

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>
12	3	8/17/1971	<input type="checkbox"/>	Economy	Memo	From Gordon Strachan to Haldeman. RE: National Citizens Committee/Revenue Sharing-\$25,000. 1 pg.
12	3	8/17/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: White House Support List, and subsequent usage of that list for financial solicitation. 1 pg.
12	3	8/11/1971	<input type="checkbox"/>	Campaign	Memo	From Larry Higby and Gordon Strachan to Haldeman. RE: Republican Party Poll, and what it says about how Republicans favor President Nixon. Attached are suggested questions for the poll. 4 pgs.
12	3	8/6/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The question of why the Gallup release for Monday concerning which party would be more likely to keep America out of a 3rd World War, has not be received. 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>
12	3	8/6/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: McWhorter Report on RNC Denver Meeting with 51 GOP State Chairmen. 7 pgs.
12	3	8/6/1971	<input type="checkbox"/>	Campaign	Memo	From Larry Higby and Gordon Strachan to Haldeman. RE: The Republican Party Poll to be taken by Republican State Chairmen and members of the National Committee. 4 pgs.
12	3	8/5/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The Presidential Letters to Chairmen and Vice Chairmen of the RNC Convention Committees. 1 pg.
12	3	8/4/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Magruder's upcoming projects upon his return from vacation on Monday, August 9. 1 pg.
12	3	8/2/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The meeting between the Attorney General and Magruder. They discussed the Campaign Task Force proposals. 1 pg.

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12	3	8/2/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The interview process to select a Campaign Advertising Director. 1 pg.
12	3	8/3/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Polling information for the Citizens for the Re-election of the President. 3 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 233

Folder: G. Strachan-Chron to HRH only August 1971

<u>Document</u>	<u>Disposition</u>
205	Retain Open
206	Retain Open
207	Return Private/Political Memo Strachan to HRH 8/17/71
208	Retain Open
209	Retain Open
210	Return Private/Political Memo Strachan to HRH 8/17/71
211	Retain Open
212	Retain Open
213	Retain Open
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220	Return Private/Political Memo Higby / Strachan to HRH 8/11/71
221	Retain Open
222	Retain Open
223	Return Private/Political Memo Strachan to HRH 8/6/71
224	Return Private/Political Memo Strachan to HRH 8/6/71
225	Return Private/Political Memo Higby / Strachan to HRH 8/6/71
226	Retain Open
227	Return Private/Political Memo Strachan to HRH 8/5/71
228	Return Private/Political Memo Strachan to HRH 8/4/71

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 233

229	Retain	Open	
230	Retain	Open	
231	Retain	Open	
232	Retain	Open	
233	Retain	Close	Invasion of Privacy Memo Strachan to HRH 8/3/71
234	Return	Private/Political Memo	Strachan to HRH 8/2/71
235	Retain	Open	
236	Return	Private/Political Memo	Strachan to HRH 8/2/71
237	Retain	Open	
238	Return	Private/Political Memo	Strachan to HRH 8/3/71

Administratively Confidential

August 17, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

National Citizens Committee/
Revenue Sharing - \$25,000

Cliff Miller was in Washington last Friday, August 13. I asked him about the \$25,000 that you authorized through Bob Finch for the National Citizens Committee for Revenue Sharing. You may recall that there was some discussion about possible repayment. In fact, Finch said he "would make a personal commitment to repay". You scoffed at the suggestion, expressed your disagreement with the decision, and discounted any possibility of repayment.

Cliff Miller confirmed that there is absolutely no chance of repayment.

GS:lm

Administratively Confidential

August 17, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

White House Support List

Five-hundred thousand people have written to the President in support of his various programs over the last two and one-half years. Possible use of this list for financial solicitation has been raised before. No decision other than "postpone for now" has been made.

Lee Nunn and Hugh Sloan are particularly anxious to try a second financial mailing aimed at the 500,000 on this White House support list. Their interest has increased since the modest return (\$72,000) from the 32,500 recipient initial mailings by Citizens.

Jeremiah Milbank and State Republican Party people would be quite upset if this White House support mailing occurred before the November 9 dinner. However, in light of the 20% per year attrition rate of mailing lists, a test mailing should be made before the truly effective mailing in February 1972, when arguably the President may have to declare his candidacy. Therefore, the best timing for the preliminary test mailing should be in the middle of November 1971 in order to shake down the list during the two months during which the money flows.

Lee Nunn has approached the Attorney General about the project and timing and has tentative approval. The Attorney General is really deferring to you in terms of control of use of this Presidential support list.

Kalmbach is anxious for the financial benefits but not particularly interested in mail solicitation of funds.

Maurice Stans has no comment on use of the list.

Recommendation:

That the 500,000 White House list be reviewed and a specific mailing fund solicitation program be prepared by Lee Nunn and Hugh Sloan.

Approve _____ Disapprove _____ Comment _____

GS:lm

Administratively Confidential

August 11, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

L. HIGBY
GORDON STRACHAN

SUBJECT:

Republican Party Poll

The purpose of an ORC conducted poll among Republican State Chairmen and members of the Republican National Committee is to develop a press release with headlines indicating that Republican Party professionals favor President Nixon. This would be a direct response to the recently conducted Gallup poll among the Democratic Party leaders. A check by Chapin indicates that Gallup does not plan to conduct a similar poll among Republican Party professionals. Similarly, Harris is not planning to conduct such a poll. The use of open ended questions should result in quotations that will be useful throughout the release.

Only the State Chairmen and members of the Republican National Committee of the 48 contiguous states would be contacted as the timing and cost of telephone calls to Hawaii and Alaska are substantial. It would cost \$200 to add Hawaii and Alaska. For similar reasons, Puerto Rico and Guam have been excluded.

A telephone interview poll of 25 questions of which 5 questions are open ended would cost \$4200. The cost is so substantial because attempts to reach the individuals could be very time consuming. ORC recommends against calling Republican State Committee members because the addition of a sample of 200 County Chairmen would add approximately \$3,000 to the \$4200 cost of the poll.

Tom Evans has been informed that he would not be required to pay for this poll but would be asked to send a letter to the Republican State Chairmen and members of the National Committee, advising them of the legitimacy of the ORC poll and urging their cooperation.

Suggested questions are attached.

Recommendations:

1) That ORC begin conducting the \$4200 telephone poll of Republican State Chairmen and National Committeemen.

Approve _____ Disapprove _____

Comment _____

2) That Republican State Committeemen not be interviewed because of the high cost.

Approve _____ Disapprove _____

Comment _____

GS:lm

SUGGESTED QUESTIONS

1. Do you approve or disapprove of the way Richard Nixon is handling his job as President?
2. Do you approve or disapprove of the way Spiro Agnew is handling his job as Vice President?
3. Do you approve or disapprove of the President's handling of foreign policy?
4. Do you approve or disapprove of the President's initiatives in the domestic policy area?
5. Do you personally believe that it is a good thing that President Nixon has decided to visit the Peoples Republic of China, or isn't it?
6. As you see it, what are some of the good and bad things about President Nixon visiting with Chinese officials in Peking?
 - A. What are some of the good things about it?
 - B. Now what are some of the bad things about such a visit?
7. Why do you think President Nixon is capable of conducting negotiations and relations with Communist China?
8. It has been suggested that 3% of the money which Washington collects in Federal income tax be returned to the states and local governments to be used by these states and local governments as they see fit. Do you favor or oppose this idea?

	<u>Favor</u>	<u>Oppose</u>	<u>No Opinion</u>
G-Jan 9-10, 1971	77%	14%	9%

9. Do you think President Nixon has strengthened or weakened the Republican Party during his 2 1/2 years in office?
10. Which of the following issues do you think will be the strongest for the President in your state -- Vietnam, crime prevention, drug abuse action, or the economy?

11. Why do you think foreign policy issues will be strong for the President?
12. Do you consider the Republican Party unified behind the President or will he face serious challenges in the primaries?
13. Would any of the three leading Democratic contenders -- Muskie, Kennedy and Humphrey -- defeat President Nixon in your state if the election were held today?
14. Do you believe that President Nixon will win your state in the 1972 election?
15. Do you feel that the Republican Party's financial situation is stronger or weaker now than it was in 1968?
16. Do you believe that the Democrats will be able to retire their \$9 million debt before November 1972 or don't you?
17. Do you believe that the President's campaigning in your state on behalf of lesser candidates is helpful or isn't it?
18. Do you approve or disapprove of President Nixon's decision to work closely with Governors Reagan and Rockefeller?
19. Do you believe that President Nixon's foreign policy initiatives will assure a "full generation of peace" or don't you?
20. Do you believe the President's decision to travel to China will help or hurt his chances to obtain the "youth vote"?
21. Which of the Democratic contenders -- Muskie, Kennedy, Humphrey, Jackson and Bayh -- is most popular in your state?
22. Why do you believe _____ will be chosen by the Democrats?
23. Do you believe that President Nixon will win re-election in 1972?
24. What do you think President Nixon's greatest accomplishment has been since taking office? Why?
25. Do you feel that President Nixon is more capable of improving the economic situation than any of the Democratic contenders? Why?

August 6, 1971

MEMORANDUM FOR H.R. HALDEMAN

FROM : GORDON STRACHAN

The Gallup release for Monday, August 9, 1971 on which party is more likely to keep us out of a 3rd World War has not been received in Washington by our office, Harry Dent's office, or the RNC. The reason is, the release was mailed from Princeton last night for arrival tomorrow, according to Pete Wendell, the Gallup mailing supervisor. He would not read the release over the phone. I did not press him, but asked Chapin to call John Davies at Gallup instead.

GS:pm

Administratively Confidential

August 6, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McWhorter Report on
RNC Denver Meeting

At Harry Flemming's request Charlie McWhorter attended meetings with 51 GOP State Chairmen. He submitted a long report to Flemming, who is preparing a detailed analysis for the Attorney General. To summarize:

- 1) If the President loses in 1972 it will be because of the economic picture; the national media exaggerates the problem by preventing any understanding of the economic game plan and taking the local politicians' minds off of the local economic picture which may be quite good. The farmers believe the President is not concerned about them;
- 2) The China announcement preempts Vietnam and the entire foreign policy issue;
- 3) HEW is causing serious problems in southern and border States;
- 4) The Republican "Party is very nervous about the President's decision on a running mate and that there is very little affirmative support for the Vice President";
- 5) Wallace will probably run again but his weakening base should be further attacked in the South;
- 6) McCloskey is organizing but weak. The GOP does not want to attack him and make him a martyr.

McWhorter also submitted comments on each of the regions by State:

NORTHEAST

MAINE -- Senator Smith will run independent if Muskie is the candidate since she can expect a close race from Congressman Hathaway. Ned Harding would be a good Nixon Chairman;

- NEW HAMPSHIRE -- To prevent McCloskey inroads, Mildred Perkins talked to Senator Cotton and former Governor Lane Dwinell about using the 1960 "Plans Board" technique to get Nixon delegates with broad appeal. The Gubernatorial race is wide open. Bill Loeb opposes the China trip;
- VERMONT -- The President is strong but former Lt. Governor Tom Hayes may be working for McCloskey. The 1968 Nixon Chairman, Douglas Cairns, is probably best for 1972;
- MASSACHUSETTS -- Governor Sargent and Senator Brooke should be courted for Campaign assistance in the Massachusetts Primary, northeast and nationally. The 350th anniversary of Plymouth Rock might be appropriate for a Presidential visit;
- RHODE ISLAND -- The media is very anti-Nixon and to counter a strong McCloskey primary showing John Chafee's advice should be sought and followed. Either George Vetter or Jim Nugent should be the Nixon Chairman; Olef Anderson should be Finance Chairman;
- CONNECTICUT -- Governor Meskill's organization is the starting point for the 1972 Nixon organization; Senator Weicker and the GOP State Chairman should be included;
- NEW YORK -- The dispute between the Republican and Conservative Parties will damage the President's chances. High priority should be assigned to resolving the dispute;
- NEW JERSEY -- Governor Cahill will be very helpful; Senator Case's assistance should be sought. "There is a strong feeling against Vice President Agnew in New Jersey." There is no logical choice for Nixon Chairman yet;
- PENNSYLVANIA -- Governor Shapp is unpopular and is causing internal Party problems. Scott and Schweiker can play a strong role for the President. GOP leader Billy Meehan in Philadelphia should be handled carefully. Scranton may be over used as Nixon Chairman. Arlen Specter is mentioned. Elsie Hillman is violently opposed to Agnew;

DELAWARE -- Governor Peterson and Senator Boggs will support the President in their re-election bids. The Party and finances are strong;

MARYLAND -- Senators Beall and Mathias would be good co-Chairmen. Morton should be used. There is no indication of the level of Agnew activity in Maryland;

WEST VIRGINIA -- Governor Arch Moore is a strong supporter of the President. The Nixon Chairman should not be former Governor Cecil Underwood. Judge John Field is recommended for the Fourth Circuit Court of Appeals by GOP Chairman Tom Potter;

DISTRICT OF COLUMBIA -- The President could make a strong showing if either Perkins McGuire, or Bill McManus of C & P Telephone served as Nixon Chairman;

SOUTH

VIRGINIA -- Party leaders are optimistic;

NORTH CAROLINA -- Ed Broyhill and Thelma Rogers are optimistic but urge early organization to assure a strong showing in the new primary;

SOUTH CAROLINA -- Thurmond is running strong;

GEORGIA -- Jean Ferst recommended Paul Jones as Nixon Chairman. Senator Gambrell is gaining strength;

FLORIDA -- Tommy Thomas says the President is strong. Lawrence Lee of Jacksonville should be either Nixon Chairman or Finance Chairman. A broad based delegation will assure no McCloskey strength in the March 14 Primary;

KENTUCKY -- Louie Nunn's choice for Governor, Tom Emberton, faces a tough race this fall. After the election the Party can focus on 1972. Nunn is expected to run for Senator Cooper's seat;

TENNESSEE -- The President is strong. ANY Nixon Chairman should be cleared with Senator Baker, who will help the President's re-election, Governor Dunn and Senator Brock;

ALABAMA -- Wallace's difficulties should be exploited by a strong organization in his home state;

MISSISSIPPI -- Clark Reed says the President is leading in a volatile three-way race situation;

ARKANSAS -- The President can carry Arkansas according to the new GOP State Chairman, Charles Bernard. Agnew's statement about black leadership hurt Bernard's efforts to get black leaders. Wallace has slipped in popularity. Former Governor Rockefeller needs to be encouraged to join with the Republican leadership to re-elect the President;

LOUISIANA -- GOP Gubernatorial candidate, David Treen, has a "citizens" organization that could help the President. HEW activities have been disastrous. Wallace is weaker than in 1968;

TEXAS -- "The President has a strong chance to carry Texas." HEW activities have been "extremely damaging." Internal GOP problems are resolving themselves;

MIDWEST

OHIO -- The Party's morale is returning and the finances are in order. Taft's favorite son announcement surprised Ohio. The result of reapportionment will turn on whether the case goes to State or Federal Court after Governor Gilligan vetoes the Republican sponsored bill;

INDIANA -- Governor Whitcomb is not popular and the internal Party fights may hurt the President in the primary against McCloskey;

MICHIGAN -- Economic conditions and unpopular HUD activities in the suburbs are hurting the President. A visit to help Senator Griffin is suggested. The conservative wing of the Party, led by State Senator Huber, may establish a third party, which will hurt the President and Griffin. Milliken should be instructed to resolve this dispute. Lt. Governor Buckley should be Nixon Chairman, and Milliken should be used fully;

Buckley

- ILLINOIS -- Percy is strong and Ogilvie is improving re-election chances. All agree Tom Houser should be Nixon Chairman when he leaves the FCC October 10. Downstate Illinois should be visited;
- WISCONSIN -- John MacIver and Bob Knowles as temporary Chairmen for Nixon have an uphill fight to repeat the 1968 victory. The Party's debt (\$800,000) is serious;
- MINNESOTA -- The President faces an uphill fight because of: 1) Humphrey/Mondale strength; 2) Republican debt; and 3) some McCloskey following;
- SOUTH DAKOTA -- Nixon's co-Chairman should be Congressman Berry and "Obie" O'Brien. The farmers are upset;
- NORTH DAKOTA -- The farm policy and opposition to Administration "agro-business" spokesmen result in recommendations for the President to speak to a "real farm group";
- MISSOURI -- Larry Roos is suggested as Nixon Chairman. The economic situation is not serious. The Democrats face a tough primary which may permit Buzz King or Kit Bond to be strong GOP candidate potentials for Governor;
- IOWA -- The President is seen as aloof to farm issues. A Republican Gubernatorial Primary may result in a Democratic Governor. Senator Miller faces a tough race;
- NEBRASKA -- Hardin is not doing well, even in his home state of Nebraska. George Cook is the suggested Nixon Chairman;
- KANSAS -- Economic conditions are emphasized by the Democrats and damaging to Republicans. Bob Wells of FCC may be GOP candidate for Governor;
- OKLAHOMA -- The President is strong but the Senate race will be tough though farmer Governor Dewey Bartlett is the favorite;
- WEST
- ALASKA -- The President is in trouble. The pipeline is the issue and should be announced by Secretary Morton and Senator Stevens in Fairbanks. Hickel is spending a great deal of time in Alaska and may run an independent state of delegates;

- HAWAII -- Bill Quin, President of Dole Corporation, or John Bellinger could be Nixon Chairman. The President should release some federal land in Hawaii;
- CALIFORNIA -- "Livermore is doing a first rate job", though the economy is the issue. McCloskey is weakening in light of China;
- OREGON -- Congressman Wyatt should be Nixon Chairman. Governor McCall and Senator Hatfield will have a better primary with support for the President a major issue. McCloskey has some support;
- WASHINGTON -- Jackson is strong. Luke Williams is the suggested Nixon Chairman, though Joel Pritchard is also mentioned;
- ARIZONA -- The President is popular. Jim O'Connor, a Democratic friend of Kalmbach is the recommended Nixon Chairman;
- NEW MEXICO -- Former Lt. Governor Bohack is the possibility for Nixon Chairman. Primary battles for Senator Anderson's seat are developing;
- NEVADA -- The President will carry the state though Jackson is strong. Bob Wordman or Bob List are possible Nixon Chairmen.
- COLORADO -- Governor Love should head the Nixon group in this state where the President's popularity is still strong;
- WYOMING -- The President is strong; Senator Hansen should be re-elected;
- UTAH -- The President can carry Utah in spite of the economy according to National Committeeman Ken Garff;
- MONTANA -- Frank Whetstone is the only nominee so far for Nixon Chairman. Economic conditions are critical. All expect the President to visit Glacier National Park soon;
- IDAHO -- The President will carry Idaho; Jack Murphy is the recommended Nixon Chairman.

McWhorter wants copies of his report sent to Rumsfeld, Finch, Ehrlichman, and Colson, which has been done on your behalf. Dent received a copy from McWhorter. A copy has also been sent to the Attorney General through Harry Flemming.

GS:lm

Administratively Confidential

August 6, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

L. HIGBY
GORDON STRACHAN

SUBJECT:

Republican Party Poll

To conduct an ORC poll of Republican State Chairmen and members to the National Committee in order to develop positive results from open ended questions the following has been done:

- 1) ORC has address and telephone lists of the 48 State Chairmen and the 96 National Committeemen of the 48 contiguous States;
- 2) A telephone interview poll of 25 questions of which five questions are open ended would cost \$4,200. The cost is so substantial because attempts to reach the individuals could be very timeconsuming. ORC estimates that only five actual contacts will be completed each day. At this rate the poll would take five weeks to complete;
- 3) Tom Evans has been contacted about paying for the poll. He is receptive but concerned about the pressure from the Party for the complete results of the poll;
- 4) This Party pressure would be increased if ORC's request that they be permitted to contact the Republicans on "behalf of the RNC" were granted. ORC requests a letter from Dole or Evans to the Republicans urging them to accept the ORC telephone call. Apparently ORC has had difficulty contacting Republican State Chairmen and National Committeemen in the past;
- 5) Suggested questions are attached.

Recommendations:

1) That ORC begin conducting the \$4,200 telephone poll of Republican State Chairmen and National Committeemen.

Approve _____ Disapprove _____

Comment _____

2) That the RNC pay for the poll but not have access to the complete results.

Approve _____ Disapprove _____

Comment _____

3) That the RNC (Tom Evans) write the Republican State Chairmen and National Committeemen to advise them of the legitimacy of the ORC poll and urge their cooperation.

Approve _____ Disapprove _____

Comment _____

4) That Republican State Committeemen not be interviewed because of the high cost.

Approve _____ Disapprove _____

Comment _____

GS :lm

SUGGESTED QUESTIONS

1. Do you approve or disapprove of the way Richard Nixon is handling his job as President?
 2. Do you approve or disapprove of the way Spiro Agnew is handling his job as Vice President?
 3. Do you approve or disapprove of the President's handling of foreign policy?
 4. Do you approve or disapprove of the President's initiatives in the domestic policy area?
 5. Do you personally believe that it is a good thing that President Nixon has decided to visit the Peoples Republic of China, or isn't it?
 6. As you see it, what are some of the good and bad things about President Nixon visiting with Chinese officials in Peking?
 - A. What are some of the good things about it?
 - B. Now what are some of the bad things about such a visit?
 7. Why do you think President Nixon is capable of conducting negotiations and relations with Communist China?
 8. It has been suggested that 3% of the money which Washington collects in Federal income tax be returned to the states and local governments to be used by these states and local governments as they see fit. Do you favor or oppose this idea?

	<u>Favor</u>	<u>Oppose</u>	<u>No Opinion</u>
--	--------------	---------------	-------------------
- | | | | |
|------------------|-----|-----|----|
| G-Jan 9-10, 1971 | 77% | 14% | 9% |
|------------------|-----|-----|----|
9. Do you think President Nixon has strengthened or weakened the Republican Party during his 2 1/2 years in office?
 10. Which of the following issues do you think will be the strongest for the President in your state -- Vietnam, crime prevention, drug abuse action, or the economy?

11. Why do you think _____ issue will be strong for the President?
12. Do you consider the Republican Party unified behind the President or will he face serious challenges in the primaries?
13. Would any of the three leading Democratic contenders -- Muskie, Kennedy and Humphrey -- defeat President Nixon in your state if the election were held today?
14. Why would President Nixon defeat _____ Democratic candidate for President?
15. Do you feel that the Republican Party's financial situation is stronger or weaker now than it was in 1968?
16. Do you believe that the Democrats will be able to retire their \$9 million debt before November 1972 or don't you?
17. Do you believe that the President's campaigning in your state on behalf of lesser candidates is helpful or isn't it?
18. Do you approve or disapprove of President Nixon's decision to work closely with Governors Reagan and Rockefeller?
19. Do you believe that President Nixon's foreign policy initiatives will assure a "full generation of peace" or don't you?
20. Do you believe the President's decision to travel to China will help or hurt his chances to obtain the "youth vote"?
21. Which of the Democratic contenders -- Muskie, Kennedy, Humphrey, Jackson and Bayh -- will be chosen by the Democrats at their Convention?
22. Why do you believe _____ will be chosen by the Democrats?
23. Why does George Wallace continue to run for President?
24. What do you think President Nixon's greatest accomplishment has been since taking office? Why?
25. Do you feel that President Nixon is more capable of improving the economic situation than any of the Democratic contenders? Why?

Administratively Confidential

August 4, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Magruder's Projects

Concerning your questions on the Magruder Projects memorandum, Magruder will return from vacation on Monday, August 9 and could approach the Attorney General for answers that week. The alternative is for me to call Sue Morrison and have her approach the Attorney General.

Recommendation:

That upon Magruder's return to Washington on August 9 he be asked to get the answers to your questions from the Attorney General.

Agree _____ Disagree _____

Comment _____

GS:lm

August 2, 1971

MEMORANDUM FOR:

H. R. HALDEMAN

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FROM:

GORDON STRACHAN

SUBJECT:

Magruder's Projects

The Attorney General met with Magruder July 28th and reviewed the Campaign Task Force proposals. I am holding these with the exception of two that you may find to be useful (attached at Tabs A and B). Should you want any others, please so indicate and I will send them up. The decisions made by the Attorney General and new material submitted by Magruder include:

1) Advertising -- The Campaign will use an "in house" agency. Magruder is to recruit an "Advertising Director" by September for the Attorney General's consideration. The question is whether you want to interview Magruder's recommendation for an Advertising Director for the Campaign. (Tab A)

- _____ Haldeman interview
- _____ No interview, the Attorney General decides
- _____ Malek interview
- _____ Other

2) The Attorney General approved the \$2,500 for Senator Dole's trip to South Vietnam if the President thinks it's "a good idea for Dole to go". The Attorney General requests that you check this with the President.

3) McCloskey -- The Attorney General agreed with your decision that there should be a Truth Squad, the expenses of which would be borne by Citizens. He believes, however, that the attack should be localized in California so that the media's candidate (McCloskey) is not elevated further. California Congressman Charles Subser is the best for this attack.

4) Farm Vote -- To put a "farm specialist" at the RNE would be a waster of money according to the Attorney General. He believes there should be a full time farm advisor at the White House. Dr. Robert Spitzer is strongly opposed by the Farm Bureau. Harlow, Ehrlichman, and Whitaker are looking for a "White House Farmer" who should not transfer to Citizens in 6 months according to the AG. A second man to be "Citizens' Farmer" is also being sought.

First page retyped: LH:kb

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THE WHITE HOUSE
WASHINGTON

Administratively Confidential

August 2, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN **G**

SUBJECT:

Campaign Advertising Director

Magruder will begin interviewing advertising personnel for the position of "Advertising Director" for the Campaign. Magruder wants your reaction to the following Los Angeles Advertising men:

- 1) Peter Dailey, UCLA Class of '44, who heads his own agency in Los Angeles;
- 2) Bob Humphreys , Senior Vice President at Grey Advertising; and
- 3) Louis Scott, Senior Vice President of Foote, Cone, and Belding.

Cliff Miller doubts that Dailey would take it because his own agency would collapse if he were absent for one year.

Humphreys has a cocktail circuit gossip problem that would require a "check"; and Scott is just not of the calibre necessary.

_____ Agree with Miller

_____ Disagree with Miller

_____ Other

Miller argues that it may be very difficult to bring in a "young lion" from a growing agency. Instead, he suggests seeking a senior vice president type who may be "on the shelf". Miller believes Kai Jorgensen could be convinced to forego his recent retirement for one year of work on the Campaign.

_____ Advise Magruder to interview Kai Jorgensen

_____ Forget Jorgensen

_____ Other

August 3, 1971

Administratively Confidential

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Polling Information
for Citizens

You asked for a list of poll information that could be given to the Attorney General for use by Citizens for the Re-election of the President. ORC prepared a three-volume loose-leaf set entitled "Political Data Bank", which contains all ORC polling information since January 20, 1968. All public Gallup and Harris material is also included in the subject indexed, periodically updated set.

Larry and I recommend that all Harris and Gallup information and all ORC results except the Domestic Issues Poll, the Nixon Image Study, ORC foreign policy questions, and controversial domestic subjects (Calley, J. Edgar Hoover, Pentagon Papers) be made available to Citizens. In particular we recommend that the following material be made available to Citizens:

- Yes ___ No ___ 1) All Harris and Gallup material;
- Yes ___ No ___ 2) All ORC Presidential approval/disapproval material, whether released or not;
- Yes ___ No ___ 3) All ORC Vice Presidential approval/disapproval and statements material whether released or not;
- Yes ___ No ___ 4) All ORC Trial Heat information, whether released or not;
- Yes ___ No ___ 5) ORC domestic issues material on:
- A) Administration speed with plans;
 - B) Progress since Nixon's innauguration;
 - C) Whether Congress or the President is responsible for delay;
 - D) Whether Nixon Administration is conservative;
 - E) Nixon Administration performance on government spending, racial tensions,

reviewing tax laws, dealing with student unrest, poverty program, government efficiency, hunger in America, balancing the budget, social security benefits, manpower training, revising draft laws, revenue sharing, controlling pornography, protecting the consumer;

- F) President Nixon campaigning for Senators and Governors;
- G) Primary responsibility for anti-poverty programs;
- H) Minimum annual income;
- I) Job guarantee plan -- Job Corps Program;
- J) Head Start success;
- K) Minority ownership of businesses and homes;
- L) Welfare questions;
- M) Enforcement of Civil Rights laws;
- N) School integration and busing -- Nixon Administration stand and Supreme Court decisions;
- O) Anti-war demonstrations by students and others -- federal government action;
- P) Media reporting of Nixon and Administration;
- Q) President's relations with Congress, performance by Congress;
- R) Party and ideological trends;
- S) Attitudes toward Republican and Democratic Parties;
- T) The Silent Majority;
- U) The Post Office;
- V) Rapidity of change in the U.S.

Jeb Magruder will return from vacation next week. He emphasizes that he and Bob Marik should receive this information on behalf of the Attorney General.

Recommendation:

That the poll information listed above be delivered on Monday, August 9, to Jeb Magruder as the Attorney General's representative. The confidentiality of the material would be emphasized to Magruder.

Approve _____ Disapprove _____

Comment _____

GS:lm