents on Fri - Advise H.~~

~~Mrs. R. rough one~~

~~Hat Camp David.~~

~~Lu at 12 n or so.~~

~~Allentis - 2685 Collins~~

~~Hotel - Apr Mon morning~~

~~Sp Speaking~~

~~Camp Plans -~~

~~Mike Miller - Vic 72 - Sep 26~~

0 n 8/14

~~Black Ads~~

"Celebrities" ~~Center~~ - not youth
Rets - ~~free~~ - dates, terms to Coler
cc of ~~Harper~~ Platform Sched - Bolt

ON 8/9

SP

L.

~~Expand the Summary
to include all issues~~

~~1975~~

~~Total Demos for RA - Conn
to be last review not H.
except if substan change
- Pool & G - UHS~~

PN 8/15

Dems - Black ad - not

1st accep
line - Demos say
your vote in
the bag

McGovern says
not winning
approp up for McK
& his GP
TDRK

Alex - P will not call
Marge Byers of Life

Chapin up tonight

Wed morning - ad Buehins

* -> Chapin's Camp Plan

Des
In car at Corey for L.

CWC - a

memo to Z re plan on getting
friendly

DN 8/3

Pol Programming - TV - advise H weekly

Stars Charter - decision going against

(G) List of Teeter projects.

St plans by polling - FM

all recent H stuff for MacG
- Review w/ L + then to JSM

h into CUC operation

Convention - L.

General Scheduling

G → JSM
Rec'd
7/87

~~RPC Role - JSM + FM definition~~

Memo for Haig on Wallace

Who seen - Conn

Bent's role

Role at platform if any

- ongoing liaison man

Teeter Projects

Teeter
7/31

General Briefing - Mon. - delay? ↓
Hypothetical Schedules - Mon-
Jewish Analysis

Garrison:

Econ + Social Change
VN, Defense + Amnesty
Abortion + Pot

memos

Roll Panel on Switching.

Riesner - No projects pending

John

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

July 28, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

TO GORDON STRACHAN *G*

SUBJECT:

Wave II Campaign Surveys

Bob asked me to give this polling material for use by you and Parker in schedule planning. You should also know that Teeter has been asked to prepare recommendations based on his subjective political judgment of the best hypothetical schedules for the President, Vice President and First Family.

*When is he to have this
in by ???
N.A.*

DN 8/3

~~Geo Gorton
Ange Miller
Lee Jablonski
Ken Smith
Tom Davis
Anapela Itanis~~

~~Youth at 1701 to cheer 2nd Camp Song~~
Dent

~~AIP nomin Schmidt + "Honorary" nomin
for GW. 2 maybe best if GW need~~

~~① Balloting begins at 2 p~~

~~Imp. pol. cand's need P picture - esp.
Jesse Helms - 2nd only to Pell seat
best opportunity for us.~~

~~② Henley request → Parler, "no chance"
must re-consider.~~

~~G → H pay day for stragglers + if H
says no, then must get Jesse Helms~~

Timmons list - none Secy's ^{pn 8/8}
Chapin - probs
- Planes - leaving + people
in m/B

Bailey - 5% - OK - info on Bern Ads - see Conn
on Ham. - H to see after shown to Conn.

9:15 mtg daily - Failer / Howard - Center ^{on 8/7}
Where PJB involved?

CM - prepare 20 mins to attend
the G white paper - CUC
↓
pushing back "for P"

Comp Structure of WH not
correct, no correct meshing
G for H! - list of

E convinced P, H to assume attack
operation.

DN 7/20

~~San Diego Kill off~~ - all paper,
G → DC G raise w/H. who on/off,
7/20 - per Chapin, who received
implication that no definite start of camp.
Definitely are not! → JSM

Per L
Round - Chapin call

Chotiner - plan on spending - all the...

Convention - Using - Total Contingent
Waller - overall Hong Plan
w/+ w/o family.

Bill Timmons - Bill Henkel.

Teeter → Chapin + Parker.
- Medicine not rosy picture
- Emphasize areas
Sep Briefing on Issues + Image for DC list
Copies of July/Tu Camp Update
to PJB.

Don't mention
on a plan for
H. review

Henkel re O'Hara - L call + confirm

5p.

L memo to ~~G~~ on Pol Mats.

DN 8/4

E / Cook dispute over Pocket Vets

G → H a/ alter Plan fr/BT +
note concept of no delegation.

Calvi Briefing on Camp - where/when

G check H who Jimmy ^{on 8/3}
Stewart to be voice
on M

JSM - Isaac article - all
fundraiser, etc. No
pol direct mail to our
knowledge + may
not even have a
telephone call over.

Hocens L - cc of MeG "white paper"
Ben Rogers -

Pur shortage in Miami during Convention

7/19

Dean - RAC Security -
- Don Kendall

Cashen - ~~not~~ on plan on how to move
ahead

Malek - RAC Del %.

Sedam - Update Wal Chart.

No Direct Mail

Dean

Malek

DN 7/29

Telephones

need to work together

→ 2 phone programs -
Hostess - Huter - volunteers
Brutans - paid system
Pull
7 driver to do it

Materials distribution system

\$350,000 - St order system

Ruben Donnelly

Service poor - Sts up
in arms.

Now Grp Screen Up -

John Freeman

analysis by Aed.

- Women
- Older Folks ←
- Budget

Daily - make ~~montage~~ - type ^{H.} 7/28
Coke commercial for #2
- Check cans on CUL congregation
on when finished

Stars + stripes

Word all up + do all at
Convention

- Testy all 4 at corner
+ use

1 4 stars 2/4 time
Jelly whopper as a
camp song

Check Who we own all performers +
other rights

- 78 - close to Take me along
"Nixon's the Ope"

Presid -
Tradition -
Fiddler on Roof

Type of tune to need
must be simple, in
public domain so people
know it.

Don't yet have good hot song like
Pepsi song (hot) & Coke
song (cool, gd entertainment).

Garment - ~~Wester~~ Tues ^{D N 7/27} Jaldi

Book - needs pictures of China
trip.

~~Slevens 2:30~~

DN 7/24

~~Garment~~ / John Andrews
NY Polling Data - esp Ted Herts
News Summary - objective? + no Mans Am.
Gen'l Vets warning message.
Greenview H comments on DC Corruption
Memo H → CWC on Media

Monitoring

Dent - G W report

Shanpou - Lullash

Review/H. - Post article - Mac G on Sept Kill Off

Pat McKee - China cup

E - Mon / T. L. mty - Jana

- Jana - where JM attends. *

DN 7/22

George's \$200 per ~~me~~ in case - K, L, Collins
- 200 in fy \rightarrow Mrs. Collins; Balance - 800.

Dent - GW will run on SP - AIP will nomin at
their AIP Conven as 3-5 - aka GW will accept.

Media Monitoring Reports on file &
avail - JCC - Cal.

P Est Plan - Dean
Orange County Fundraiser - Sandy Lam
- Ken Talridge

B \rightarrow H re Del's -

Sinatra - H note - what FU?
to cover AIP.

Dean - Telethen

\rightarrow Distribution of Materials - change
cover of booklet.

May - Tal Paper - & Lonn's states
R/ Cal - for Gen.

National YR - ~~Platform~~ Hearings closed
by Cong Rhodes? Thu - Sat. DN 7/20

~~Gallop~~

Benham - Fri - 10³⁰ - ~~ly~~ car on W Exec.

Daily - "Media Plan" + Philosophy
Crapin working on P's + Gil's
camp plan. → strategy for RYS - 40TV
40 Radio

Cole - Younger people - ~~Riets~~ Sheppard F Harper - Chair
Fairbanks, | Drugs, Bus,
Aarson | Enrichen