

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>
13	13	5/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Lee Nunn. RE: The White House Support List. 1 pg.
13	13	5/18/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Fred Malek. Voter Blocs' Budgets, and the concern about the old folks budgets in comparison to the "youth." 1 pg.
13	13	5/18/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The discussion between Arthur Finkelstein and Ted Garrish concerning the registration of young voters. 1 pg.
13	13	5/17/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Fred Malek. RE: A monthly up-date concerning the campaign activities at 1701. 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>
13	13	5/13/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: A plan to bring the top political people from each key state to the White House for private dinners. 1 pg.
13	13	5/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The RNC mock election guide, along with the RNC "nuts and bolts" booklet, will serve the campaign well. 1 pg.
13	13	5/8/1972	<input type="checkbox"/>	Personal	Memo	From Gordon Strachan to Jeb Magruder. RE: Message that reads, "Was Rita's departure less than amicable?" 2 pgs.
13	13	5/2/1972	<input type="checkbox"/>	Personal	Letter	From Gordon Strachan to David McCosker. RE: Mr. McCosker's surprise at receiving a parking ticket. 1 pg.
13	13	4/26/1972	<input type="checkbox"/>	Personal	Letter	Unknown author to Gordon (last name unknown). RE: The payment of a parking citation that was received when visiting the White House. 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>
13	13	4/7/1972	<input type="checkbox"/>	Personal	Letter	From Arthur C. Hendrick to Ron Jones. RE: The purchase and price of 100 Brubakers at the rate of 20 per month. 1 pg.
13	13	5/5/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Counsellor Rumsfeld. RE: Gallup Chappaquiddick Poll. 1 pg.
13	13		<input checked="" type="checkbox"/>	Campaign	Report	The Gallup Opinion Index entitled, "Ted Kennedy Suffers Serious Loss in Personal Appeal Following Accident." 5 pgs.
13	13		<input checked="" type="checkbox"/>	Campaign	Report	The Gallup Opinion Index entitled, "Kennedy Fails to Gain Former Appeal." 1 pg.
13	13		<input checked="" type="checkbox"/>	Campaign	Report	The Gallup Opinion Index entitled, "Kennedy Gaining Strength Despite 'Not a Candidate' Stand." 5 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>
13	13		<input checked="" type="checkbox"/>	Campaign	Report	The Gallup Poll Report detailing Kennedy's support amongst Democrats, despite doubts about Chappaquiddick. 1 pg.
13	13	5/2/1972	<input type="checkbox"/>	Campaign	Letter	From Gordon Strachan to Jack Rourke. RE: Gratitude for suggesting Mr. Bob Siegel's home as possible quarters during the Republican Convention in August. 1 pg.
13	13	5/19/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Bill Safire. RE: The Nixon Years-Lift of Leadership booklet. 1 pg.
13	13		<input checked="" type="checkbox"/>	White House Staff	Memo	From L. Higby to M.S. Indecipherable handwritten note. 1 pg.
13	13		<input checked="" type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Larry. RE: Indecipherable handwritten note. 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>
13	13	5/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Ted Hullin to Gordon Strachan. RE: Attached comments made concerning the booklet entitled, "The Nixon Years." 1 pg.
13	13	5/8/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to John Ehrlichman. RE: The signing off of Ed Harper on the text of the booklet entitled, "The Nixon Years." 1 pg.
13	13	4/17/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Jeb S. Magruder to John N. Mitchell. RE: "The Nixon Years," and its readiness to go to the printer, planning 20,000 copies on the first round. 1 pg.
13	13	5/5/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Hugh Sloan. RE: The Polling Bills, and the update concerning the September 10th filing which will not record payments to the ORC. 1 pg.
13	13	5/17/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Bob Teeter. RE: Wave II Draft Questionnaire. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 237

Folder: Strachan Chron M-Z May 1972

<u>Document</u>	<u>Disposition</u>
262	Return Private/Political Memo Strachan to Malek 5/18/72
263	Retain Open
264	Return Private/Political Memo Strachan to Magruder 5/18/72
265	Retain Open
266	Return Private/Political Memo Strachan to Malek 5/17/72
267	Retain Open
268	Retain Open
269	Retain Open
270	Return Private/Political Memo Strachan to Magruder 5/13/72
271	Return Private/Political Memo Strachan to Magruder 5/10/72
272	Return Private/Political Memo Strachan to Magruder 5/8/72
273	Retain Open
274	Return Private/Personal LTR Strachan to McCosker 5/2/72
275	Return Private/Political Memo Strachan to Nunn 5/18/72
276	Retain Open
277	Retain Open
278	Retain Open
279	Retain Open
280	Retain Open
281	Retain Open
282	Retain Open
283	Retain Open
284	Retain Open
285	Return Private/Political Memo Strachan to Rumsfeld 5/5/72

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 237

286	Return	Private/Political LTR Strachan to Rourke 5/2/72
287	Retain	Open
288	Return	Private/Political Memo Strachan to Safire 5/19/72
289	Retain	Open
290	Retain	Open
291	Retain	Open
292	Retain	Open
293	Return	Private/Political Memo Strachan to Sloan 5/5/72
294	Retain	Open
295	Return	Private/Political Memo Strachan to Teeter 5/17/72
296	Retain	Open
297	Retain	Open
298	Retain	Open
299	Retain	Open
300	Retain	Open
301	Retain	Open

ADMINISTRATIVELY CONFIDENTIAL

May 18, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Voter Blocs' Budgets

Bob reviewed your budgets for the voter blocs. He noted that youth and women received twice what your other groups do. He was concerned about the old folks budgets. It is his view that they are worth ten times what "youth" may be. As you revise your budgets, you may want to discuss Bob's views with Mitchell when reaching decisions regarding the final budgets.

GS/jb
F/U - 6/2

ADMINISTRATIVELY CONFIDENTIAL

May 18, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Youth Vote

I was particularly interested in the discussion between Arthur Finkelstein and Ted Garrish the other evening regarding the relative merits of registration of youth.

I understood that you were to have Garrish and Finkelstein prepare a joint memorandum for John Mitchell. We of course would be interested in receiving a copy of that memorandum as soon as it is complete.

GS/jb
F/U - 6/1

ADMINISTRATIVELY CONFIDENTIAL

May 17, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Monthly Report

As we have discussed periodically, it would be valuable for Bob to receive a brief monthly up-date from you regarding your campaign activities at 1701. Although he currently receives copies of your periodic memoranda to Mitchell, it would be useful to have a brief, written description of the decisions reached during discussions with Mr. Mitchell.

During the Russia trip, it might be an excellent time to prepare the first report summarizing your activities, successes, and failures in shifting to the 1701 operation.

I would be interested in your reaction.

GS/jb
F/U - 6/1

Please submit your report on this project by June 1, 1972.

ADMINISTRATIVELY CONFIDENTIAL

May 13, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Key State Dinners

Last fall, a good deal of effort was put into a project to bring the top political people from each key state to the White House for private dinners. Mr. Mitchell developed some lists for some states but the project was to be delayed until after the primaries. With only California left, should this project be re-raised? Do you know where it stands?

cc: Dave Parker

GS:car

ADMINISTRATIVELY CONFIDENTIAL

May 10, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Mock Conventions

I know you may be sick of this subject, especially because we keep asking about it in spite of some successes by Rietz and Gorton. However, if you review the attached RNC 1972 Mock Election Guide, you will quickly understand our concern. Without once mentioning the President, the RNC nevertheless quotes David Brinkley. Unbelievable!

Together with the RNC "nuts and bolts" booklet, this will go down as a classic.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

May 8, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

Was Rita's departure less than amicable?

GS/jb

In another analysis of a primary vote, Louis Bean concludes in the Post that the Indiana GOP crossover may spell bad news for the GOP. Again he finds the Dem vote an marked upswing. ... Roche, however, suggests all too much is being made of the primaries. Fact is the turnouts aren't that great and they've been dominated by the ideologues backing McGovern and Wallace. Besides seeing headlines about McGovern sweeps, etc., Roche asks what the reaction would be to the following: "10% of Mass voters give McGovern victory." Yet that's all that did vote for him -- 250,000 out of 2.5M.

Times takes note of new book on "The Ethnic Factor: How America's Minorities Decide Elections." Blacks, Span-speaking, Jew, Italian and Slav voters make up 30-33% of electorate and are concentrated in major states thus making appeals to them possibly decisive in presidential campaigns.

Herb Klein said the GOP decision to shift its convention stemmed from a dispute with the management of the SD Sports Arena. He said the move was not meant to suggest that SD is not "a great convention city." ... Mayor Pete Wilson, saying his city will save more than \$1M by not hosting the convention, proclaimed the week of Aug 21 as the "week of San Diego -- America's finest city."

Ashbrook won the overwhelming endorsement of UROC in a 519-60 vote. Nofziger played down the importance of the vote, declaring that the group had no more than 4,000 members tho it claims 10,000. ... For the 1st time Ashbrook said he would not back RN if the Pres. is re-nominated, but would not go so far as to say he would not vote for RN in the November election. He also said the Admin has its share of "effete, intellectual snobs" and singled out Kissinger as an example. The remark earned Ashbrook the heaviest standing ovation of the evening in a speech that was interrupted 26 times by applause, says UPI.

JSM
The Star quotes Rita Hauser that voters "have a right" to judge RN on how well he succeeds in ending the war, "since he, himself, has made the issue. She also said the growing feminist movement is bringing about "a unity so powerful that it could well define a new alliance of strength dedicated to peace and betterment of the human condition." She pointed out that for the first time women are able to free themselves for their roles in society "by being able to control the reproductive cycle and thereby free themselves from a lifetime of continued pregnancy and child rearing."

A Star report sees little progress being made by "Maggie" Smith's GOP challenger -- millionaire Monks.

May 2, 1972

Dear Mr. McCosker:

I was somewhat surprised to receive your note of April 26th in which you enclosed a parking ticket which you received here in Washington. As we discussed on the telephone, I had arranged parking for you on West Executive Avenue so you would not have to face the usual parking problem while you toured the White House.

The ticket is enclosed as I am sure you will want to pay the fine quickly.

Sincerely,

Gordon Strachan
Staff Assistant to
H. R. Haldeman

Mr. David B. McCosker
2108 Linda Flora Drive
Los Angeles, California 90024

GS/jb

April 26, '72

Dear Gordon,

A most enjoyable tour of the White Horn thanks to you and Pat Price.

I followed your parking instructions and the enclosed is what I got. Can you take care of this parking citation for me?!

Did you receive the Peace Symbol I handed to Pat Price? "Peace With Honor" - symbol of the informed, not the chicken-foot peace sign symbolic of the ignorant mis-informed students.

The enclosed from Atlantic Volkswagen indicates V.W. enthusiasm for the Brubaker!

Sincerely,

David

(202) 337-2655

(213) 476-6273

(213) 645-2601

ATLANTIC VOLKSWAGEN, INC.

472 SO. ATLANTIC BLVD. • EAST LOS ANGELES, CALIF. 90022 • Phone 266-6650

April 7, 1972

The Brubaker Industries
5625 West Century Boulevard
Los Angeles, California 90045

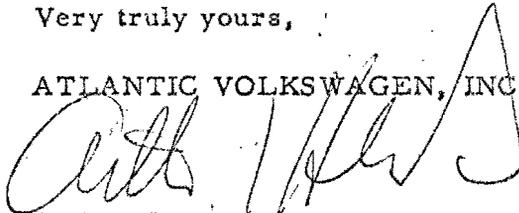
Attention: Mr. Ron Jones

Dear Mr. Jones:

This letter shall be our Purchase Order for 100 (one Hundred) Brubakers at the rate of 20 per month and we would like to have the first opportunity to purchase any additional Brubakers you may have during this period.

Very truly yours,

ATLANTIC VOLKSWAGEN, INC.



Arthur C. Hendrick, President

ACH/ar

ADMINISTRATIVELY CONFIDENTIAL

May 18, 1972

MEMORANDUM FOR:

LEE NUNN

FROM:

GORDON STRACHAN

SUBJECT:

White House Support List

Pursuant to our conversation this morning, would you prepare a memorandum for Bob which describes the result of the authorized test mailing to 10,000, a revised text for the letter, and the timing of the mailing?

Bob would like to review this proposal upon return from Russia. Would it be possible to have this memorandum to our office by June 1?

In the meantime, I have asked Ann Morgan to reject any requests for access to the White House support list, either by the Committee looking for workers or by anyone else involved in fundraising.

cc: Ann Morgan
Hugh Sloan

GS/jb
F/U - 6/1

ADMINISTRATIVELY CONFIDENTIAL

May 5, 1972

MEMORANDUM FOR: COUNSELLOR RUMSFELD
FROM: GORDON STRACHAN
SUBJECT: Gallup Chappaquiddick Poll

In light of our telephone conversation, you might be interested in the past three annual Gallup Chappaquiddick polls. In spite of the Wall Street Journal articles of May 4-5, Gallup may neither conduct nor publish the annual Kennedy-Chappaquiddick Poll.

att.
GS/jb

Ted Kennedy Suffers Serious Loss in Personal Appeal Following Accident

In the aftermath of his July 18 car accident which took the life of Mary Jo Kopechne, Sen. Edward M. Kennedy has fallen sharply in terms of public esteem for him as a person. However, his political standing in a nationwide test race against Richard Nixon and George Wallace remains unchanged compared with earlier April results.

On Saturday, July 26, the day after Senator Kennedy went on network television to explain the details of the fatal accident, Gallup Poll interviewers began questioning a full-scale sample of the nation's adults. The survey, which reached 1419 persons in over 300 localities, was completed Monday, July 28 prior to Kennedy's announcement that he intended to run for the Senate again in 1970.

A comparison of this survey with an exactly comparable one last March shows a decline in "extremely favorable" attitudes toward Kennedy, as a person, from 49 per cent to 34 per cent. In terms of actual numbers of people, these percentages indicate that Kennedy has lost, temporarily at least, the high regard of some 18 million Americans.

The decline in extremely favorable attitudes has been accompanied by an increase in "extremely unfavorable" attitudes from 4 per cent in the earlier survey to 11 per cent today.

Despite these sharp shifts in extreme feelings about Kennedy, overall favorable attitudes continue to outweigh unfavorable attitudes by a wide margin, 3-to-1 in the latest survey.

FIRST EVIDENCE OF POLITICAL EFFECT

Senator Kennedy has not lost political ground in relation to Richard Nixon and George Wallace. In an April survey, Kennedy's share of the vote in a three-way trial heat against Nixon and Wallace was 33 per cent. His vote today is 36 per cent.

It is important to bear in mind that the above trial heat results reflect not only attitudes toward Senator Kennedy, but toward President Nixon and George Wallace as well. Party allegiance is also a factor. Many Democrats for example, may now have a lesser regard for Kennedy as a person but still do not want to jump party lines.

SCALE USED FOR BEFORE-AFTER TEST

To determine the impact of recent events on Senator Kennedy, a sensitive attitude measuring device called the Stapel Scalometer was employed.

The Stapel Scalometer consists of 10 numbered squares going from plus five — or someone liked very much — all the way down to minus five — or someone disliked very much. Each respondent is asked to indicate the square that best describes his feelings about a particular person.

The following table compares the latest ratings with those recorded in March:

PUBLIC'S RATING OF KENNEDY BEFORE AND AFTER ACCIDENT

	March Survey	July 26-28	Change
	%	%	%
Extremely favorable (Plus 5, 4)	49	34	-15
Mildly favorable (Plus 3, 2, 1)	36	40	+ 4
Mildly unfavorable (Minus 1, 2, 3)	8	13	+ 5
Extremely unfavorable (Minus 4, 5)	4	11	+ 7
No opinion	3	2	- 1
	100%	100%	

CHANGE BY MAJOR GROUPS

The following table shows that Kennedy has fallen from esteem about equally among men and women. The views of older persons have been most seriously affected.

'EXTREMELY FAVORABLE'

	March Survey	July 26-28	Change
	%	%	
NATIONAL	49	34	-15
Men	45	31	-14
Women	52	37	-15
21 - 29 years	51	39	-12
30 - 49 years	49	36	-13
50 & over	46	28	-18
East	53	41	-12
Midwest	53	35	-18
South	42	23	-19
West	42	35	- 7

	March Survey	July 26-28	Change
	%	%	%
Protestants	41	27	-14
Catholics	65	53	-12

'EXTREMELY UNFAVORABLE'

NATIONAL	4	11	+7
Men	5	12	+7
Women	3	10	+7
21 - 29 years	2	5	+3
30 - 49 years	3	9	+6
50 & over	6	15	+9
East	3	7	+4
Midwest	2	8	+6
South	9	17	+8
West	1	9	+8
Protestants	6	12	+6
Catholics	1	6	+5

Sen. Edward Kennedy's controversial automobile accident has also taken a toll on his popularity among the nation's Democratic voters.

The youthful Senator is now locked in close battle with Hubert Humphrey, the 1968 Democratic nominee, for popularity honors among the rank-and-file of the party.

The earlier Gallup survey (in March) showed Kennedy leading a field of five prominent Democrats, with 67 per cent of Democratic voters giving him an "extremely favorable" rating. His closest rival was Hubert Humphrey, with 48 per cent. In the survey conducted following the fatal accident, the comparable ratings were 53 per cent for Kennedy and 48 per cent for Humphrey.

VIEWS OF DEMOCRATIC VOTERS

	Before Accident	After Accident
	%	%
Edward Kennedy	67	53
Hubert Humphrey	48	48
Edmund Muskie	35	32
Eugene McCarthy	17	18
George McGovern*	10	10

* Although McGovern's rating is relatively low, it should be borne in mind that many people are presently unable to identify the South Dakota Senator.

To determine the impact of recent events on Senator Kennedy's political standing, the Gallup Poll in the latest survey repeated a "test election" question asked last April:

"To get some idea of the national political situation at this early stage, suppose the presidential election were being held today and Richard Nixon were the Republican candidate, Sen. Edward Kennedy were the Democratic candidate and George Wallace ran again as a third party candidate. Which would you like to see win?"

Following are the latest findings, based on the preferences of the 1059 persons in the sample who said they voted in last fall's presidential election, compared with earlier results:

COMPARISON OF TRIAL HEATS
(National)

	April	July 26-28
	%	%
Nixon	52	52
Kennedy	33	36
Wallace	10	9
Undecided, other	5	3

SHOULD NOT RESIGN FROM U.S. SENATE

A small-scale national Gallup survey, conducted Tuesday night, July 29, by telephone with 110 adults, showed sentiment about 9-to-1 opposed to Senator Kennedy resigning from the Senate. At the same time, however, the survey revealed that at least half of all persons interviewed were not entirely satisfied with Kennedy's explanation of the events surrounding the July 18 accident.

Here are some typical verbatim comments recorded in the interviewing:

"Senator Kennedy's human like the rest of us," said the 47-year old wife of a machine operator from Wisconsin, who thinks Kennedy should not resign from the Senate. "People have a tendency to demand too much of public figures."

But a 51-year old resident from New York holds different views: "There are too many questions left unanswered about this whole business. Money has helped him — if he were a person of lesser means, he'd be in real trouble right now."

"That family's had so much tragedy already," said a 63-year old minister from High Point, N. C., "I wouldn't want to pass judgment. Personally, I like the man."

HAD EVERYTHING GOING FOR HIM

Prior to the recent developments which could have a major impact on Kennedy's political future, the youthful Senator had just about everything going for him as a political candidate:

- * In a February Gallup Survey, Senator Kennedy was far and away the top choice of both Democratic and Independent voters as the man who should take over the direction of the plans and policies of the Democratic party during the next four years.
- * A March survey showed that 94 per cent of Americans were able to correctly identify the 37-year old Majority Whip, a remarkably high awareness score. The same survey showed 8 in 10 persons of the belief that Kennedy would like to be President. Eight in ten also thought that he would someday win the Democratic nomination for President.
- * On campus, Kennedy was found in a May survey to be the new campus hero, replacing last year's idol, Sen. Eugene McCarthy.
- * In the Gallup Poll's audit last December of the 10 men most admired by the American people, Sen. Edward Kennedy placed third on the list.

PUBLIC'S RESPONSE IN EARLIER SURVEYS

No one can be sure what lies ahead for Senator Kennedy as far as his political career is concerned. However, it may be instructive to recall the public's response to an earlier event in Edward Kennedy's personal life, as well as to one occasion in the personal life of another leading public figure, New York Governor Nelson Rockefeller.

In the Spring of 1962, Edward Kennedy disclosed that he had been asked to leave Harvard University at the end of his freshman year after he had had a friend taken an examination for him.

EVENT LEFT NO POLITICAL SCARS

Senator Kennedy's success at the polls in Massachusetts two years later and in subsequent nationwide public opinion surveys have furnished ample evidence that this particular event in Edward Kennedy's life left no permanent political scars.

Nelson Rockefeller suffered rather substantial losses in popularity in 1961 when news of his impending divorce was first announced, but subsequent Gallup Poll check indicated that he regained most of his support withing a relatively short period of time.

*One Year After Chappaquiddick***KENNEDY FAILS TO GAIN FORMER APPEAL**

Sen. Edward Kennedy has failed thus far to regain the high level of popularity he had enjoyed prior to his tragic car accident on Chappaquiddick Island exactly one year ago.

In the latest survey 25 percent of all adults interviewed give Senator Kennedy an "extremely favorable" rating, only half the proportion who did so in a survey conducted prior to the accident last July 18-19.

Immediately following the accident Kennedy's "extremely favorable" rating dropped sharply from 49 percent to 34 percent.

His rating slipped a few percentage points more in an October survey. A January survey showed Kennedy making a slight recovery in terms of his popular appeal, but these gains did not hold up, as seen in the latest survey.

One factor in the decline found in the latest sampling may have been Judge James A. Boyle's inquest report on the death of Miss Kopechne, released April 29, in which he concluded that Senator Kennedy may have driven negligently and that such driving may have contributed to Miss Kopechne's death.

To determine attitudes toward Senator Kennedy, a sensitive attitude measuring device called the Stapel Scalometer was employed.

The Stapel Scalometer consists of 10 numbered squares which range from extreme like to extreme dislike. Each respondent is asked to indicate the square that best describes his feelings about a particular person. The top two positions on the scale are combined to provide the "extremely favorable" rating.

The following table shows the trend in "extremely favorable" ratings:

<i>Extremely Favorable Rating of Kennedy</i>	
<i>Latest</i>	<i>25%</i>
<i>January '70</i>	<i>34</i>
<i>October '69</i>	<i>28</i>
<i>July (after accident)</i>	<i>34</i>
<i>March (before)</i>	<i>49</i>

Senator Kennedy's decline in appeal has occurred among all major groups in the population, including Catholics who earlier had been the bulwark of his support.

Kennedy Gaining Strength Despite 'Not a Candidate' Stand

One of the most interesting phenomena on the American political scene today is the strong and persistent appeal of Sen. Edward Kennedy despite:

(1) His frequent assertion that he will not actively seek the Democratic Presidential nomination in 1972; and

(2) Lingering doubts among significant numbers of voters concerning the events surrounding Kennedy's car accident at Chappaquiddick, which occurred two years ago.

Senator Kennedy's appeal with voters dropped dramatically following the Chappaquiddick incident, which took the life of Miss Mary Jo Kopechne, a Washington secretary. Prior to the mishap, Gallup surveys showed the Massachusetts senator to be far and away the leading contender for the 1972 Democratic Presidential nomination.

Kennedy, however, has gained political strength in recent weeks and in a late June survey of nomination choices has taken over first place, winning 29 per cent of the vote of Democratic voters to 21 per cent for Muskie.

Moreover, in trial heat races against President Nixon, based on all voters, Kennedy stands toe-to-toe with the President, capturing 41 per cent of the vote, only one point less than the President. In a similar "trial heat" election, Muskie polls 41 per cent to Nixon's 39 per cent.

Kennedy's appeal is especially strong among young persons (particularly among the recently enfranchized 18 to 20 group), among blacks, Roman Catholics and manual laborers.

Even though Kennedy has regained some support, half the Democrats interviewed in the latest survey (and six in ten Republicans) still believe the Senator's chances of someday becoming President have been hurt by the fatal accident at Chappaquiddick, with some suggesting the Kennedy's political opponents may seek to capitalize on the incident.

The survey further suggests that even with Kennedy's resurgence of strength, there are still many Americans who feel uneasy about what happened at Chappaquiddick.

About one in four offers the opinion that drunken driving was responsible for the death of Miss Kopechne, even though Kennedy refuted this charge on a nationally televised speech the week following the incident.

Ten per cent suggest the incident was "whitewashed" or "hushed up." "Much money was paid to cover up a lot of sordid details," commented one respondent.

Another ten per cent suggest that Kennedy was involved with the young Miss Kopechne, who served as a campaign worker for the late Sen. Robert Kennedy.

As the survey figures reported today indicate, a significant number of people have misgivings about Chappaquiddick but nevertheless support Kennedy for the nomination. Their sentiments are perhaps best expressed by a 51-year old housewife from Los Angeles who remarked, "He's a human being who makes mistakes like the rest of us. I'm ready to give him my vote if he decides to throw his hat into the ring."

This question was asked first:

Do you remember the car accident on Chappaquiddick Island in which Sen. Edward Kennedy was involved?

All persons answering in the affirmative (95 per cent — one of the highest levels of awareness recorded by a Gallup survey) were then asked this question:

Just what happened there, in your opinion?

All persons remembering the incident were also asked:

Do you think this will help or hurt Kennedy's chance of becoming President someday, or don't you think it will make any difference?

Following are the national results and those by party affiliation. It is interesting to note that two per cent of persons interviewed think the incident will actually "help" his chances.

	Hurt %	Help %	No Difference %	No Opinion %
NATIONAL	55	2	40	3
Democrats	48	2	47	3
Republicans	63	1	32	4

SEN. EDWARD KENNEDY

Question: "Do you remember the car accident on Chappaquiddick Island in which Sen. Edward Kennedy was involved?"

	MID-JUNE, 1971		
	Yes %	No %	No Opinion %
NATIONAL	95	4	1
SEX			
Male	94	6	—
Female	97	2	1
RACE			
White	96	3	1
Non-white	85	13	2
EDUCATION			
College	98	1	1
High School	96	3	1
Grade School	89	11	—
OCCUPATION			
Prof. & Bus.	98	1	1
White Collar	99	1	—
Farmers	94	5	1
Manual	95	5	—
AGE			
18 - 20 years	96	4	—
21 - 29 years	96	4	—
30 - 49 years	96	3	1
50 & over	94	6	—
RELIGION			
Protestant	96	3	1
Catholic	93	6	1
Jewish	X	X	X
POLITICS			
Republican	96	3	1
Democrat	94	5	1
Independent	96	4	—
REGION			
East	95	4	1
Midwest	96	3	1
South	93	6	1
West	98	2	—
INCOME			
\$15,000 & over	99	1	—
\$10,000 - \$14,999	98	2	—
\$ 7,000 - \$ 9,999	97	2	1
\$ 5,000 - \$ 6,999	93	6	1
\$ 3,000 - \$ 4,999	94	6	—
Under \$3,000	85	15	—
COMMUNITY SIZE			
1,000,000 & over	94	5	1
500,000 - 999,999	97	2	1
50,000 - 499,999	98	2	—
2,500 - 49,999	93	6	1
Under 2,500, Rural	94	6	—

SEN. EDWARD KENNEDY

Question: "Do you think this will help or hurt Kennedy's chances of becoming President someday, or don't you think it will make any difference?"

	MID-JUNE, 1971			
	Help %	Hurt %	No Difference %	No Opinion %
NATIONAL	2	55	40	3
SEX				
Male	2	56	40	2
Female	2	55	39	4
RACE				
White	1	57	39	3
Non-white	1	39	49	11
EDUCATION				
College	—	64	35	1
High School	1	53	42	4
Grade School	4	51	39	6
OCCUPATION				
Prof. & Bus.	—	63	37	—
White Collar	1	54	43	2
Farmers	5	56	35	4
Manual	2	49	45	4
AGE				
18 - 20 years	2	56	41	1
21 - 29 years	1	51	44	4
30 - 49 years	1	55	42	2
50 & over	2	58	35	5
RELIGION				
Protestant	2	58	37	3
Catholic	1	49	47	3
Jewish	X	X	X	X
POLITICS				
Republican	1	63	32	4
Democrat	1	48	47	4
Independent	2	59	36	3
REGION				
East	—	52	44	4
Midwest	1	54	42	3
South	2	61	33	4
West	3	55	39	3
INCOME				
\$15,000 & over	1	65	33	1
\$10,000 - \$14,999	1	53	45	1
\$ 7,000 - \$ 9,999	1	59	38	2
\$ 5,000 - \$ 6,999	3	52	41	4
\$ 3,000 - \$ 4,999	2	52	38	8
Under \$3,000	1	53	38	8
COMMUNITY SIZE				
1,000,000 & over	1	52	42	5
500,000 - 999,999	3	54	40	3
50,000 - 499,999	1	57	40	2
2,500 - 49,999	2	55	40	3
Under 2,500, Rural	1	57	38	4

SEN. EDWARD KENNEDY

Question: "What is your best guess at this time -- will Edward Kennedy actively seek the presidential nomination in 1972, or not?"

	MID-JUNE, 1971		
	Yes %	No %	No Opinion %
NATIONAL	31	54	15
SEX			
Male	31	56	13
Female	31	53	16
RACE			
White	31	55	14
Non-white	32	46	22
EDUCATION			
College	28	59	13
High School	28	58	14
Grade School	40	42	18
OCCUPATION			
Prof. & Bus.	27	60	13
White Collar	29	60	11
Farmers	35	48	17
Manual	32	52	16
AGE			
18 - 20 years	33	53	14
21 - 29 years	29	59	12
30 - 49 years	33	52	15
50 & over	29	55	16
RELIGION			
Protestant	32	53	15
Catholic	29	57	14
Jewish	X	X	X
POLITICS			
Republican	36	51	13
Democrat	27	59	14
Independent	32	53	15
REGION			
East	28	57	15
Midwest	29	59	12
South	37	46	17
West	29	57	14
INCOME			
\$15,000 & over	29	62	9
\$10,000 - \$14,999	28	60	12
\$ 7,000 - \$ 9,999	33	54	13
\$ 5,000 - \$ 6,999	32	50	18
\$ 3,000 - \$ 4,999	33	52	15
Under \$3,000	33	45	22
COMMUNITY SIZE			
1,000,000 & over	33	53	14
500,000 - 999,999	25	62	13
50,000 - 499,999	28	58	14
2,500 - 49,999	36	47	17
Under 2,500, Rural	32	53	15

After Two Years

Kennedy Favorite of Democrats Despite Lingering Doubts About Chappaquiddick

By George Gallup

PRINCETON, N. J., July 17 — One of the most interesting phenomena on the American political scene today is the strong and persistent appeal of Sen. Edward Kennedy despite:

(1) His frequent assertion that he will not actively seek the Democratic Presidential nomination in 1972; and

(2) Lingering doubts among significant numbers of voters concerning the events surrounding Kennedy's car accident at Chappaquiddick, which occurred two years ago tomorrow.

Kennedy Regaining Political Strength

Senator Kennedy's appeal with voters dropped dramatically following the Chappaquiddick incident, which took the life of Miss Mary Jo Kopechne, a Washington secretary. Prior to the incident, Gallup surveys showed the Massachusetts senator to be far and away the leading contender for the 1972 Democratic Presidential nomination.

Kennedy, however, has gained political strength in recent weeks and in the latest Gallup survey of nomination chances has taken over first place, winning 20 per cent of the vote of Democratic voters to 21 per cent for Muskie.

Moreover, in trial heat races against President Nixon, based on all voters, Kennedy stands toe-to-toe with the President, capturing 41 per cent of the vote, only one point less than the President. In a similar "trial heat"

election, Muskie polls 41 per cent to Nixon's 39 per cent.

Kennedy's appeal is especially strong among young persons (particularly among the recently enfranchized 18 to 20 group), among blacks, Roman Catholics and manual laborers.

Chappaquiddick May Still Be Damaging

Even though Kennedy has regained some support, half the Democrats interviewed in the latest survey (and six in ten Republicans) still believe the Senator's chances of someday becoming President has been hurt by the fatal accident at Chappaquiddick, with some suggesting that Kennedy's political opponents may seek to capitalize on the incident.

The survey further suggests that even with Kennedy's resurgence of strength, there are still many Americans who feel uneasy about what happened at Chappaquiddick.

About one in four offers the opinion that drunken driving was responsible for the death of Miss Kopechne, even though Kennedy refuted this charge on a nationally televised speech the week following the incident.

Ten per cent suggest the incident was "whitewashed" or "hushed-up." "Much money was paid to cover up a lot of sordid details," commented one respondent.

Another ten per cent suggest that Kennedy was involved with the young Miss Kopechne, who served as a campaign worker for the late Sen. Robert Kennedy.

'Human Like the Rest of Us'

As the survey figures reported today indicate, a significant number of people have misgivings about Chappaquiddick but nevertheless support Kennedy for the nomination. Their sentiments are perhaps best expressed by a 51-year old housewife from Los Angeles who remarked, "He's a human being who makes mistakes like the rest of us. I'm ready to give him my vote if he decides to throw his hat into the ring."

A total of 1501 adults, 18 and older, were interviewed in person to obtain the results of today's survey, which was conducted in more than 300 scientifically selected localities across the nation during the period June 25-28.

This question was asked first:

Do you remember the car accident on Chappaquiddick Island in which Sen. Edward Kennedy was involved?

Chappaquiddick Incident Help or Hurt Kennedy Politically?

	No		Yes	
	%	%	%	%
NATIONAL	55	2	40	3
Democrats	48	2	47	3
Republicans	63	1	32	4

All persons answering in the affirmative (95 per cent — one of the highest levels of awareness recorded by a Gallup survey) were then asked this question:

Just what happened there, in your opinion?

All persons remembering the incident were also asked:

Do you think this will help or hurt Kennedy's chance of becoming President someday, or don't you think it will make any difference?

Following are the national results and those by party affiliation. It is interesting to note that two per cent of persons interviewed think the incident will actually "help" his chances.

County Chairmen Oppose Kennedy

Despite Kennedy's political resurgence with the public, he fails to win favor with the nation's Democratic County chairmen. In an exclusive Gallup survey of this key group of party "pros," Kennedy runs a weak third for the Democratic nomination, slightly behind Humphrey and trailing far behind Muskie.

The views of these county chairmen traditionally dominate the party convention and may therefore play an important part in a future Kennedy presidential bid.

May 2, 1972

Dear Mr. Rourke:

Thank you for your letter of April 12th, in which you referred to the home of Mr. and Mrs. Bob Siegel as possible quarters during the Republican Convention in August.

As you have probably read, the site for the 1972 Republican National Convention has not been decided upon. If the decision is made to remain in San Diego, we will be in touch with the Siegels.

Thank you for your thoughtfulness.

Sincerely,

Gordon Strachan
Staff Assistant to
H. R. Haldeman

Mr. Jack Rourke
3805 West Magnolia Boulevard
Burbank, California 91505

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

May 19, 1972

MEMORANDUM FOR:

BILL SAFIRE

FROM:

GORDON STRACHAN

SUBJECT:

The Nixon Years -
Lift of Leadership

Bob asked that you look through the attached booklet prepared at 1701 for wide distribution. It has been substantively signed off by Ed Harper of the Domestic Council, John Lehman of the Security Council, and Ray Price here.

Bob would like your assessment of this book.

GS/jb
F/U - 6/1

THE WHITE HOUSE
WASHINGTON

Date: _____

To :

MS

From :

L. Higby

What about Safari
Most people don't
need these things
they look at them
✓

THE WHITE HOUSE
WASHINGTON

Date:

19
about
5/13

TO:

Lamy

FROM:

GORDON STRACHAN

E raised this at the Friday meeting with J Mitchell, H, etc. Changes are being made in the book but J says Mitchell is less than pleased by E's second guessing

THE WHITE HOUSE
WASHINGTON

Date May 10, 1972

For Gordon Strachan

From **Ted Hullin**

Re: The Nixon Years

Gordie, baby:

John's comments are attached. Booklet
has been sent to Harper to up-date.
Some parts are out of date, OBE, etc.

Ted

MAY 9 1972

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

May 8, 1972

MEMORANDUM FOR:

JOHN EHRLICHMAN

FROM:

GORDON STRACHAN **G**

Ed Harper has signed off on the text of this booklet for the Domestic Council. Would you mind taking a quick last look at the text in this "semi-final" form before it goes to press?

- 1- Poor cover choice
- 2- Terrible title & worse: "Energy in the Exec"
- 3- 1st 3 pp are a hodge podge
- 4- Pictures op. p. 23 a mistake - They don't sell.
and my name misspelled!

p. 57 - no mention of D.C. crime rate

etc

etc

etc

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

102
Have E +
Sophie
Giacobino
Gueichler just.

MEMORANDUM

April 17, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
FROM: JEB S. MAGRUDER
SUBJECT: The Nixon Years

The Nixon Years, our official campaign publication on the Nixon Record based on "The Third Year Report" and "The State of the Union Message," is ready now to go to the printer. I reviewed it Saturday with Frank Leonard and the following people have already signed off on it: Dr. Edwin Harper of the Domestic Council; John Lehman of the National Security Council; Phil Joanou; Ray Price and Van Shumway.

We are planning to run 20,000 copies on the first run; with this quantity we will be able to give between 300 to 500 to each of the state committees for the Re-Election of the President. In addition we will send a copy to selected VIP's from the RNC mailing list, as well as to key press people.

Arrangements for you to review this publication can be made. However, if you feel it has received sufficient approval, we would like to start printing immediately.

That The Nixon Years be printed having received approval of White House and Committee persons and without further review.

Approve _____

Disapprove _____

Comments _____

ADMINISTRATIVELY CONFIDENTIAL

May 5, 1972

MEMORANDUM FOR:

HUGH SLOAN

FROM:

GORDON STRACHAN

SUBJECT:

Polling Bills

Per our conversation today with Magruder, it is my understanding that none of the polling firms' names will appear on the June 7th filing. Also, the September 10th filing will not record payments to ORC.

If you have any problems implementing this decision, please advise.

Thank you.

ADMINISTRATIVELY CONFIDENTIAL

May 17, 1972

MEMORANDUM FOR:

BOB TEETER

FROM:

GORDON STRACHAN

SUBJECT:

Wave II Questionnaire

As soon as you have a draft questionnaire assembled from Cole, Dailey, and Magruder, please forward it to Bruce Kehrli, the Staff Secretary. Bob specifically requested the opportunity to review the draft questionnaire during the Trip. Bruce Kehrli will arrange to have the questionnaire sent by courier plane to meet them in either Poland or Iran, depending on your schedule.

In addition to the draft questionnaire, Bob will of course want to review the final questionnaire before it goes to the vendors on or about June 8.

cc: Bruce Kehrli

F/U - 6/1
6/5