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3	75	10/8/1970	<input type="checkbox"/>	Campaign	Memo	From Jim Allison, Jr., to Rogers C.B. Morton, John Tower, Lee Nunn, Dent, and Chotiner RE: thoughts on the U.S. Senate race in Vermont. 3 pgs.

Republican
National
Committee.

Jim Allison, Jr., Deputy Chairman

October 8, 1970

MEMORANDUM TO: Chairman Rogers C.B. Morton
Honorable John Tower
Lee Nunn
Harry Dent
Murray Chotiner

FROM: Jim Allison, Jr.

SUBJECT: U.S. Senate - 1970 - Vermont

I. General

Lee Nunn and I went to Vermont, October 1 and 2, to meet with Senator Prouty and his campaign staff. This state by all rights should stay in the Republican column but my personal opinion now is that we're losing the seat. Senator Prouty didn't begin to organize his effort until mid-July and only last weekend started campaigning himself. A timid man by nature, he is scared of his opponent and will tend to react to everything former Governor Hoff says. Additionally, the working Vermont press feels "snubbed" by Prouty and has been charmed by Hoff. Add to this the fact that Governor Deane Davis is running behind in his re-election bid and we have a very loseable situation. In my opinion the only possible way to pull this one off is for the President to visit Vermont the last 10 days. His popularity has consistently stayed above 70% and is our one hope.

II. Evaluation

A. Organization - the Party organization is only fair and most of the staff's time is devoted to the Governor's race. Senator Prouty needs to campaign away from the Governor as much as possible, thus, needs a separate organization. He has a fair one now working, under the direction of Frank Dion, a dedicated but inexperienced manager. In spite of the late start, however, Dion has recruited an able group of five volunteer area coordinators who are spending full-time on the campaign. They are working

on voter identification and we stressed the priority of this project as Vermont suffers the same apathy as exists nationwide. Additionally, these coordinators are collecting mailing lists of veterans and sportsmen groups, both of which are sympathetic to Prouty. By October 10, there will be 220 Prouty Chairmen for the 251 Vermont townships. These chairmen will identify Prouty voters by telephone and door-to-door canvassing, and distribute literature.

One of the area coordinators, State Senator-elect John Alden, is very popular and since he is unopposed, will lead the anti-Hoff attack, pointing out the latter's deficit-spending record as Governor, his left-wing associations (Duffey and Galbraith) and the tremendous out-of-state effort to elect him (\$166,000 to date plus Vermont appearances by Bayh, McGovern, Gravel, Hughes and Eagleton). He's also organizing the sportsmen as Hoff has favored gun registration and there are more than 100,000 licensed hunters in Vermont (only 187,000 registered voters).

Both the Senator's Washington office and his in-state Representative, Arthur Dufresne, have performed poorly for the Senator. His newsletter has come out less frequently, press releases on his legislative record (which is impressive) often are not put out, and in-state media relations are the worst I've seen. Dufresne, who has represented the Senator eight years, has assisted little with the organization and, in fact, gets in the way.

Senator Aiken is uncooperative. He recently spoke at a Prouty testimonial dinner and didn't even mention the Senator. Additionally, he has publically stated that he would have no difficulty working with a Democrat Senator.

One good organizational assist has come from the College Young Republican Federation which has sent three young men to Vermont to help.

B. Finance - one of the lesser problems. All but \$30,000 of the \$130,000 budget is raised. \$50,000 is allocated for media (\$40,000 for television). With a little outside help, the money will be raised. Unfortunately, only a minute part of the funds have come from within the state.

C. Media Plan - generally good. Bob Goodman is creating the television. We watched some of the spots and those we saw were good. This is the best part of the campaign. All the material is 20, 30 or 60-second spots. Radio is also being used.

D. Research - the last poll showed Prouty and Hoff at 45% each with 10% undecided. It showed Governor Davis losing 60% to 40%. The next poll is due October 12.

The Hoff research is fairly complete. The problem has been to get Prouty to attack Hoff. However, he indicated to Lee Nunn and I that he would try to get on the offense. But he'll have to be pushed.

E. Use of the Candidate - there wasn't any until October 1st. Now, however, he will visit each of the 14 counties and campaign.

His greatest asset is Mrs. Prouty. She has been campaigning since Labor Day and the people love her. She is the inspiration to the Prouty organization and has been trying to cultivate some of the press corps.

Bob Finch made a successful appearance in Vermont last month and Al Capp was there (for the ticket) in early October. Senator Baker will appear for Prouty.

F. Opposition - Hoff is tough. He is young, attractive and articulate. He has received more outside money than any Democrat opponent we've got. They've reported \$80,000 from Labor and \$25,000 each from McGovern, the Committee for an Effective Congress and the Council for a More Livable World. He's challenging Prouty to debates and has a heavy appearance schedule. His rumored drinking problem is not well-known to the public and it will be hard to expose.

III. Recommendations

A. President Nixon to appear around October 25th. They'd like an airport rally and a lunch at the College Field House in Burlington.

B. Some financial support.

C. Insistence on taking the offense against Hoff.

JA/jof