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5	43	10/27/1969	<input type="checkbox"/>	Domestic Policy	Memo	From Nofziger to Dent RE: Middle America. 2 pgs.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 27, 1969

DETERMINED TO BE AN

ADMINISTRATIVE MARKING

E.O. 12065, Section 3-102

By CRJ NARS, Date 3/10/81

TO: HARRY DENT

FROM: LYN NOFZIGER

SUBJECT: MIDDLE AMERICA

Harry:

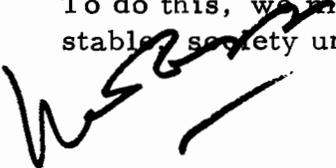
After having read Baroody's proposal, about all I'm convinced of is that it would be damned expensive and that nobody would give a damn. It seems to me that state by state polls properly taken and properly analyzed could give us what we seek in finding out what Middle America thinks. (Frankly, I think we already know.)

The key to the hearts of the Middle Americans is only partly in what we do. The main thing is in the way we present it. I think we have to position the President and the Republican Party in such a way that the Middle American thinks we're on his side.

At the same time, we have to position the Democrats as tools of the special interests -- in this case the militant minorities, the militant poor, the militant students and intellectuals -- all those who seek to disrupt the mainstream of American life. As the Democratic Party -- the Kennedys, Harrises, McGovern, et al, move leftward, we should push them farther and farther that way and widen the gap between them and us. At the same time we have to keep the gap between us and the Wallace-Far Right Group.

We -- the Administration -- must become a part of and spokesman for Middle America.

To do this, we must remember that Middle America is basically for a stable society under which things gradually get better.



*Middle America*

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E.O. 12065, Section 3-102

By CRJ NARS, Date 3/10/81

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BY \_\_\_\_\_

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CONFIDENTIAL E.O. 12958

BY *Ray* DATE 3/10/81

He is against whatever threatens that society and that trend. And he votes against it, whether it be the left or the right. He'll vote against Democrats if he thinks they are letting minorities threaten his job. Likewise he'll vote against Republicans if he thinks we are letting big business threaten his income.

He votes against probably more than he votes for.

It is our job then, to make sure he has more to vote against with the Democrats than with the Republicans.