

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> |
|-------------------|----------------------|----------------------|-------------------------------------|-----------------|----------------------|---|
| 6 | 57 | 10/19/1970 | <input type="checkbox"/> | Campaign | Memo | Copy of a memo from Dent to Brown RE: Republican campaigning in Nevada. Handwritten notes on original added by unknown. 1 pg. |
| 6 | 57 | | <input checked="" type="checkbox"/> | Domestic Policy | Memo | Document discussing campaigning in the American Southwest. 1 pg. |
| 6 | 57 | 10/16/1970 | <input type="checkbox"/> | Campaign | Memo | Copy of a memo from Dent to Brown RE: Morton. Handwritten notes on original added by unknown. 1 pg. |
| 6 | 57 | 10/12/1970 | <input type="checkbox"/> | Campaign | Memo | From Dent to Brown RE: Nelson Gross and Governor Cahill. 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> |
|-------------------|----------------------|----------------------|-------------------------------------|----------------|----------------------|--|
| 6 | 57 | 10/3/1970 | <input type="checkbox"/> | Campaign | Memo | From Brown to Dent RE: busing in the 1970 elections. 1 pg. |
| 6 | 57 | 9/10/1970 | <input type="checkbox"/> | Campaign | Memo | From Haldeman to Chotiner and Dent RE: RN's views on busing. 1 pg. |
| 6 | 57 | | <input checked="" type="checkbox"/> | Campaign | Memo | Document analyzing "The Ethnic Vote in the 1970 and 1972 Elections." 2 pgs. |
| 6 | 57 | 10/14/1970 | <input type="checkbox"/> | Campaign | Memo | From Haldeman to Colson RE: use of advertisements in the 1970 campaign. Handwritten note added by unknown. 1 pg. |
| 6 | 57 | 10/13/1970 | <input type="checkbox"/> | Campaign | Memo | From Colson to Haldeman RE: Teamster support for George Bush. 1 pg. |

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Memo P841

Dent

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12066, Section 6-102

By *Emp* ~~_____~~, date *1-22-81*

CONFIDENTIAL

October 19, 1970

TO: John Brown

FROM: Harry Dent *HED*

The suggestion that a special card be made up showing the Republican trend in recent years in Nevada as a tool in fund raising was accepted by the campaign and, I am advised, implemented through the Governor's office.

The campaign is putting every bit of money they can spare into organizational activities in Las Vegas and Reno. In Clark County (Las Vegas), the "neighbors" program is being put into operation by Allan Peterson, who conducted similar programs in 1968 for the Presidential campaign.

*All the info I have is
that Peterson is the
program and a disaster!
Whose money are they
using?*

Re: The Southwest and Campaign Priorities

In light of the encouraging primary turnout in Nevada, the good poll results in New Mexico (one taken for an Albuquerque TV station by a guy who has never missed shows Carter tied with Montoya statewide and ahead in the pivotal Albuquerque area) and the generally good situation in Utah, control of the Senate this year may well depend on the results of these three Southwestern races.

If indeed, the Sun Belt phenomenon is making these areas more and more like Arizona and Southern California, then this November should see a continuation of the 1960-1968 trend which pushed the Democratic vote down from 50% to 40% in New Mexico and 51% to 39% - the largest drop in the Rockies - in Nevada. It could very well happen that all three doubtful races - Utah, New Mexico and Nevada - resolve themselves in favor of the GOP.

Because three seats are potentially involved, this area should be the locale of a presidential tour - a visit combining stops in all three states, with one a major address stop. If such a plan is adopted, a good speech topic would be the Southwest as Tomorrowland, the place where unprecedented technology plus the old frontier spirit are creating a new way of life and beckoning the adventurous from all over the nation (i.e., flattery of the mobile middle-class influx that is the backbone of the GOP trend.)

These races should be fully financed, especially viz efforts to get out the ^{vote} in GOP strongholds. Money should not be taken from these races for the special situation pipe dreams in Maine, Mass., Michigan and Minnesota. Humphrey, Muskie and Kennedy are better hatched with tough campaign material and not Harry Treleaven-style ideologically-castrated fanfare.

THE WHITE HOUSE
WASHINGTON

October 16, 1970

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Emp NARS, Date 1-22-81

~~CONFIDENTIAL~~

Dent

H

TO: JOHN BROWN

FROM: HARRY DENT *HSD*

With regard to Morton and the request that he challenge the Democrats to either embrace or repudiate Galbraith, Morton and his people are frank to say that they are only going so far on this. They say that Morton has been referring to Democrat extremists in his speeches around the country but that this has not been getting too much attention. He resents being pushed on points such as this because he feels that he is one who has run and been elected and that none of us has ever run or been elected. Furthermore, he is not the combative type and generally speaking refuses to undertake these roles we assign to him.

He is particularly put out with the WH staff at the present time---all of us. These are the reports I get from his staff people and the attitude which he reflects.

I sent him a clipping from the President's Daily News Summary showing that O'Brien does the combative role well and that Morton does not.

On the question of the CBS fairness doctrine matter, this is now on the way to the courts. Morton hesitates to be critical of CBS at this time while he is negotiating for time and the price on the October 30 telecast. However, they claim to have fought the battle well and to be winning at this stage of the game. They got a letter from Colson two days ago encouraging more criticism of CBS, but they now feel that their moratorium is proper until the TV time is nailed down for October 30.

*Tell him
RN has
done
rather
well in
this regard
& that
any guidance
I ever
give him
comes directly
from RN.*

Why?

*we've had
cancelled it
so he can
hit them.*

*Eliminate that
issue - what's the
new one?*

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By eme NARS, Date 1-22-81

THE WHITE HOUSE
WASHINGTON



~~CONFIDENTIAL~~

October 12, 1970

TO: John Brown
FROM: Harry Dent *ASD*
SUBJECT: Cahill aid to Nelson Gross.
Action Memo P-813

Nelson Gross and his campaign team are seldom satisfied with anything, but they have no complaint against Governor Cahill. He has responded to their every request in a way which they feel is fully adequate. They plan to use him more and more as the campaign progresses, but, frankly, they feel the Governor's popularity isn't what it might be and they are a little skittish.

There is some grumbling within Party ranks because the Governor has not taken care of the patronage pledges he made during the campaign the way he said he would. Some of these pledges were made by the then-Campaign Manager, Nelson Gross, and non-delivery on the promises is hurting both Gross and Cahill now. This is not a problem of major proportion, but it is a factor in the utilization of the Governor.

Legislatively, the Governor has pushed two bills through at Nelson's prodding, which improved pensions for police and firemen. Nelson got credit with both groups.

Financially, the Governor has taken on a special fund drive, which is separate from the regular State Finance Committee effort.

The Governor has also agreed to do whatever personal campaigning he can and has delivered very well so far on all requests.

The patronage problem with some County Chairmen and Nelson's personal credibility gap are both hurting.

October 3, 1970

MEMORANDUM FOR:

HARRY DENT

In your response to the attached memo from Mr. Haldeman you did not indicate what is being done to force the opponents to take a position for or against the busing issue. In addition, would you let us know what is being done in an effort to work out a way of getting letters written to each of our opponents from an editor or local group asking for their position on busing and some of the other currently pseudo popular issues.

Thank you.

JOHN R. BROWN III

187
September 10, 1970

MEMORANDUM FOR: MR. CHOTINER
MR. DENT

The President feels that it is imperative that all of our candidates, particularly the Senate candidates, put their opponents on the spot regarding busing. He feels that each candidate should hit his opponent on this and force them to take a position for or against - he'll lose either way.

Also, we should work out a way of getting letters written to each of our opponents from an editor or a local group or something like that, asking for their position on busing and maybe on some of the other currently psuedo popular issues.

H. R. HALDEMAN

HRH:cg

Re: The Ethnic Vote in the 1970 and 1972 Elections

Needless to say, the ethnic vote can be of prime importance in Connecticut, New York, New Jersey, Pennsylvania, Ohio, Illinois, Indiana and Michigan.

Three approaches seems desirable:

1) Positive programming: a steady flow of Rosow Report-type blue-collar items could be usefully announced; the Day Care bill now about to receive serious congressional consideration is one of the few proposals moving along that could be pitched as a blue-collar, lower-middle class item. The Vice President should make a whole series of carefully researched proposals of positive Middle American-type programs. Not only would this be a productive effort, but it would also lend stature to his negative attacks.

2) Parochial school aid: this, it seems to me, is the most strategically vital aspect. A case drawing into question the constitutionality of a Pennsylvania parochial school aid law will be coming before the Supreme Court next month - Lemon v. Kurtzman. It is crucial that the Justice Department become amicus (with suitable press fanfare and projections of Administration parochial school sustenance).

The opportunity is tremendous. Virtually all of the nation's major ethnic organizations have come together in an unprecedented manner as amici in the Lemon case, claiming that "the meaningful enjoyment of fundamental liberty is plainly at stake in this litigation." Attachment A lists these groups. The Pennsylvania AFL-CIO also supports the schools, so this is another chance for a labor tie-in.

Lastly, Attachment B shows the number of non-public school children in the nation's major metropolitan areas and cities. Their parents are the principal legions of the traditionally Democratic but increasingly conservative "Middle American" swing vote. Picking up this group would sew up N.J., Penna., Ohio, Ill., Mich. and the 1972 election.

3) Ethnic-Nationalities Conference: The Republican National Committee is going to have its nationalities meeting about Oct 1-2. Because this is a partisan meeting, the increasingly sympathetic clergy have turned it down. The meeting should be broadened into an American heritage one sponsored by a "non-partisan" arm of the White House so that the clergy will attend. If this decision is made, then both the President and the Vice-President should attend, make statements reaffirming the need for new concern and attention to the forgotten "ethnic" American. The unions will love this, too. They are now calling for "ethnic power". The topper should be the announcement while the ethnic group is meeting that to support this precious heritage, this essential diversity, the Administration is joining hands with the ethnic, labor and education groups as amicus in the Lemon case. The timing of the Lemon case is perfect as a launching pad for this whole new thrust.

TABLE 2
 PERCENTAGES OF ELEMENTARY SCHOOL PUPILS ENROLLED IN
 NONPUBLIC SCHOOLS IN 30 PRINCIPAL SMSAs IN 1960

| SMSA | Percent | Population (000) |
|-----------------------------|---------|---------------------|
| New York-Newark-Jersey City | 28 | 14,759 |
| Chicago-Gary | 32 | 6,794 |
| Los Angeles-Long Beach | 13 | 6,039 |
| Philadelphia | 34 | 4,343 |
| Detroit | 21 | 3,762 |
| San Francisco-Oakland | 13 | 2,649 |
| Boston | 23 | 2,595 |
| Pittsburgh | 29 | 2,405 |
| St. Louis | 29 | 2,105 |
| Washington | 18 | 2,002 |
| <i>Top Ten</i> | 25 | 47,400 |

| SMSA | Percent | Population | SMSA | Percent | Population |
|--------------------------|---------|------------|----------------------|---------|------------|
| Cleveland | 29 | 1,904 | Indianapolis | 16 | 917 |
| Baltimore | 20 | 1,727 | New Orleans | 33 | 907 |
| Minneapolis- St. Paul | 27 | 1,482 | Portland, Ore. | 12 | 822 |
| Buffalo | 30 | 1,307 | Providence | 30 | 821 |
| Cincinnati | 33 | 1,268 | San Ber- nardino, | | |
| Houston | 9 | 1,203 | California | 9 | 810 |
| Milwaukee | 37 | 1,233 | Tampa-St. | | |
| Kansas City | 16 | 1,093 | Petersburg | 7 | 772 |
| Dallas | 7 | 1,083 | | | |
| San Diego | 9 | 1,033 | <i>Next Twenty</i> | 19 | 22,300 |
| Seattle | 11 | 1,017 | | | |
| Atlanta | 5 | 1,017 | <i>Total, USA</i> | 15 | 180,000 |
| Miami | 11 | 935 | | | |
| Denver | 13 | 929 | | | |

Table 3 is taken from an article by Erickson and Greeley, and shows the metropolitan areas with more than 30 per cent of elementary school pupils enrolled in nonpublic schools. Four of the first 15 are in the state of Wisconsin, where parochial schools have been especially strong, due

October 14, 1970

Brown
A top
Preedy

MEMORANDUM FOR : MR. COLSON

We've got to get moving on our ads or they are not going to do any good. You should work with Murray on channeling some of our support money in to buying these ads. You should also work with Dent in his states.

It's especially important that we hit Moss on his voting record and help Burton make that issue since Burton apparently is not getting through at all. Newspaper ads should be especially effective in Utah.

H. R. HALDEMAN

HRH:pm

THE WHITE HOUSE

WASHINGTON

October 13, 1970

MEMORANDUM FOR H. R. HALDEMAN

"Duster" Miller, who heads the Southern Region for the Teamsters, is actively backing George Bush with money and political support.


Charles W. Colson

cc: Harry Dent
George Bell