

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	14	11/26/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Scheduled political meetings during the month of November. 2 pgs.
12	14	11/16/1971	<input type="checkbox"/>	White House Staff	Memo	From Harry Dent to the Attorney General and Haldeman. RE: Upcoming meeting on November 23 to discuss upcoming issues in the Campaign of 1972. 1 pg.
12	14	11/23/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Jeb Magruder to the Attorney General. RE: The Political Issues Group Meeting- Tuesday, November 23, 1971. 2 pgs.
12	14	11/18/1971	<input type="checkbox"/>		Memo	

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12	14	11/18/1971	<input type="checkbox"/>	White House Staff	Memo	From Jeb Magruder to Gordon Strachan. RE: The Minutes of the most recent meeting of the Campaign Strategy Group. 1 pg.
12	14	11/18/1971	<input type="checkbox"/>	Campaign	Report	A detailed report concerning the Minutes of the Campaign Strategy Group Meeting- November 17, 1971. 3 pgs.
12	14	11/2/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Scheduled political meetings for the fall of 1971, along with a list of suggested attendees. 2 pgs.
12	14	6/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	Action memo regarding the formation of a basic political strategy group of Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent. 1 pg.
12	14	10/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	A memo regarding the need for a political planning group consisting of Sears, Dent, Buchanan, and Len Garment. 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	14	11/19/1971	<input type="checkbox"/>	Campaign	Memo	From Charles W. Colson to Haldeman. RE: The upcoming sit down with the President to discuss the "raw politics" of 1972. 1 pg.
12	14	11/22/1971	<input type="checkbox"/>	White House Staff	Memo	From L. Higby to G.S. Indecipherable message labeled as "high priority." 1 pg.
12	14	11/22/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The types of scheduled political meetings; including one for issues and one for politics. 2 pgs.
12	14	11/26/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Idaho Senate Race--Glenn Wegner. 1 pg.
12	14	11/26/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The California Conservative Luncheon on November 30, along with an included list of attendees. 2 pgs.

<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	14	11/24/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The President's consent to create campaign pictures for incumbents up for re-election, but will not do so for new candidates. 1 pg.
12	14	10/6/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to Dave Parker. RE: The President's refusal to do television shorts for the Senate or House candidates next year. 1 pg.
12	14	11/18/1971	<input type="checkbox"/>	Campaign	Memo	From Harry S. Dent to Haldeman. RE: The changing dynamics in the race for the Kentucky 6th District seat, upon learning of the death of Watts. 1 pg.
12	14	11/22/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The Friends of the Richard Nixon Seminar, and its organization as head up by Anne Armstrong. 1 pg.
12	14	11/22/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The discussion of the two upcoming political meetings; one concerning issues, and the other on politics. 2 pgs.

<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	14	11/16/1971	<input type="checkbox"/>	Campaign	Memo	From Harry Dent to the Attorney General and Haldeman. RE: The importance of the November 23rd office meeting to discuss issues concerning the 1972 campaign. 1 pg.
12	14	11/19/1971	<input type="checkbox"/>	Campaign	Memo	From Charles Colson to Haldeman. RE: The sit down with the President to discuss the "raw politics" of 1972. 1 pg.
12	14	11/2/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The scheduled meeting between the "basic political strategy group" which includes: Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent. 2 pgs.
12	14	6/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	Memo regarding the "basic political strategy group" consisting of Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent. 1 pg.
12	14	10/4/1971	<input type="checkbox"/>	Domestic Policy	Report	A report stating the political planning group which consists of Sears, Dent, Buchanan, and Len Garment. 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	14	11/19/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The President's Meetings with Selected GOP Senators. 1 pg.
12	14	11/18/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Campaign polling, and the issue of whether the usage of existing data would be beneficial. 1 pg.
12	14	11/18/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Klein's Communication Plan for the Campaign. 1 pg.
12	14	11/18/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The Trial Heat Poll conducted on the telephone from November 20-21, 1971. 1 pg.
12	14	11/16/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: ORC Analysis of Demographic Changes in Approval of the President. 3 pgs.

<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	14	10/29/971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: ORC Analysis of Demographic Changes in Approval of the President. 2 pgs.
12	14		<input checked="" type="checkbox"/>	White House Staff	Other Document	Indecipherable handwritten notes. 5 pgs.
12	14	11/12/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Cliff Miller's Evaluation of the Campaign. 2 pgs.
12	14	11/12/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The benefits of using Bud Wilkinson in the campaign. 1 pg.
12	14	11/3/1971	<input type="checkbox"/>	Campaign	Memo	From Larry Higby to Chuck Colson. RE: The usage of Bud Wilkinson as a part of the campus speaker's program. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 235

Folder: Strachan Chron-HRH only November 1971

<u>Document</u>	<u>Disposition</u>
1	Retain Open
2	Retain Open
3	Retain Open
4	Return Private/Political STRACHAN TO HRH re: "POLITICAL MEETINGS" 11/26/71
5	Return Private/Political STRACHAN TO HRH re: "IDAHO SENATE RACE - GLENN WEBER" 11/26/71
6	Return Private/Political STRACHAN TO HRH re: "CALIFORNIA CONSERVATIVE LUNCHEON" 11/26/71
7	Retain Open
8	Return Private/Political STRACHAN TO HRH re: "CAMPAIGN PICTURES" 11/24/71
9	Return Private/Political STRACHAN TO HRH re: "FRIENDS OF RICHARD NIXON SEMINAR" 11/22/71
10	Retain Open
11	Return Private/Political STRACHAN TO HRH re: "POLITICAL MEETINGS" 11/22/71
12	Retain Open
13	Return Private/Political STRACHAN TO HRH re: "PRESIDENT MEETINGS WITH SELECTED GOP SENATORS" 11/19/71
14	Return Private/Political STRACHAN TO HRH re: "CAMPAIGN POLLING" 11/18/71
15	Return Private/Political STRACHAN TO HRH re: "KLEIN'S COMMUNICATION PLAN FOR THE CAMPAIGN" 11/18/71
16	Retain Close Invasion of Privacy STRACHAN TO HRH re: "GENE RAYMOND" 11/18/71
17	Return Private/Political STRACHAN TO HRH re: "TRIAL HEAT POLL O-NOV. 20-21, 1971" 11/18/71
18	Retain Open
19	Retain Open
20	Retain Open
21	Return Private/Political STRACHAN TO HRH re: "ORC ANALYSIS OF DEMO-GRAPHIC CHANGES IN APPROVAL OF THE PRES." 11/16/71
22	Retain Open
23	Return Private/Political STRACHAN TO HRH re: "CLIFF MILLER'S EVALUATION OF THE CAMPAIGN" 11/12/71
24	Retain Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 235

25	Return	Private/Political	STRACHAN TO HRH re: "BUD WILKINSON" 11/12/71
26	Return	Private/Political	STRACHAN TO HRH re: "HARRIS FAMILY ISSUES POLL" 11/12/71
27	Retain	Open	
28	Retain	Open	
29	Return	Private/Political	STRACHAN TO HRH re: "WHITE HOUSE STAFF WINES USE FOR FINANCIAL COMMITTEES" 11/11/71
30	Return	Private/Political	STRACHAN TO HRH re: "REQUEST FOR PRESIDENT TO MEET WITH GOVERNOR SARGENT OF MA" 11/8/71
31	Retain	Open	
32	Retain	Open	
33	Return	Private/Political	STRACHAN TO HRH re: "KLEIN'S CAMPAIGN COMMUNICATIONS PLAN" 11/4/71
34	Return	Private/Political	COPY OF Doc 33
35	Return	Private/Political	STRACHAN TO HRH re: "COLSON REQUEST FOR \$1-2000 FOR CONNECTICUT POLL" 11/5/71
36	Return	Private/Political	STRACHAN TO HRH re: "PETER DAILY - RESEARCH AND POLITICAL MEETINGS" 11/4/71
37	Return	Private/Political	STRACHAN TO HRH re: "MEETING WITH THE ATTORNEY GENERAL AND JOHN ROLLINS - 10/28/71" 11/3/71
38	Return	Private/Political	STRACHAN TO HRH re: "DEMOCRATIC CONVENTION" 11/3/71
39	Return	Private/Political	STRACHAN TO HRH re: "FINCH MEMORANDUM ON 1970 ELECTION" 11/2/71
40	Return	Private/Political	STRACHAN TO HRH re: "MARGARET CHASE SMITH - AMBASSADORSHIP OR SUPPORT" 11/2/71
41	Return	Private/Political	STRACHAN TO HRH re: "POLITICAL MEETINGS" 11/2/71
42	Return	Private/Political	STRACHAN TO HRH re: "ELECTION WATCH" 11/2/71
43	Return	Private/Political	STRACHAN TO HRH re: "THE ATTORNEY GENERAL AND MUDGE ROSE GUTHRIE AND ALEXANDER" 11/2/71
44	Return	Private/Political	STRACHAN TO HRH re: "NEW HAMPSHIRE ANNOUNCEMENT OF COMMITTEE TO RE-ELECT THE PRES." 11/1/71
45	Return	Private/Political	STRACHAN TO HRH re: "POLITICAL MEETINGS" 11/1/71
46	Return	Private/Political	STRACHAN TO HRH re: "GALLUP YOUTH POLL" 11/1/71

November 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Political Meetings

You and the Attorney General discussed types of political meetings during your November 4 discussion. Two meetings -- one for issues and one for politics -- were to be called by Harry Dent. Jeb Magruder was to act as recording secretary to keep the Attorney General advised.

Harry Dent asked 14 people to an issues meeting November 23 in his office. In addition to the names mentioned by you and the Attorney General (Colson, Dole, Finch, Harlow, Cole, Harper and Rumsfeld), Dent invited Herb Klein, Ray Price, Bill Safire, Bill Timmons, Bob Teeter, Anne Armstrong, Tom Evans and Bob Marik. (Copy of Dent's memorandum attached at Tab A.)

Armstrong, Cole, Evans, Harper, Price, Rumsfeld, Safire, Magruder, and Marik attended. The group decided that they would not focus on the big issues (Vietnam and the economy), but rather would discuss those that have political problems with certain constituencies. For example, at the next bi-weekly meeting the issue will be defense and national security and how to counter conservatives' concerns. Dent and Magruder want to have the discussion begun by someone from Defense and Kissinger's office. The group will then try to develop politically acceptable "lines" for Governors, spokesmen on the Hill and Administration officials. A copy of Magruder-Dent minutes submitted to the Attorney General is attached at Tab B.

Magruder believes the Attorney General still plans on relying on the middle level strategy group (Moore, Garment, Dent, Chapin, Marik, Kaupinen, Magruder, Teeter, Dailey and Fleming) for political input. A copy of the minutes of the most recent meeting are attached at Tab B. You are familiar with the material on polling. The advertising suggestions will not be considered seriously until the next meeting on November 29 when Peter Dailey is expected to outline his views.

However, there are three problems with these meetings. First, neither includes Senator Dominick who the President indicated in his November 1 call to you should be invited to the political meeting. Memorandum and action papers are attached at Tab D.

 Have Dent invite Dominick to the next meeting.

 Have the Attorney General meet privately with Dominick

 Other

The second problem concerns Chuck Colson's November 19 memorandum in which he suggests a political meeting with Secretary Connally and the President. This suggestion apparently came from Connally. Presumably in this political meeting with the President, the Attorney General would be present. The question then becomes Colson's presence. My suggestion would be for you to set up this meeting with the President, Connally, Ehrlichman, Harlow, Dent, Colson and the Attorney General. Colson memorandum attached at Tab E.

 Yes, Haldeman will arrange meeting

 No, Colson to be advised that there will be no meeting

+ Other

Finally, in terms of political input you talked with John Sears about submitting information to you through Pat Buchanan. On October 14 you talked with the Attorney General about having an "original group" meeting of Sears, Dent, Buchanan, Garment, Finch, and Rumsfeld. The President had suggested that you call this original meeting. After your November 4 meeting with the Attorney General you told me you were reluctant to call any political meetings.

The questions are should Haldeman call this "original group" political meeting, and if not should all of John Sears' suggestions be submitted through Buchanan.

 Yes, Haldeman call "original group" meeting.

 No, enough political meetings already

 Sears' submit all material through Buchanan

 Other

GS:elr

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102 November 16, 1971
By Empire NARS, Date 1-18-80

~~CONFIDENTIAL~~

MEMORANDUM FOR:

FROM:

HARRY DENT *HD*

On request, there will be a meeting in my office (145 EOB) on Tuesday, November 23, at 9 AM to discuss 1972 issues. You are invited to attend. Please call my office if you cannot be here.

cc: The Attorney General, ~~Bob~~ Haldeman

This memo sent to Anne Armstrong, Ken Cole, Chuck Colson, Bob Dole, Tom Evans, Bob Finch, Bryce Harlow, Ed Harper, Herb Klein, Jeb Magruder, Ray Price, Don Rumsfeld, Bill Safire, Bob Teiter, and Bill Timmons.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

November 23, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Empuse NARS, Date 1-18-80

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Political Issues Group Meeting
Tuesday, November 23, 1971

The following individuals were invited by Mr. Dent to attend the meeting:

•Anne Armstrong	•Edwin Harper
•Ken Cole	•Herbert Klein
•Charles Colson	•Ray Price
•Bob Dole	•Donald Rumsfeld
•Thomas B. Evans	•William Safire
•Robert Finch	•Robert Teeter
•Bryce Harlow	William Timmons

Those attending were:

Anne Armstrong	Ray Price
Ken Cole	Donald Rumsfeld
Thomas B. Evans	William Safire
Edwin Harper	

Harry Dent
Jeb Magruder
Bob Marik

The purpose of the meeting was to create the Political Issues Group in order to provide a means for establishing input into the campaign, a source of guidance, a forum for discussing political issues, and for developing important issues which arise during the campaign.

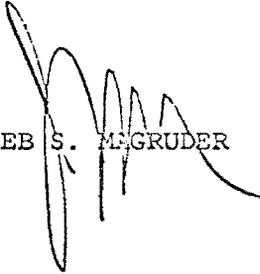
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It was agreed that one of the problems which has already arisen in the campaign is that of communicating policy to spokesmen supporting the Administration. It was agreed that in addition to using Administration spokesmen and developing networks to communicate policy to Congressional and State spokesmen, that it will be helpful to gain the input from the Political Issues Group to supplement coordination of policy from the Domestic Council and the National Security Council with the staff of the Committee.

It was agreed that the Political Issues Group will meet on alternate Tuesday mornings at 9:00 in Mr. Harry Dent's office to discuss major issues which are difficult to handle because of their political complexity. The group will not merely focus on major topics (for example, Vietnam and the Economy), it will also pay particular attention to issues (1) which cause problems in presentation, (2) which should be included in the polling effort and, (3) issues which come up during the course of the campaign and require careful development.

It was agreed that in the future a member of the Vice President's staff will be asked to attend. Also, Bob Marik (Research), Peter Dailey (Advertising), and Bob Teeter (Polling), all of the Committee for the Re-Election of the President will attend.

The next meeting (Tuesday, December 7, at 9:00 in Mr. Dent's office) will focus on our national defense posture and appropriate members of the substantive staffs will attend.



JEB S. McGRUDER

HARRY S. DENT

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

DETERMINED TO BE AN
ADMINISTRATIVE DOCUMENT November 18, 1971
E.O. 12035, Section 6-102
By Emprise NARS, Date 1-18-80

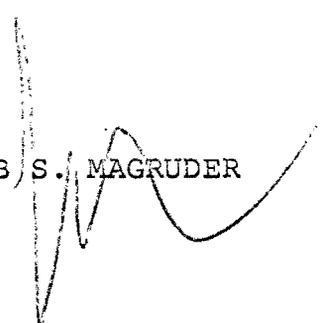
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MEMORANDUM FOR GORDON STRACHAN

SUBJECT: CAMPAIGN STRATEGY GROUP

Attached for your information, are the Minutes
of the most recent meeting of the Campaign
Strategy Group.

JEB S. MAGRUDER



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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

DETERMINED TO BE AN
ADMINISTRATIVE MATTER

E.O. 12065, Section 2.202 November 18, 1971
By Amprise NARS, Date 1-18-80

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SUBJECT: MINUTES OF THE CAMPAIGN STRATEGY GROUP
MEETING - NOVEMBER 17, 1971

Two subject areas were covered in this Strategy Group meeting: the polling plan for the campaign and communications for the New Hampshire primary campaign:

Polling

Bob Teeter described his proposed polling plan. Three surveys are contemplated to gather information on candidate preferences, voter perception of the major candidates and voter attitudes on important issues. These surveys would be structured so as to yield statistical data for up to 15 key states and the important primary states.

The first survey will be proposed to go into the field in late November or early December, in order to obtain baseline data prior to the primary campaigns. The second survey would be done in June or July to measure trends after the primaries and after the selection of most major statewide candidates. This data would also facilitate a re-evaluation of the list of key states. The third survey would be taken in late August, after the nominating Conventions. A further re-evaluation and possible reduction would be made in the list of key states.

For the last weeks of the campaign, approximately September 25th to November 3rd, there would be a continuous telephone tracking operation, similar to that done in 1968. The telephone interviews could be used to do statewide polls of the few states which still may be close; to do nation-wide sampling, which could be compiled into national data every 3 or 4 days; and to

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- 2 -

check the effect of any major incidents during the campaign.

In addition to the major survey activities in the key states throughout the country, the polling operation would maintain the flexibility to perform special projects when deemed appropriate by the Strategy Group and the campaign management. These might include special group studies (youth, minority groups, senior citizens) and the testing of campaign techniques (client mail, taped telephone and specialized organizational efforts, etc.). This category would also include a limited amount of testing of new research techniques, which may be able to yield additional information of strategic value.

Among other things, one purpose of the polling operation would be to identify the segment of ticket splitters or undecided voters so that particular campaign techniques can be focused in their direction to effectively influence their vote for the President.

If the proposal for the first field survey is approved by the campaign management, Bob Teeter will be developing a questionnaire within the next week. He asked that the members of the Strategy Group submit to him their ideas which should be covered by questions in the poll and strategic uses toward which the poll should be designed

Communications in the New Hampshire Primary

A brief discussion was conducted on the relative costs of various types of communications techniques in the New Hampshire primary. Much of the data were based on the 1968 primary campaign. It was the conclusion of the group, consistent with their prior recommendations, that the operating plans be drawn up to include substantial direct mail and telephone activities, advertising in newspapers, radio and billboards. In the latter case, the billboard sites

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- 3 -

should be restricted to urban areas so as not to offend environmentalist sentiment in the countryside. The use of TV would not be contemplated, although the commercials would be prepared and held in reserve as a contingency.

Specific operating and budget recommendations will be made by the functional managers of the Re-election Committee, consistent with the Strategy Group conclusions.

~~CONFIDENTIAL~~

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

November 2, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN *GS*

SUBJECT:

Political Meetings

In June the President mentioned to you that the "basic political strategy group of Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent should meet. You raised this with the Attorney General at your last political matters meeting on June 30. Your notes to me afterward indicated that the meeting should be scheduled in the fall. A copy of the original action memorandum is attached.

The President in October mentioned that the "original group" of Sears, Dent, Buchanan, Garment, Finch, and Rumsfeld should meet. You cleared this with the Attorney General on October 14. A copy of the original action paper is attached.

Yesterday the President, in his telephone call to you, said that Senators Dominick and Dole, as well as Chuck Colson, should be added to the political meeting.

Both meetings have problems in terms of purpose (real v. make everyone think he has a part) and security of information if certain individuals attend. Therefore, two meetings -- one for the hard decisions and one for therapy -- should probably be held. Suggested attendees are:

<u>Real</u>	<u>Therapy</u>
→Haldeman	Dole
→The Attorney General	Wilson
→Harlow	Dominick
→Ehrlichman	Dent
Sears	Garment
?Colson	Finch
→Dent	Rumsfeld
→Rumsfeld	Buchanan

Magraw
Colson
Cole
Dent
Rumsfeld
Ehrlichman
Harlow
Finch

In addition, you should meet privately with the Attorney General to review the political matters pending that were not covered after the meeting last Thursday with John Rollins and the Attorney General on the Fourth Party situation.

Two of these meetings could be scheduled this week. On Thursday, November 4, the President will meet with the Attorney General at 3:00 p.m. The Attorney General could meet with you at 4:00 p.m. while the President is meeting with President Busia. At 5:00 p.m. while the President is meeting with the Devine Congressional Group, the "real" political group could meet in your office. You could then cover the matters discussed in these political meetings with the President during the trip to Florida.

Recommendations:

1. That the meeting between you and the Attorney General be scheduled for Thursday, November 4, at 4:00 p.m.

Approve *H* Disapprove _____

Comment _____

The talking paper that you had when this meeting was scheduled for last Thursday will be updated and submitted to you for review tomorrow.

2. That the "real" political strategy group meeting be scheduled for Thursday, November 4, at 5:00 p.m.

Approve _____ Disapprove *H*

Comment _____

A talking paper encompassing the two action memoranda and additional matters will be prepared and submitted to you for review tomorrow.

3. That the "therapy" political strategy meeting be scheduled at the participants' convenience. Since you will not attend, Bob Finch should receive the attached memorandum which asks him to schedule the meeting and submit their recommendations to the Attorney General.

long etc.

Approve _____ Disapprove _____

Comment _____

ACTION MEMO

Political

We need to set up immediately a basic political strategy group of Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent. A meeting should be called as soon as possible.

We need some basic tactical thinking regarding the primaries.- the question of Presidential participation and basic strategy approach to handling this.

Mitchell obviously needs more input regarding the primaries. The President was very surprised about the Ohio development. The President will not campaign in primaries but he will bring in the key state big shots; the Nixon group, and have afternoon seminars and then a Black Tie dinner with the President afterwards.

We still need the specific group of Nixon loyalists in the Senate, the House, the Governors, etc. - a small all out total group that's unshakeable.

HRH
6-4-71

ACTION PAPER

We need to set up a political planning group consisting of Sears, Dent, Buchanan, and Len Garment - the original group. They should be gathered at the President's request. They would be good for general input. Finch and Rumsfeld should be included in the meetings.

HRH
10/4/71

THE WHITE HOUSE
WASHINGTON

Shelley

November 19, 1971

MEMORANDUM FOR: H. R. HALDEMAN

FROM: CHARLES W. COLSON *WC*

This is just a reminder of what I told you on the phone yesterday. John Connally said he thinks a few of us should sit down with the President soon to discuss what he calls the "raw politics" of 1972. He said that he would like to spend a little time with a few of the people whom he considers good politicians.

Perhaps the meeting should not include the President. Obviously, its up to you to figure out who would best take part in it. Connally gave me a few of his thoughts and I like them. They're the old time tough nut cutting Democrat style. We ought to take advantage of his expertise which I would say is considerable.

I was very encouraged that he wants to do this. As he put it we ought to cut away all the "underbrush" and get down to the pay dirt.

Dent

THE WHITE HOUSE
WASHINGTON

Date: 11/20/71

HIGH PRIORITY

To :

AS

From : L. Higby

include the report
on ~~dent~~ ^{HIGH PRIORITY} ~~my~~ ^{my} ~~here~~.
Sorry to say we've
been back L.

THE WHITE HOUSE

WASHINGTON

November 22, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN **G**

SUBJECT: Political Meetings

You and the Attorney General discussed types of political meetings during your November 4 discussion. Two meetings -- one for issues and one for politics -- were to be called by Harry Dent. Jeb Magruder was to act as recording secretary to keep the Attorney General advised.

Harry Dent ~~has~~ asked 14 people to an issues meeting ~~to be held~~ *Nov. 23* in his office. In addition to the names mentioned by you and the Attorney General (Colson, Dole, Finch, Harlow, Harper and Rumsfeld), Dent ~~has~~ invited Herb Klein, Ray Price, Bill Safire, Bill Timmons, Bob Teeter, Anne Armstrong, ~~and~~ Tom Evans, ~~and~~ (Copy of memorandum attached at Tab A).

Magruder believes the Attorney General still plans on relying on the middle level strategy group (Moore, Garment, Dent, Chapin, Meink, Magruder, Teeter, Dailey, and Flemming) for political input. *A copy of the minutes of the most recent meeting are attached at Tab B. You are familiar with* However, there are three problems with these meetings. First *the material on polling* neither includes Senator Dominick who the President indicated on polling in his November 1 call to you should be invited to the political meeting. Memorandum and action papers attached at Tab **E**.

- Have Dent invite Dominick *to the next meeting.*
- Have the Attorney General meet privately with Dominick
- Other

The second problem concerns Chuck Colson's Nov. 19 memorandum in which he suggests a political meeting with Secretary Connally and the President. ~~Since~~ This suggestion apparently came from Connally, ~~the Attorney General may have been holding off on political discussions with Connally.~~ Presumably in this political meeting with the President, the Attorney General would be present. The question then becomes Colson's presence. My suggestion would be for you to set up this meeting with the President, Connally, Ehrlichman, ~~Finch~~, Harlow, Dent, Colson

off (a) x

Kaupinen

the minutes of the most recent meeting are attached at Tab B.

You are familiar with

the material on polling

Tab E

Dole

Nov. 23

Meink

A copy of

the material

on polling

Tab E

The advertising suggestions will not be considered seriously until the next meeting on Nov. 29 when Peter Bailey is expected to outline his views.

and the Attorney General. Colson memorandum attached at Tab **D**.

Yes, Haldeman will arrange meeting

No, Colson to be advised that there will be no meeting

Other

Finally, in terms of political input you talked with John Sears about submitting information to you through Pat Buchanan. On October 14 you talked with the Attorney General about having an "original group" meeting of Sears, Dent, Buchanan, Garment, Finch, and Rumsfeld. The President had suggested that you call this original meeting. After your November 4 meeting with the Attorney General you told me you were reluctant to call any political meetings.

The questions are should Haldeman call this "original group" political meeting, and if not should all of John Sear's suggestions be submitted through Buchanan.

Yes, Haldeman call "original group" meeting

No, enough political meetings already

Sear's submit all materials through Buchanan

Other

November 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Idaho Senate Race -- Glenn Wegner

Glenn Wegner is on Counsellor Finch's staff detailed from HEW. He is campaigning in Idaho for Jordan's Senate seat. This is causing problems for the President's campaign in that state because Wegner is a "complete disaster" according to Harry Flemming. He is urging us to "do something" to get Wegner out of Idaho.

Harry Dent agrees that Glenn Wegner is a disaster and can cause nothing but trouble since Jim McClure has been selected as the candidate for the Senate. According to Dent Wegner would be a good candidate for Congressman but not Senator. Dent believes you should send Finch a memo telling him to convince Glenn Wegner to stop campaigning as the "White House Staff" candidate.

Recommendation:

Since the Attorney General reported to you on November 4 that Finch is now quite positive and realistic about his own role, the Attorney General should discuss this Wegner matter with Finch. Flemming and Dent would be advised that it is the Attorney General's decision whether there is to be any action concerning Wegner.

Agree _____ Disagree _____

Comment _____

GS:elr

November 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: California Conservative Luncheon

After you talked with the Attorney General about the Henry Kissinger briefing for California Conservatives, Herb Kalmbach received the assignment to get a list of attendees and to make the arrangements. He cleared the list of attendees with the Attorney General, Governor Reagan, Holmes Tuttle, and Henry Salvatori on November 25.

Henry Salvatori will host the luncheon at Perino's on November 30. Salvatori and Kalmbach decided against having the lunch at the California Club because there is a restriction on "political meetings," there is less privacy, and there are some "bad political connotations" associated with the California Club.

Kissinger's office (Colman Hicks) has been advised of the date and location of the event which the Attorney General had discussed with Kissinger.

Kalmbach says the names on the list will be recognized by you and Dick Moore. Therefore there is no biographical information beside each name.

Kalmbach and Salvatori will begin inviting the attendees as soon as you clear the names, hopefully today.

<u>NAME</u>	<u>YES</u>	<u>NO</u>
Mrs. Blanche Seaver		
Margaret Brock		
George Hearst		
Jack Wrather		
Fritz Burns		
William French Smith		
Fred Hartley		
Paul Talbert		
Pat Frawley		
Bill Doheny		

C

<u>NAME</u>	<u>YES</u>	<u>NO</u>
Charles Cook	_____	_____
Harry Volk	_____	_____
Jack Horton	_____	_____
Robert McClure	_____	_____
Roy Disney	_____	_____
William Simpson, Jr.	_____	_____
Justin Dart	_____	_____
Roy Crocker	_____	_____
John Lusk	_____	_____
Ken Norris	_____	_____
Charles Thornton	_____	_____
Earl Jorgensen	_____	_____
Robert Bauer	_____	_____
Robert McClain	_____	_____
Ross Barrott	_____	_____
Ferdinand Mendenhall	_____	_____
D. K. Ludwig	_____	_____
Edward C. Johnson	_____	_____
Asa Cail	_____	_____
Phillip Walsh	_____	_____
Barton Jones	_____	_____
James Ward	_____	_____
William Sesnon	_____	_____
John McCone	_____	_____
Carl Hartneck	_____	_____
Arnold O. Beckman	_____	_____
John Wayne	_____	_____
Clement Hirsch	_____	_____
George Pflieger	_____	_____
Walter Knott	_____	_____
Sam Bowlby	_____	_____
Major Mosely	_____	_____
Joe Crosby	_____	_____
Jeni Braun	_____	_____
Jac Hume	_____	_____
Ed Gawer	_____	_____
Lee Kaiser	_____	_____
Dudley Swim	_____	_____
Williard Voit	_____	_____
Charles Thomas	_____	_____

If Kalmbach and Salvatori begin inviting this list of 50 today, they expect 35 will be able to attend.

November 24, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Pictures

You advised Dave Parker that the President "... will do pictures for incumbents up for re-election, but will not do pictures for new candidates -- particularly those who are running against Southerners who are supporting us." (Haldean memorandum attached at Tab A) I called Harry Dent and Jeb Magruder with this information.

Nevertheless Harry Dent is asking for a Presidential picture for Ray Nutter, who will be the Republican candidate for Kentucky's 6th District seat (Dent memorandum attached at Tab B) Dent argues that this case does not fit the general rule because there is no incumbent. The seat is available because of the death of the Democratic incumbent John Watts (D-Ky. 6th).

The Attorney General received a copy of Dent's memorandum but has not responded. Harry Fleming knows nothing about the race.

Recommendation:

That the President not do the picture for Ray Nutter because it will set a precedent for Presidential pictures outside the general incumbents only rule.

Agree _____ Disagree _____

Comment _____

GS:elr

ADMINISTRATIVELY
CONFIDENTIAL

October 6, 1951

MEMORANDUM

DAVID PALMER

FROM :

M. R. HALLINAN

For your long-range guidance, the President does not intend to do television shorts for the Senate or House candidates next year. He will, in some cases do simple endorsements that we release, but no films. He will do pictures for incumbents for re-election, but will not do pictures for new candidates - particularly those who are running against Southerners who are supporting us.

As a further bit of guidance, the dinners for the political groups from the various states are to be attended by the Nixon people in those states, not the usual range of party people. They are supposed to be gatherings of Nixon loyalists in every case.

HRH:pm

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 18, 1971

TO: H. R. Haldeman

FROM: Harry S. Dent 

My readings on the race for the Kentucky 6th District seat vacated by Watts' death are conflicting.

Ray Nutter, a Military Aide on the Hill, is planning to make the race for the Republicans.

John Kerr, the State Chairman, believes it can be won, as does Dick Cook. They say that Republicans are well organized in the District, that neither Nutter nor the Democrat have high identity, but that Nutter has the edge because of a dramatic military record and the possibility an Administration heavyweight could go in and campaign for him. Kerr says the Democrat is not liked by some of his colleagues and the Democrats are splintered.

On the other hand, Louie Nunn, in my conversations with him, is very cool, not wanting to be associated with another loser. Lucy Winchester, who knows the district well, took a reading and was told that the Democrat has high visibility and was just elected as Kentucky's outstanding state legislator.

I have been told that our best chance would be in a three-way race. The Democrat is a liberal, and it was felt the presence of a black could splinter that vote. A black named Wallace has been recruited, but only after I assured him we would get him a job if he lost and needed it.

Bob Wilson and the candidate have requested a quick picture with the President. I see no harm in this and we will make it clear that the picture can be used in the campaign but not the fact of the visit with the President because we do not want it to appear the President is intervening in the campaign.

APPROVE _____

DISAPPROVE _____

cc: The Attorney General

November 22, 1971

MEMORANDUM FOR H. R. HALDEMAN

FROM : GORDON STRACHAN

SUBJECT : Friends of Richard Nixon Seminar

The Attorney General may be calling regarding the Friends of Richard Nixon Seminar that Anne Armstrong is organizing for the RNC. She asked the Attorney General to write several Administration spokesmen urging them to attend.

You noted on my last political matters memorandum that the Friends of Richard Nixon Seminar and the Attorney General's letter was a "terrible idea". This view was relayed to the Attorney General by Bob Reiser who works for Jeb Magruder.

GS:pm

November 22, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Political Meetings

You and the Attorney General discussed types of political meetings during your November 4 discussion. Two meetings -- one for issues and one for politics -- were to be called by Harry Dent. Jeb Magruder was to act as recording secretary to keep the Attorney General advised.

Harry Dent has asked 14 people to an issues meeting tomorrow in his office. In addition to the names mentioned by you and the Attorney General (Colson, Dole, Finch, Harlow, Harper and Humsfeld), Dent has invited Herb Klein, Ray Price, Bill Safire, Bill Timmons, Bob Tester, Anne Armstrong, and Tom Evans. (Copy of memorandum attached)

Magruder believes the Attorney General still plans on relying on the middle level strategy group (Moore, Garment, Dent, Magruder, Tester, Dailey, and Fleming) for political input.

However, there are three problems with these meetings. First neither includes Senator Dominick who the President indicated in his November 1 call to you should be invited to the political meeting.

_____ Have Dent invite Dominick

_____ Have the Attorney General meet privately with Dominick

_____ Other

The second problem concerns Chuck Colson's Nov. 19 memorandum in which he suggests a political meeting with Secretary Connally and the President. Since this suggestion apparently came from Connally, the Attorney General may have been holding off on political discussions with Connally. Presumably in this political meeting with the President, the Attorney General would be present. The question then becomes Colson's presence. My suggestion would be for you to set up this meeting with the President, Connally, Ehrlichman, Finch, Harlow, Dent, Colson

and the Attorney General.

Yes, Haldeman will arrange meeting

No, Colson to be advised that there will be no meeting

Other

Finally, in terms of political input you talked with John Sears about submitting information to you through Pat Buchanan. On October 14 you talked with the Attorney General about having an "original group" meeting of Sears, Dent, Buchanan, Garment, Finch, and Rumsfeld. The President had suggested that you call this original meeting. After your November 4 meeting with the Attorney General you told me you were reluctant to call any political meetings.

The questions are should Haldeman call this "original group" political meeting, and if not should all of John Sear's suggestions be submitted through Buchanan.

Yes, Haldeman call "original group" meeting

No, enough political meetings already

Sear's submit all materials through Buchanan

Other

GS:elr

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

November 20, 1971

E.O. 12065, Section 6-102
By Empire NARS, Date 1-18-80

~~CONFIDENTIAL~~

MEMORANDUM FOR:

FROM:

HARRY DENT 

On request, there will be a meeting in my office (145 EOB) on Tuesday, November 23, at 9 AM to discuss 1972 issues. You are invited to attend. Please call my office if you cannot be here.

cc: The Attorney General, ~~Bob~~ Haldeman

This memo sent to Anne Armstrong, Ken Cole, Chuck Colson, Bob Dole, Tom Evans, Bob Finch, Bryce Harlow, Ed Harper, Herb Klein, Jeb Magruder, Ray Price, Don Rumsfeld, Bill Safire, Bob Teiter, and Bill Timmons.

THE WHITE HOUSE
WASHINGTON

Exo Galt

November 19, 1971

MEMORANDUM FOR: H. R. HALDEMAN

FROM: CHARLES W. COLSON *we*

This is just a reminder of what I told you on the phone yesterday. John Connally said he thinks a few of us should sit down with the President soon to discuss what he calls the "raw politics" of 1972. He said that he would like to spend a little time with a few of the people whom he considers good politicians.

Perhaps the meeting should not include the President. Obviously, its up to you to figure out who would best take part in it. Connally gave me a few of his thoughts and I like them. They're the old time tough nut cutting Democrat style. We ought to take advantage of his expertise which I would say is considerable.

I was very encouraged that he wants to do this. As he put it we ought to cut away all the "underbrush" and get down to the pay dirt.

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

November 2, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN *G*

SUBJECT:

Political Meetings

In June the President mentioned to you that the "basic political strategy group of Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent should meet. You raised this with the Attorney General at your last political matters meeting on June 30. Your notes to me afterward indicated that the meeting should be scheduled in the fall. A copy of the original action memorandum is attached.

The President in October mentioned that the "original group" of Sears, Dent, Buchanan, Garment, Finch, and Rumsfeld should meet. You cleared this with the Attorney General on October 14. A copy of the original action paper is attached.

Yesterday the President, in his telephone call to you, said that Senators Dominick and Dole, as well as Chuck Colson, should be added to the political meeting.

Both meetings have problems in terms of purpose (real v. make everyone think he has a part) and security of information if certain individuals attend. Therefore, two meetings -- one for the hard decisions and one for therapy -- should probably be held. Suggested attendees are:

<u>Real</u>	<u>Therapy</u>
→Haldeman	Dole
→The Attorney General	Wilson
→Harlow	Dominick
→Ehrlichman	Dent
→Sears	Garment
?Colson	Finch
→Dent	Rumsfeld
→Rumsfeld	Buchanan

Magruder
Colson
Dole
Dent
Rumsfeld
Ehrlichman
Harlow
Finch

In addition, you should meet privately with the Attorney General to review the political matters pending that were not covered after the meeting last Thursday with John Rollins and the Attorney General on the Fourth Party situation.

ACTION MEMO

Political

We need to set up immediately a basic political strategy group of Mitchell, Finch, Haldeman, Harlow, Dole, Ehrlichman, and Dent. A meeting should be called as soon as possible.

We need some basic tactical thinking regarding the primaries.- the question of Presidential participation and basic strategy approach to handling this..

Mitchell obviously needs more input regarding the primaries. The President was very surprised about the Ohio development. The President will not campaign in primaries but he will bring in the key state big shots; the Nixon group, and have afternoon seminars and then a Black Tie dinner with the President afterwards.

We still need the specific group of Nixon loyalists in the Senate, the House, the Governors, etc. - a small all out total group that's unshakeable.

HRH
6-4-71

ACTION PAPER

We need to set up a political planning group consisting of Sears, Dent, Buchanan, and Len Garment - the original group. They should be gathered at the President's request. They would be good for general input. Finch and Rumsfeld should be included in the meetings.

HRH
10/4/71

November 19, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: President Meetings with
Selected GOP Senators

When you met with the Attorney General on November 5, 1971 you discussed the President's intention to meet with incumbent Senators up for re-election next year. The Attorney General had some reservations about the timing of the meetings in light of possible primary challenges. You directed me to stop your November 4 memorandum to Clark MacGretor asking him to arrange the meetings (original attached).

You and the Attorney General were going to discuss the meeting and timing with the President in Key Biscayne between November 6 and November 8.

GS:elr

November 18, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Polling

You have the plan submitted to the Attorney General by Bob Teeter on November 17. The Attorney General, in a meeting with Jeb Magruder, Bob Teeter and Bob Marik, approved all the recommendations. The questionnaire for the first wave of polls is to be ready for the Attorney General's review November 29.

The one decision which the Attorney General made which you may want to discuss with him is the projected use of existing data. According to Magruder, the Attorney General wants Bob Teeter to have access to our prior polls. The Attorney General will settle for Teeter access to the prior questionnaires and will not insist upon the results. The reason he wants at least the questions is to enable Teeter to prepare the list of results that the Campaign needs.

GS:elr

November 18, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Klein's Communication Plan
for the Campaign

You asked me to give Chuck Colson and Ron Ziegler copies of Klein's 67 page report on Communications for the Campaign. You wanted their comments.

Follow-up checks with Dick Howard in Colson's office and Gerry Warren in Ziegler's office indicate that neither Colson nor Ziegler plan to submit their comments in writing because they have already covered the subject with you orally.

 Yes, Colson and Ziegler reported to Haldeman

 No, Strachan insist on written comments from Colson & Ziegler.

 Other

GS:elr

November 18, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Trial Heat Poll
0-Nov. 20-21, 1971

ORC is ready to conduct a 1,000 interview telephone poll on Saturday and Sunday. The results will be ready Monday, November 22 at 12 noon, at a price of \$7,500.

Per your request the subjects covered include the President's popularity, his handling of Vietnam; his handling of the economy; the public's attitude toward labor union leaders in general and George Meany in particular; the admission of Red China to the UN; and trial heats. The six substantive questions with two-way, three-way and four-way trial heats would constitute a full questionnaire and assure results by Monday noon.

Additional questions in the six substantive areas appear in the suggested questions.

This chart indicates the number and type of questions that can be asked:

Familiarity/favorability + 2, 3, 4 way trial heats.

6 substantive + 2, 3, 4 way trial heats

10 substantive + 3 and 4 way trial heats

15 substantive + 3 way trial heats.

GS:elr

November 16, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: ORC Analysis of Demographic Changes
in Approval of the President

ORC compared four surveys between March and May 1971 when the President's approval was approximately 50% with five surveys between June and August when the President's approval moved to 56%. Sufficient data (8,000 interviews) enabled Tom Benham and Harry O'Neill to reach several conclusions:

- 1) The President is weakest among educated youth. This group not only hasn't "come around", it is not even increasing it's support with the rest of the public. Benham believes Vietnam is still an issue among this group even though it is not on the front page of the nation's newspapers. The drop in the President's popularity among the college educated youth is attributable to disagreement on all issues. The President cannot rely on the Peking trip to bring them around. Benham believes that the President is particularly weak in the Ecology and Consumerism areas. These generally weak areas are most pronounced among youth and women respectively.
- 2) Benham believes there will be a 50% youth turnout to vote, but since the President has a 47.5% approval rating and will get Republican and Independent youth support he is not in as bad a position as the media portrays.
- 3) In terms of increasing his popularity the President is doing better outside the South than in the South because his approval rate (59) is already higher. Similarly, the upward move in the Midwest is attributable to our very low starting point (47-54). The improvement in the Midwest is general, while in the East it is concentrated in older persons, independents and conservatives.

- 4) Benham believes that the best voting bloc for the President to go after is the Catholics. Although they are traditionally Democratic they can be pursued on two basic issues -- abortion and aid to parochial schools. Muskie and other moderate-liberal Democrats are trapped on both of these issues.
- 5) The old people have increased their support of the President by 7%. However, they are historically a very volatile group. The biggest issue for them is inflation.
- 6) This popularity polling information and Benham's experience still cannot give us the answer to whether Wallace helps or hurts the President. Benham is currently preparing a proposal which will try to determine Wallace's effect on a state by state basis.

Benham and Kehrli discussed the televised appearances of the President and their relationship to Gallup approval ratings. They decided that: the "conversation with TV networks" format seems to improve ratings. On July 1, 1970 the President held a conversation with the three TV networks and the next Gallup poll (July 10-12) showed a jump of 6 percentage points to 61% approval. The effect of the conversations seemed to wear off as the July 31 - Aug. 2 poll was back at 55%. Also, at the time of the conversation with four TV networks on July 1, 1971 the approval rating was 52% and a Gallup poll taken on Jan. 10 showed an increase to 56%. The next Gallup poll (February 19-21) showed a drop to the 51% level. It has remained close to 50% since then.

The attached binder contains the detailed demographics with cross breaks. The yellow pages are commentary.

Specific groups with interesting changes in their standing include:

Largest increase in approval - High School Incomplete	40-51
Next Largest increase in approval - Nonwhite	25-35
Only drop in approval - under 30	(18-20)48-46 (21-29)51-49

Benham also offered some general comments unrelated to specific poll results. He believes many people are "watching and waiting" for the economic conditions to give them a clear indication of what to expect in the way of jobs, salaries, and prices. There is no event currently crystallizing opinion, therefore, public

opinion is in a slack, neutral posture. The unions can't afford to go against public opinion in the President's fight against inflation because if unions did walk off the boards or resist, the public would demand legislation. In the ecology area people are worried about air and water pollution, not solid waste. Muskie is in desperate shape because the President is dominating the news and he is out front too early. Youth are alienated from society in general -- not just Vietnam. Kennedy will have a very rough time with Chappiquiddick because the media will push it in the scramble for stories. Benham is not too worried about the Conservatives or the businessmen deserting the President because they have no place to go. He believes the theme for the Campaign should emphasize the professionalism of this President. He favors the Rockefeller slogan example: "President Nixon for President."

GS:elr

Rede

Is B

THE WHITE HOUSE
WASHINGTON

October 29, 1971

*Try again
There is more
here than what
the survey indicates
L:*

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN **G**
SUBJECT: ORC Analysis of Demographic
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That weakness is not limited to areas are women, respectively

2) Benham believes there will be a 50% youth turnout to vote, but since the President has a 48% approval rating and will get Republican and Independent youth support he is not in as bad a position as the media portrays. *Because his approval rate (54) is already higher 47.5%*

3) The President is doing better outside the South than in the South. *in terms of increasing his popularity* The upward move in the Midwest is attributable to our very low starting point (47-54). *simple* The improvement in the Midwest is general, while in the East it is concentrated

4) Benham believes that the best voting bloc for the President to go after is the Catholics. Although they are traditionally Democratic they can be pursued on two basic issues - abortion and aid to parochial schools. Muskie and other moderate-liberal Democrats are trapped on both of these issues.

*with who?
where?
More detail here.
in older persons, independents, and conservatives*

5) The old people have increased their support of the President by 7%. However, they are historically a very volatile group. The biggest issue for them is inflation.

6) This ^{popularity} polling information and Benham's experience still cannot give us the answer to whether Wallace helps or hurts the President. ^{Benham is currently preparing a proposal which will try to determine Wallace's effect on a state by state basis}

*any other
amt. that
might have
changed this?
no*

Benham and Kehrli discussed the televised appearances of the President and their relationship to Gallup approval ratings. They decided that: the "conversation with TV networks" format seems to improve ratings. On July 1, 1970 the President held a conversation with the three TV networks and the next Gallup poll (July 10-12) showed a jump of 6 percentage points to 61% approval. The effect of the conversations seemed to wear off as the July 31 - Aug. 2 poll was back at 55%. Also, at the time of the conversation with four TV networks on July 1, 1971 the approval rating was 52% and a Gallup poll taken on Jan. 10 showed an increase to 56%. The next Gallup poll (February 19-21) showed a drop to the 51% level. It has remained close to 50% since then.

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*Can't it be done by company
Trial Heats over a long
period?*

Benham also offered some general comments unrelated to specific poll results. He believes ~~everyone~~ many people are "watching and waiting" for the economic conditions to give them a clear indication of what to expect in the way of jobs, salaries, and prices. There is no event currently crystallizing opinion; therefore, public

11/10

Benham

Watching + waiting - concern
of over jobs, lion, etc.
Harris - loss of control
in institution

Blacks

Nothing crystallizing opinion
on vote didn't
crystallize

Interesting to see public
attitude too admires of
Red China - global
accept since
now a fact

Dem Jo Poll - Importance
Issues / Group.
11/20 -

Rappaport - Youth in Cong P.

Sindlinger - B W K quotes
be part of McG / Hill.

Unions - can't afford to go ag/
the public - or
face legis

Air + Water Pollution not
Solid Waste

Muskie - desperate shape
bee/P dominating
press coverage +
too early.

No need to take so poll
now bee/Is are the
same as today.

- 51% - Pent Papers -
aware + only one
half of people who are

- Oct 15 - only when
you can reach people

Youth alienated - not bee/
of VN just generally.

EMK - would be killed by
Chappi ← Media would push it

Will send proposal
on Wallace in 6 sts.

Elderly - → We should
do this

We don't } Group Sessions - R.N.T.V.
use this well } Memo - Analysis.

Not too worried about
conservative or
businessmen but no
where to go.

Theme:

Test in
Grp Session
for 3 + then
FU w/ Nat'l Poll

Professionalism as P.
Baseline for theme
Image Study
"P. Nixon for 1"

opinion is in a slack, neutral posture. The unions can't afford to go against public opinion in the P's fight against inflation because if ~~they do~~ unions did walk off the boards or resist, the public would demand legislation. In the ecology area people are worried about air + water pollution not solid waste. Muscle is in desperate shape bec/ the P. is dominating the news and he is out front too early. ~~The~~ Youth are alienated from society in general.

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He believes the theme for the
Campaign should emphasize
the professionalism of this P.
He favors the Rockefeller slogan
example: "P Nixon for P."

November 12, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Cliff Miller's Evaluation of the Campaign

Cliff Miller spent one hour yesterday with the Attorney General and expressed the following concerns about the Campaign and the Committee for the Re-election of the President.

1. There is a 1968 campaign mentality prevailing at 1701. The general theory that 1972 will be a non-campaign has not registered in the minds of Harry Flemming and Jeb Magruder. Harry Flemming is too concerned with political factions in choosing delegates. He should concentrate on young delegates and women instead of the old party pros as the backdrop for TV in San Diego. Magruder is too concerned about the advertising and bumper stickers which may be minimal in 1972, instead of concentrating on the organization of voter blocks.
2. Harry Flemming is not strong enough for his current job. He is in over his head. Someone of stature with clout should replace him.
3. The President called the Attorney General yesterday and he took the call in Miller's presence. The subject was California and how the political situation has not been resolved. The Attorney General is somewhat worried about Governor Reagan, who is increasingly "feisty" in his demands for resolution of some HEW problems. Time is slipping by and there is no "honcho" in California.
4. Miller will develop a list of possible names for the advertising agency and submit them to you and the Attorney General for approval. Miller will also make

sure plans for the advertising agency incorporation proceed in Peter Dailey's absence (he is in Hong Kong for two weeks wrapping up his business affairs).

Other information from Miller which was not covered with the Attorney General includes:

1. Harry Treleaven was the original source of the advertising stories with the 18 million campaign expenditure figure. Miller has instructed Peter Dailey to talk to the 1968 Campaign advertising people but not Treleaven.

2. Miller says he received authority from you on October 15 to move Van Shumway to 1701 if Colson and Klein accepted the idea. Colson and Klein concurred and the Attorney General met Shumway and agreed. Shumway is now ready to accept the number two position over at 1701. Magruder will extend the offer after clearing the salary with the Attorney General.

GS:elr

November 12, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Bud Wilkinson

The Attorney General saw Bud Wilkinson two weeks ago and expressed interest in using him in the campaign. Magruder received the assignment to follow up with Wilkinson. Magruder checked with Colson and Wilkinson will be involved in the campus speakers program; but scheduled by Bart Porter of the Committee.

GS:elr

November 3, 1971

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ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: CHUCK COLSON
FROM: L. HIGBY
SUBJECT: Bud Wilkinson

Bob asked that we check out the possibility of having Bud Wilkinson go on some of the campuses for us as part of our campus speaker's program. I'm not sure who the best person would be to approach Wilkinson, but will you please see that someone gets in touch with Bud. I'd suggest Runsfeld, Finch or Magrader.

Thank you.

cc: James McLane
Ken Reitz

LH:pm:
LH:kb