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## Committee for the Re-election of the President

MEMORANDUM

May 10, 1972

CONFIDENTIAL

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 ADMINISTRATIVE MARKING  
 E.O. 12065, Section 6-102  
 By EP, Date 2-17-82

MEMORANDUM FOR: Jeb S. Magruder

FROM: DeVan L. Shumway 

The press section continued its efforts to encourage and elicit support for the President's Vietnam actions on three fronts -- the audio video operation, through state public relations personnel, and through press releases issued from the campaign headquarters.

Although we continued to encourage telegrams to the President, our thrust shifted slightly toward getting out the message over radio and television that there is a groundswell of public support. Each of our thirty press directors was contacted again Tuesday and asked to do some creative scheduling in terms of getting their local Republican leadership on the broadcast media and to initiate letters to the editors of local newspapers.

With some assistance from the Republican National Committee in terms of manpower we were able to distribute more audio cuts than in any previous day -- twenty-four. We had excellent pick-up from the national to the local level, specifically by ABC, CBS, UPI Audio and Metromedia. The audio cuts, all endorsing the President, included Mr. Mitchell, Senator James Buckley, Senator Hugh Scott, Senator Robert Taft, Senator Strom Thurmond, Senator Bill Brock, Senator Robert Dole, Congressman Richard Ichord (a Democrat who volunteered to speak in favor of the President) and Congressman Jack Kemp.

We distributed press statements from Mr. Mitchell, Chairman Dale, Senator Dole, Secretary Petersen, Secretary Volpe and Donald Rumsfeld in Washington, D.C., and arranged for statements from local officials, some of which are attached. Governor Ogilvie of Illinois issued a statement and Governor Love of Colorado held a press conference.

One sidelight of our efforts, particularly in the audio area, is that a number of radio and television stations around the country

are doing surveys of support for the President in his Vietnam actions. For example, KFOR in Lincoln, Nebraska, found a ratio of four to one favorable; an Indianapolis station found 38 for to 2 against; the Chicago Tribune found about an half and half ratio; and WMAQ Radio in Chicago found a fifteen to one ratio in support. Western Union in Florida kept a tally of telegrams and said ninety percent were favorable.

Our talks with our local public affairs people gave an indication of one of the problems which we had on the night the President delivered his speech. Many of them reported Western Union delays ranging from three to five or six hours.

We are also picking up some reports of demonstrations; however they appear to be somewhat minimal at this stage.

As reported yesterday, the California effort came off well. Governor Reagan did issue a statement (which is enclosed) and press conferences were held in the major cities by key political figures. Anne Armstrong did some talk shows in Los Angeles and appeared on the noon news. The presidents of the student bodies at USC and San Francisco State College are being placed on radio and television talk shows in an effort to show the backing of the student segment of society. Mayor Pete Wilson of San Diego issued a statement and appeared on television in our behalf.

We made an effort to give speech inserts generated from our apparatus to our surrogates.

I am enclosing a number of editorials, one of which will be in today's edition of Mr. Dale's newspaper, the Cincinnati Enquirer. I am also enclosing a press release issued from this office showing that a number of young voters support the President. It will be mailed to all college newspapers around the country.

Enclosures