

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>
14	10	8/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Pennsylvania. 1 pg.
14	10	8/31/1972	<input type="checkbox"/>	Campaign	Memo	To: Gordon Strachan RE: Phone call from George McClellan. 1 pg.
14	10	8/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb MaGruder RE: "Monday Letter." 1 pg.
14	10	8/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Dent memorandum on "Coattails." 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>
14	10	8/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Harry S. Dent To: H.R. Haldeman RE: Maximizing the Coattails. 2 pgs.
14	10	8/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb MaGruder RE: McGovern's Speech. 1 pg.
14	10	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Bob Marik RE: Briefing. 1 pg.
14	10	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb MaGruder RE: Recording public utterances of key spokesmen. 1 pg.
14	10	8/10/1972	<input type="checkbox"/>	Campaign	Memo	From: Mike Lesser To: Jeb Magruder RE: John Connally's television script announcing Democrats for Nixon. 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>
14	10	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Larry Higby To: Jeb Magruder RE: Recording public utterances of key spokesmen. 2 pgs.
14	10	7/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Al E. Arahams To: Clark MacGregor RE: Television. 2 pgs.
14	10	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Jeb Magruder To: Clark MacGregor RE: Television. 3 pgs.
14	10	8/10/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: Jeb Magruder RE: Mailing Lists. 1 pg.
14	10	8/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Projects Pending. 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>
14	10	8/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Progress in strengthening the 1701 field organization. 1 pg.
14	10	8/28/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: Pat McKee RE: China cup. 1 pg.
14	10	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: William D. Novelli RE: Certificates of Appreciation. 1 pg.
14	10	8/2/1972	<input type="checkbox"/>	Campaign	Memo	From: William D. Novelli To: Gordon Strachan RE: President's signature on Certificates of Appreciation for campaign workers. 1 pg.
14	10	8/8/1972	<input type="checkbox"/>	Campaign	Letter	From: Gordon Strachan To: Lyn Nofziger RE: California Campaign. 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>
14	10	8/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dave Parker RE: Candidates to be photographed with the President. 1 pg.
14	10	8/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Candidates to be photographed with the President. 1 pg.
14	10	8/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dave Parker RE: Scheduling. 1 pg.
14	10	8/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Harry S. Dent To: H.R. Haldeman RE: Candidates to be photographed with the President. 2 pgs.
14	10	8/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ray Price RE: President letters to individuals who played a key role at the Convention. 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>
14	10	8/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Bob Reisner RE: Follow-Up Matters. 1 pg.
14	10	8/17/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan For: The Record RE: Advertising Materials - August 16 Haldeman, Dailey, Taylor. 7 pgs.
14	10	8/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ken Rietz RE: Eight Christian Youths. 1 pg.
14	10	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Ken Rietz To: H.R. Haldeman RE: Youth Registration. 1 pg.
14	10	8/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Glenn Sedam RE: Wallace's Ballot Position. 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>
14	10		<input checked="" type="checkbox"/>	Campaign	Other Document	Talking Paper for Bob Ellsworth RE: New York Financial Community. 1 pg.
14	10	8/2/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Bill Timmons RE: Convention. 1 pg.
14	10	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Bill Timmons RE: Convention Tickets. 1 pg.
14	10	8/2/1972	<input type="checkbox"/>	Campaign	Memo	From: Larry Higby To: Bill Timmons RE: Haldemans at the Convention. 2 pgs.
14	10	8/3/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: John Whitaker RE: Campaign Surveys - Wave II. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 240

Folder: Strachan M-Z Chron August 1972

<u>Document</u>	<u>Disposition</u>
1	Return Private/Political Memo Strachan to Malek 8/31/72
2	Return Private/Political Memo Strachan to Magruder 8/30/72
3	Return Private/Political Memo Strachan to Malek 8/20/72
4	Return Private/Political Memo Strachan to Magruder 8/29/72
5	Return Private/Political Memo Strachan to Marik 8/15/72
6	Retain Open
7	Return Private/Political Memo Strachan to Magruder 8/11/72
8	Return Private/Political Memo Lesser to Magruder 8/10/72
9	Return Private/Political Memo "G" to Jeb 8/11/72
10	Return Private/Political Memo Abrahams to Magruder 7/31/72
11	Return Private/Political Memo Strachan to Magruder 8/10/72
12	Retain Open
13	Return Private/Political Memo Strachan to Malek 8/11/72
14	Return Private/Political Memo Strachan to Malek 8/11/72
15	Return Private/Personal Memo Strachan to McKee 8/28/72
16	Return Private/Political Memo Strachan to Novelli 8/15/72
17	Return Private/Political LTR Strachan to Nofziger 8/8/72
18	Return Private/Political Memo Strachan to Parker 8/31/72
19	Return Private/Political Memo Strachan to Price 8/25/72
20	Retain Open
21	Retain Open
22	Retain Open
23	Return Private/Political Memo Strachan to Reischer 8/31/72
24	Return Private/Political Memo Strachan to The Record 8/17/72

Presidential Materials Review Board

Review on Contested Documents

**Collection:** H. R. Haldeman  
**Box Number:** 240

25	Return	Private/Political Memo	Strachan to Rietz	8/1/72
26	Return	Private/Political Memo	Strachan to Sedam	8/1/72
27	Return	Private/Political Talking Paper	for Bob Ellsworth	8/28/72
28	Retain	Open		
29	Return	Private/Political Memo	Strachan to Timmons	8/2/72
30	Retain	Open		
31	Return	Private/Political Memo	Strachan to Whitaker	8/3/72

ADMINISTRATIVELY CONFIDENTIAL

August 31, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Pennsylvania

Bob received a call today from Henry Cannon, Jr., from Midland, Pennsylvania, who, believe it or not, is President of the National Association of Funeral Directors. In any event, he tried to contribute some money to the Pennsylvania Committee for the Re-Election of the President. The man he mentioned was John Taibur (sp?), an attorney in Pittsburgh. According to Mr. Cannon, there was no follow-up nor attempt to even accept the money.

Today Bob received a call from George McClellan, Chairman of the Republican Party for Penn Hill, Pennsylvania (Pittsburgh). He is trying to obtain a speaker for their September 9 picnic and has indicated problems in getting an answer through Penny Adams and from 1701.

Fred, I realize these are small, nit-picking problems, but it does seem to indicate that the problems in Pennsylvania have reached the point where the workers are making appeals to the White House for answers.

At the very least, someone should call Mr. Cannon and Mr. McClellan (phone numbers: 412-244-1587 or 271-1490 and 412-731-1011) with some sort of an answer.

GS/jb  
FU - 9/6

MEMORANDUM  
OF CALL

TO: Gordon

YOU WERE CALLED BY—  YOU WERE VISITED BY—  
George McClellan

OF (Organization)

PLEASE CALL → PHONE NO. 412/244-1587  
CODE/EXT.

WILL CALL AGAIN  IS WAITING TO SEE YOU OR

RETURNED YOUR CALL 731-1011  WISHES AN APPOINTMENT 793-4967

MESSAGE  
Chairman Republican Party - Penn Hills, Penna. (Pittsburgh) Sept 9 - Pierre  
Allegany Hills Penna. (Pittsburgh) recalled for HHH first)

RECEIVED BY	DATE	TIME
<u>CR</u>	<u>8/31</u>	<u>11:40</u>

ADMINISTRATIVELY CONFIDENTIAL

August 30, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

"Monday Letter"

As we discussed on the telephone, Bob would like you to review the "Monday Letter" and determine how it can be changed to be profitable. You will recall his comments and his concern about us providing funds for such a publication.

Would you advise me of the status of this project on Monday, September 4.

GS/jb  
FU - 8/30/72

ADMINISTRATIVELY CONFIDENTIAL

August 30, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Dent Memorandum  
on "Coattails"

Attached is the copy of the August 30 memorandum from Harry Dent to Bob that we discussed on the telephone. As you can see, Dent is suggesting several changes in campaign strategy to improve the chances of those seeking seats in Congress and the State houses. Several of them make good sense and could be done quickly with proper coordination with Parker. When you meet with Harry Dent, you might want to review the ideas generally without referring to the fact that you have a copy of this memorandum. It then might be appropriate for you to come in with a proposal for Bob that maximizes Dent's suggestions.

GS/jb  
K 1 - 9/6

THE WHITE HOUSE

WASHINGTON

August 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: HARRY S. DENT *HS*  
SUBJECT: Maximizing the Coattails

The latest Gallup Poll underscores the importance of making the most of the President's coattails to win more seats in Congress and the State Houses. This will be good for the President for these reasons:

1) We need more help on Capitol Hill and in the State Houses; 2) depending on coattails alone may not prove successful, as past history shows; 3) GOP leaders and newsmen are now questioning whether we're just doing our own thing; 4) aiding the key candidates and scoring previously unexpected gains will boost the President's stock with the party and increase his grip on their 1976 actions (polls show the GOP and Demo parties have been going downhill, like under Ike, who is remembered by the GOP as not caring and helping).

Here are suggestions for maximizing our coattail possibilities:

1) Let's execute the John Rollins proposal for raising and disbursing candidate assistance funds. If not this, then let's get set up a special outside group to do this without our direct involvement. Some of these candidates are hurting for funds, in part because we're tying up money with our use of surrogates (the best speakers) only for our fund raisers, etc. Also, Meany & Co. are zeroing in on Capitol Hill races and will thus blunt some of our coattail effects with money and manpower diverted from McGovern's effort.

(2) Schedule right away another picture session with all challengers. This means expanding the list I sent you this week by about double. I sent only the vital ones. The guys making the most noise are the less vital challengers who just might make it in a landslide with RN identification, like the governor candidate in Indiana. They want some TV film shots as well.

(3) Work in the key candidates in regional or state appearances by the President, especially where we are a cinch to win, like N. C. These candidates want the RN blessing like never before.

(4) Radio tapes done quickly for key races, like Bartlett of Oklahoma, will be most helpful and can be used with the picture for TV as well as radio. We have strong requests for this.

(5) Visits to key candidate headquarters by top RN spokesmen can be used as a substitute for RN in some cases to leave the impression RN cares and we are helping. This is needed particularly if the President isn't going to be seen with these candidates much at all in the campaign.

Most of what I am suggesting can be done with minimal Presidential involvement and time and without harming our overall thrust for a new majority of all Americans. In fact, in pushing for the new majority we need to do something minimal like this to satisfy the candidate appetites and GOP leader morale.

ADMINISTRATIVELY CONFIDENTIAL

August 29, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

McGovern's Speech

Today we had the classic example of the type of foul-up we cannot afford for the next 71 days. I talked with Al Abrahams, Van Shumway and Bob Reisner this morning at 10 a.m. regarding the importance of getting copies of the McGovern Speech and the reaction by your people at the event. Reisner committed to getting me a copy of the speech, which he did within ten minutes after it was released from McGovern Headquarters at 11:20. The copy would not dex so Van Shumway promised to send an original. It arrived 45 minutes later.

Abrahams, Reisner and you described the system where we would have someone at the New York Security Analysts' event who would call to give a report on their reaction. At 2:10, Reisner, Abrahams, Shumway, Ann Dere, you, and Bruce Miller were all unavailable. Needless to say, there was some concern in San Clemente as to the effectiveness of the 1701 organization.

Jeb, I'm not writing this to bitch and moan, but this is just the type of incident that sets up an Ehrlichman and Colson attack on 1701 to their increasing success.

I trust you will figure out some system such as a desk man, staggered lunches (or no lunch at all as many in the '68 campaign pointedly suggested to me), so that we can obtain the answers necessary for what McGovern himself characterized as his most important speech of the campaign.

cc: Bob Reisner

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

August 19, 1972

MEMORANDUM FOR:

BOB MARIK

FROM:

GORDON STRACHAN

SUBJECT:

Briefing

Thought your presentation today for the Administration wives was quite good. It was concise and the delivery was surprisingly effective for a "Doctor".

Concerning the question from the audience on fact sheets, John Ehrlichman's Council has prepared several one-page fact sheets. If you at 1701 are not currently using these as your basic fact sheets, you should quickly shift to them as they are excellent. I'm sure Happer's office has the complete package for you.

cc: Jeb Magruder

GS/jb  
FU - 8/25

ADMINISTRATIVELY CONFIDENTIAL

August 11, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

Pursuant to our conversation, would you set up a mechanism to record all public utterances of any of our key spokesmen, i.e., MacGregor, etc., and that we always are sure we get a film taken by our film crew whenever Connally is doing a public appearance. It is frankly unforgivable that we failed to get the film coverage of the Connally Democratic announcement.

Bob would like a specific plan in from you on how we are going to be doing this by August 16th.

Also, note Bob's comments on Lesser's August 10 memorandum.

GS/jb

NOVEMBER  
GROUP  
INC.

To Jeb  
- v.

MEMORANDUM - AUGUST 10, 1972

TO: Jeb Magruder

FROM: Mike Lesser

Attached is a one minute television script featuring John Connally's press conference announcing Democrats for Nixon.

*Not true*  
A five minute commercial is impractical, simply because we cannot buy 5 minute slots in prime time. In order to make five minute slots available, the networks have to edit shows. This they are prepared to do starting in September, but not now. We could probably buy some time in fringe periods on a local basis, but exposure would be limited.

*No*  
The one minute script works well. However, as you know, any decent rate of network exposure of this spot is an expensive proposition. To run the spot five or six times a week for a couple of weeks could run as high as \$400,000. Even with a schedule such as this, we don't think we could increase awareness of the Connally announcement much beyond what free exposure has already done. *That's ridiculous*

We believe that the full-page newspaper ad, scheduled for next Wednesday, is a more effective way of enlisting volunteers and gaining contributions. Cutting out a coupon is easier than writing down an address, and should elicit more response. Also, a newspaper ad can be digested and studied, and allows us more time to tell a complete story.

*But not as effectively + too few fewer people*  
The attached script is, of course, sketchy, since it has been based on quotes supplied by an AP story in the New York Times.

cc: Peter Dailey

COMMERCIAL  TV

Title: CONNALLY PRESS CONFERENCE

Date: August 10, 1972

Commercial No.

Client: NIXON CAMPAIGN

Length: 60  B&W  Color

Product:

No. of Words:

RTO

Promise

Approval:

VIDEO

1. Open on MCU of John Connally.
2. Cut to long shot of press conference. We hear Connally continue to talk underneath.
3. Cut back to close-up of Connally.

AUDIO

CONNALLY (OC): I am disturbed about the trend my own party has taken under the leadership of Senator George McGovern.

ANNCR: (VO) John Connally, former Governor and Secretary of the Treasury, has formed Democrats for Nixon. And a lot of his fellow Democrats are joining him.

CONNALLY: (OC) According to a national poll just completed, 20 million Democrats have already decided that their choice this year will be President Nixon over Senator McGovern.

Title: CONNALLY PRESS CONFERENCE

Date: August 10, 1972

Length: 60

Page: 2

VIDEO

4. Dissolve to montage of shots of Connally and the reporters at the press conference
  
5. Dissolve to CU of Connally
  
6. Dissolve to art card with the name and address on it.

AUDIO

ANNCR: (VO) Mr. Connally and his fellow Democrats are not leaving the party, but they are working actively for the President's re-election. And they're asking other Democrats to join them ... to give their time, their money and their vote to support Richard Nixon.

CONNALLY: (OC) We open our doors to all those millions of Democrats who realize that in this Presidential election President Nixon is simply the better choice.

ANNCR: (VO) If you want to help, write to John Connally, Democrats for Nixon, Box \_\_\_\_\_, Washington, D.C.

THE WHITE HOUSE

WASHINGTON

August 11, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

~~GORDON STRACHAN~~ *fel*

FROM:

L. HIGBY *B for L G*

*Pursuant to our conversation would you*  
~~Will you get with McGruder and let him know that we are~~  
setting up a mechanism to record all public utterances of  
any of our key spokesmen, i. e., MacGregor, etc., and  
that we always are sure we get a film taken by our film  
crew whenever Connally is doing a public appearance. It  
is frankly unforgivable that we failed to get the film coverage  
of the Connally Democratic announcement.

Bob would like a specific plan in from ~~you~~ <sup>*you*</sup> on how we are  
going to be doing this by August 16th.

*G → JSM 8/11*

*also, note Polis comments  
on Lesse's Ag 10 memorandum..*

**ACTION MEMO**

**Be sure that we are set to record all public utterances of any of our key spokesmen - MacGregor, etc., and always be sure that we get film taken by our film crew whenever Connally is doing any public appear. It's unforgivable that we failed to get film coverage of the Connally Democratic announcement.**

**HRH:pm**

**8/10/72**

*Strachan*

Committee for the Re-election of the President

MEMORANDUM

July 31, 1972

MEMORANDUM FOR THE HONORABLE CLARK MACGREGOR

THROUGH: JEB S. MAGRUDER  
FROM: AL E. ABRAHAMS  
SUBJECT: Television

I have reviewed Van's memo of July 25 (see attached). I recommend the following modifications. Incidentally, I have discussed this with Van and Ann Dore. The modifications are:

I am concerned that the actual utilization of the film and the chief reason for using the process, costing approximately \$300,000, is because the payoff is great. Mr. MacGregor might use the idea.

After questioning Van and Ann, we now see the project as follows:

1. TV film distributed to local television stations permits us to maximize the surrogates while they remain in their Washington offices. Important news, non-political in nature, could be filmed regularly by surrogates and quickly transmitted to the field.
2. Because surrogates are not fully covered by area TV stations, the use of local film crews in key states could maximize the appearances of surrogates in the field. I would modify the Shumway proposal as follows:
  - a. Reduce the time by one-third. The Presidential and Vice Presidential candidates will totally dominate television as a medium by October 1. The chances of effectively utilizing surrogates in an effective television film operation, centered in Washington and distributed to local stations across the country, will have a maximum impact because of the heavy amount of time allotted to the top four candidates. This should reduce cost by nearly one-third.
  - b. I recommend retaining that part of the operation in the field which would service the appearances of surrogates to assure maximum state-wide and national coverage. The attached proposal, though not spelled out in detail, contemplates the film coverage of surrogates in two respects:

- (1) In their Washington offices where essentially non-political but useful material is distributed to stations (e.g., Secretary Butz on rising farm income with farm reports and have them mailed on to farm area stations.)
- (2) It is also contemplated that when Secretary Butz, as a surrogate, departs Washington for a political speech, say in Chicago, that the hiring of local film crews in Illinois would permit the utilization of Butz' material on a far broader area and national area. Accordingly, the validity of using local film crews in eight or ten critical states should be restricted by the October 1 deadline. For it is valid, indeed, to assure that a Moline station, TV station, would be interested in having a quick distribution in a Butz film which we would make and that the Moline stations would receive from our other sources unless it were on network TV.
- (3) We could always review the decision to eliminate the surrogate's film distribution from Washington when it comes closer to October 1. However, it is highly unlikely that I would revise my judgment that TV station locally would use Washington farm groups past October 1 since there would be such heavy competition for time.

Attachment

Committee for the Re-election of the President

MEMORANDUM

July 25, 1972

MEMORANDUM TO THE HONORABLE CLARK MACGREGOR

THROUGH: JEB S. MAGRUDER

SUBJECT: Television

After some very thorough checking, I am now ready to recommend that we hire a full-time television crew for the fall campaign, effective August 15. This would allow for two weeks of shakedown time including some activity at the Convention.

In addition, we will be picking up, from time to time, crews at special events outside Washington, in the key states to distribute material only to the key states.

The team in Washington would provide on film for television what our audio services now provides on tape for radio stations; namely, statements supporting the President and statements ultimately of the Vice President and President for use at television stations which do not have the facilities to get the material themselves. This will include surrogates and members of Congress.

We know that McGovern is using a special type of videotape equipment, involving the use of mobile vans, in eight key states. But he has a different problem than ours. He will supplement coverage of George McGovern. We will be involved in covering activities of the President, the Vice President and others in Washington as well as surrogates in the field (to a more limited extent.)

This will furnish a form of free television advertising which has greater credibility, because it is news not advertising, and which is essentially free -- that is, we don't have to buy the time.

The costs:

These estimates are planned to be outside costs; that is assuming the heaviest possible use and programming of television material within the bounds outlined above. We probably would come in a little under these total costs. The cost figures represent the remainder of the campaign.

- A. Film team -- maximum cost, 4 man crew, \$45,500 based on a daily free-lance rate of \$500 per day. The breakdown is as follows:

\$150 per day for cameraman (2 needed) and \$100 per day for soundman/lighting technician-editor (2 needed). These fees represent the usual fees for an 8 hour day with breaks and travel time. In this case overtime (anything over 8 hours or five days) and doubletime (for 7th day) would be waived by the crew we have contacted.

These crewmen would be hired on a free-lance basis instead of being hired as additional full-time staff personnel, doing away with the need for benefit obligations both during and after the campaign. The four men we have in mind are top-notch professionals who would be leaving permanent jobs, who have already demonstrated their enthusiasm and desire to take the job, waive the usual overtime benefits and have shown the cooperation needed from a crew under the conditions of the campaign.

- B. Equipment -- maximum cost, \$40,000. This is based on a daily rate of \$450 per day, a thirteen week contract formula of \$800 x 50 days. This is all first-line, new equipment to handle the job outlined on page one.
- C. Production - maximum cost estimated at \$30,000. This would include raw film/tape, processing of master films.
- D. Duplication and Shipping -- would depend on quotas set, and acceptance of material by stations. It costs around 15 cents per foot for duplication of film. Shipping runs around \$10 per film shipped where urgency is the prime factor, (REA) down to a couple of dollars by Air Mail Special, where time is not that critical.
- E. Additional Staff - \$17,000 based on the needs to continue the audio output and the increased paperwork for shipping and contacts.

Jim Randall would assume full-time duties with film crew as correspondent/producer. The film crew would generate some audio actualities in the course of their filming, but we would still need a full-time replacement for Jim as our man on the Hill.

Mark Rosenker would work full-time, or nearly so, in production/shipping and contact work. He would have to be replaced as alternate legman and main inside editor for audio.

One additional reporter would be added for covering surrogates out of town and concentrated audio coverage during peak activity periods. (We would have needed this addition to cover Audio without the film mission anyway).

Dick Boyd, now working as an intern for \$100 per week, leaves for school around the first of September. He will have to be replaced, and cannot be for less than full salary.

We have been working without a secretary in the Audio Department. My proposal includes a full-time secretary to be used for administrative clerical work and for contact with television stations, tracking film shipments and the like.... (probably more work than one girl can do.)



DEVAN L. SHUMWAY

August 10, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Mailing Lists

You made an impassioned pitch to us at the end of July for access to a certain mailing list. Approval was given on July 31 but to date there has been no follow-up from Morgan or anyone else in your office regarding this list. In light of the time frame problem, the subject may be moot unless Marik and Morgan move quickly.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

August 1, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Projects Pending

A review of my notes from our telephone conversation on Saturday, July 29, indicates that you were going to submit four follow-up memoranda:

- 1) Description of your plans to better coordinate the hostess telephone program with the Brataas paid phone bank system. It was my understanding that both would be under Dick Schreiber;
- 2) A memorandum describing the materials distribution system -- whether there were any problems and John Freeman's analysis of what may or may not be a November Group screw-up;
- 3) An updated report on where we stand with Women in the campaign. In particular, you were going to report on your meeting with Ann Armstrong on Bob's behalf;
- 4) The Older Folks -- You mentioned you were going to submit an updated report for Bob's review in light of the ongoing interest in this subject.

GS/jb  
FU - 8/4

ADMINISTRATIVELY CONFIDENTIAL

August 1, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Progress in Strengthening  
the 1701 Field Organisation

Your July 28 memo was read with considerable interest. However, there were several questions raised:

- 1) Who really has responsibility for New Jersey -- Rick Murray or Al Kaupinen?
- 2) Is there an updated memorandum analysing McGovern's campaign organization? Maybe it would be best if Rick Fore did such a paper since he did the original analysis of the California/McGovern situation.
- 3) Concerning the specific instructions to the various states mentioned on Page 1, are any of these in writing?
- 4) The budget situation is still not completely resolved because as I understand it the advertising people are questioning the cuts.
- 5) Who is briefing Marvin Collins on the California situation? Was he cleared by Mitchell, Reagan and Finch?
- 6) Has Pete Sawyers run any statewide campaigns?
- 7) If Gordon Gooch is fully responsible for New York, is Harry Fleming completely out of that situation?
- 8) A minor point, but our Chairman in Texas, Erik Jonsson, does not spell his name the same as the former President.
- 9) It is not clear that the materials distribution system has broken down. Peter Dailey says that the report from one of your fellows, who was up in New York examining last week, will be positive. He says that the delay in the materials distribution is attributable to the change in materials from "Re-Elect the President" to the entirely new set, "President Nixon - Now More Than Ever."

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

August 28, 1972

MEMORANDUM FOR:

PAT MC KEE

FROM:

GORDON STRACHAN

Pat, if there is some problem regarding obtaining the replacement cup from China, please let me know, as time is running out. I want to replace the yellow one that Chapin brought me from China which was unfortunately broken. You will recall that you replaced Bob's with mine.

GS/jb  
FU - 9/1

**ADMINISTRATIVELY CONFIDENTIAL**

August 15, 1972

MEMORANDUM FOR:

BILL NOVELLI

FROM:

GORDON STRACHAN

This is the type of project that will be considered after November 7. For the next 84 days our job is to persuade uncommitted not to give certificates of appreciation to our own workers.

cc: Job Magruder  
Peter Dailey  
Phil Joanou

GS/jb

Committee for the Re-election of the President

MEMORANDUM

August 2, 1972

MEMORANDUM FOR: GORDON STRACHAN  
FROM: WILLIAM D. NOVELLI *WJ*  
SUBJECT: President's Signature on Certificates of  
Appreciation for Campaign Workers

Although this is not an immediate project, we are exploring the requests of a number of groups in the re-election Committee to provide certificates of appreciation for participants in the campaign (eg. Young Voters for the President).

Can you determine whether it will be possible to use a facsimile signature of the President on these certificates? If this can be done, we will, of course, provide copy and layout for approval prior to moving ahead on this project.

cc: Peter H. Dailey  
Phil Joanou

August 8, 1972

Dear Lyn:

You may be getting tired of me suggesting people that might possibly be useful in your California campaign, but this time I have a truly extraordinary recommendation. LynRae McClintock acted as my secretary for one year here at the White House. She joined me simultaneously with my transfer to Bob's staff. She worked for me directly and filled in for Pat McKee outside Bob's office in a very difficult year. She failed me not once. I wrote her a rather glowing recommendation when she departed, and if she has an interview with someone on your staff, she will undoubtedly show it to you. I would not retract one word of that glowing recommendation. She currently lives in Malibu, is married to a young lawyer, and is very attractive. Her skills, intelligence, loyalty and familiarity with the people here at the White House and over at 1701 indicates she might be useful in a position other than just a secretary. Her salary is negotiable, but I guarantee you that whatever you pay her, you'll get your money's worth. Her current address and telephone number are listed below:

Mrs. LynRae McClintock  
23904 West Deville Way  
Malibu, California  
456-3473

Many thanks.

Sincerely,

Gordon Strachan

Mr. Lyn Nofsiger  
Executive Director  
California Committee for the Re-Election of the President  
1670 Wilshire Boulevard  
Los Angeles, California 90016

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

August 31, 1972

MEMORANDUM FOR:

DAVE PARKER

FROM:

GORDON STRACHAN

SUBJECT:

Candidates to be Photographed  
with the President

As we discussed on the telephone, Bob read Harry Dent's August 28 memorandum regarding campaign photographs. He indicated that he had not committed to Dent that these pictures will be taken, but suggested that "we should not just do these. If we do any, we should make a complete check and do all." Would you review this material with Mr. Dent and submit the necessary schedule proposals if appropriate.

cc: Harry Dent

GS/jb  
FU - 9/6

THE WHITE HOUSE  
WASHINGTON

Date: 8/29

TO: H.R. HALDEMAN  
FROM: GORDON STRACHAN

A copy has been sent to Parker, who will submit a schedule proposal.

Have you committed to Dent that these pictures will be taken? *No -*

*and we should not just do these. If we do any, we shld make a complete check and do all.*

1972... 41

THE WHITE HOUSE  
WASHINGTON

August 29, 1972

MEMORANDUM FOR:

DAVE PARKER

FROM:

**TO** GORDON STRACHAN **S**

SUBJECT:

Scheduling

<sup>OK</sup>  
Please do the appropriate staffing on the attached  
and submit a schedule proposal for approval.

Bob has not seen this material.

Thank you.

DAVE:

Bob has seen this memo.

GS

G.S. — please! let me make  
the determination if a proposal  
is to be submitted otherwise you  
don't need me around here. **AP.**

THE WHITE HOUSE

WASHINGTON

August 28, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: HARRY S. DENT *HO*

SUBJECT: Candidates to be Photographed with  
the President

The following is a list of senatorial and gubernatorial candidates for whom a picture with the President is important because the candidate has no picture and he is a potential winner:

GUBERNATORIAL CANDIDATES

Missouri: Kit Bond won a big primary victory and can win the Governor's chair. He is an excellent young candidate with increasing momentum. The Democrat is Edward Dowd.

North Dakota: Lt. Gov. Richard Larsen has the GOP Convention endorsement, but he will be in a September 5 primary against perennial candidate Robert McCarney. Democrats are being urged to vote for McCarney since he would be easier to defeat. With the right kind of help, Larsen can win. The Democrat is Rep. Arthur Link.

South Dakota: Carve Thompson is an attractive candidate and has a chance to win the Governor's chair. Governor Richard Kniep is vulnerable and slipping in the polls.

SENATORIAL CANDIDATES

Georgia: Rep. Fletcher Thompson is gaining strength for the U. S. Senate. Presidential coattails will be helpful. Democrat David Gambrell is in trouble.

*The Democrat is in trouble.*

Louisiana: The Republican candidate is Ben C. Toledano who ran against New Orleans Mayor Moon Landrieu and won 42% in 1969. Toledano is a hard working, enthusiastic candidate and could have a chance against a badly split Democrat party. Bennett Johnston is the Democrat. Ex-Governor John McKeithen is running as an Independent and will empty his guns on Johnston. McKeithen is looking for a black candidate to also run as an Independent to draw black votes away from Johnston.

New Mexico: Pete Dominici has a good shot to win Anderson's Senate seat. The Democrat is Jack Daniels. With the President's help, Dominici can overcome traditional Democrat strength in the State.

North Carolina: TV station owner Jesse Helms is an excellent candidate and is gaining strength. He could defeat Congressman Nick Galifianakis. Screaming for a picture.

There are other challengers desiring pictures. These are the most vital.

ADMINISTRATIVELY CONFIDENTIAL

August 25, 1972

MEMORANDUM FOR:

RAY PRICE

FROM:

GORDON STRACHAN

The President wants to send letters to all of the seconders at the Convention; also other individuals at the Convention who played a key role. Would you talk with Dick Moore, who will be in California, to develop a list of those who should receive these letters as well as notations from Dick regarding their role so that the letters can be appropriately worded.

In addition, the President wants to send a "Presidential watch" to the seconders and Rockefeller with the note from the President. Steve Bull can acquire the "Presidential watches" for you.

Would you advise me of the status of this project on Monday, August 28?

You should also know that the President will be sending letters to all of the celebrities who attended the Convention and supported him. Ray Caldiero over at 1701 with Jeb Magruder is preparing a list of participation.

cc: Dave Gergen  
Steve Bull

GS/jb  
FU - 8/28

ADMINISTRATIVELY CONFIDENTIAL

August 31, 1972

MEMORANDUM FOR:

BOB REISNER

FROM:

GORDON STRACHAN

SUBJECT:

Follow-Up Matters

To review our conversation of today, it is my understanding that you will be forwarding the following items:

- 1) Sedan's analysis of the ballot position of Schmitz and Spock;
- 2) Copies of MacGregor's schedule;
- 3) Time and date and attendees of the budget meeting for next Wednesday;
- 4) The status of the political group of 11 meeting;
- 5) Please forward a new package of the campaign junk. As I mentioned last week, we need at least a dozen of the floppy hats.

GS/jb  
FU - 9/6

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

August 17, 1972

MEMORANDUM FOR: THE RECORD

FROM: GORDON STRACHAN

SUBJECT: Advertising Meeting - August 16  
Haldeman, Dailey, Taylor

On August 16 at Camp David, Haldeman met with Peter Dailey and Bill Taylor to review the campaign advertising. The television spots, songs, newspaper and magazine print ads were reviewed. Bill Taylor opened the meeting with a brief explanation that TV ads were at an intermediate stage. Music and sound effects would be added and the tag line at the end would be changed. Instead of "That's why we need him", the closing line would be "President Nixon - Now More Than Ever".

60-second Busing Spot

This would never be used on a network but would be used in Michigan, Florida, etc. Bob thought that the busing commercial was good.

5-minute Record

Taylor said he thought that this was the least effective. Haldeman thought the advertisement was OK, but that the Chinese tumbler was out of context and should be excluded. Dailey mentioned that he, Joanou and Taylor would personally review much of the available footage because many have complained that the spots do not use the best footage available. Concerning the spot 'The Record', Bob thought the applause under the President taking the Oath of Office should be dropped. It would be OK to have "Hail to the Chief" under the President taking the Oath then follow with the applause when the President drops his hands.

Bob thought the China Handshake footage in 'The Record' was terrible, and told Dailey to use the documentary footage of the Handshake.

Bob also thought the video on cancer and sicklecell was too long.

When Dailey mentioned that at the end of the week on August 18, he and Chapin would request an opportunity to take more footage of the President of the Ehrlichman-type, Bob asked whether Dailey had really worked the

footage they already had. Taylor said they made three commercials from the original hour and a half. Haldeman gave no commitment that the additional footage would be taken.

60-second Property Taxes (to be used in California, Wisconsin, etc.)

Bob said the scripts from all of the spots should be cleared by Cole and Haig. He was particularly concerned on the 'Property Tax' spot regarding the revenue sharing aspect, but the full context was OK in the documentary but in the revenue sharing spot it may be too hard a zap at local officials.

5-minute China spot

Bob emphasized again that the China spot should use the Handshake sequence from the documentary.

Concerning the Chinese background music, Taylor was to check whether it was the actual track as Bob questioned the sound of the children and music as the background on some of them.

Bob also directed Dailey to drop "radical" change; instead use "sweeping" or "important".

Bob emphasized that it should be the People's Republic of China and the United States released a joint communique and not Kissinger. The entire spot should not build up Kissinger. Also, the government is the People's Republic of China, not "China".

Bob said definitely drop the feeding of the fish shot.

60-second POW spot

Haldeman said it was OK to have this in the bag, but he does not think we need to do it. Bob doubts you can use it. There is a terrible timeliness problem, and if the issue is to be emphasized, it will be by the use of speakers, not commercials.

5-minute Environment spot

Bob thought it was darn good. He thinks the 5-minute technique is sensational. He doesn't have the problem of boredom with the 5-minutes that Dailey had.

In the 5-minute spot, instead of using the words "planned to build the jetport in Florida" change the wording to "started building the jetport" or something along the line to emphasize that the President personally intervened in a project that was already underway. Also, more damaging footage of the prob-

lems with the Everglades should be used.

In the Grand Teton shot, the President should not be shown in crowds.

Bob agreed with Ziegler that some of the footage of the President in the Redwoods should be used.

Bob also liked the idea of "signing" by the President as it indicated he was doing something about the various problems.

#### 60-second The Record

The word "Russia" should be changed to Moscow as it is more dramatic. Also, Taylor should find the footage for the Older Americans sequence where the Black gets on stage.

Bob directed that Dailey should drop the quote President Nixon was "angry". Bob said it was not believable; instead words such as "deeply concerned" should be used.

At this point, Bob emphasized that the whole script of all the spots should be checked by Ehrlichman or Cole. Presumably, he will want Haig to also review the spots' scripts to protect against the same problems.

#### 60-second Transportation spot

The SST footage should be held in the can but not used, as it will be a political decision as to whether it should be used in Washington.

#### 60-second Youth spot

Bob thought the footage of the President at San Clemente which showed his right lip off was particularly bad. Dailey was to check whether this was the fault of the lighting or the footage itself, if the footage itself is so bad it could not be used.

Bob asked whether the spots had been shown to our Youth. Dailey said no, but Bob noted that the subjects covered were the Draft, the Environment and Drugs. It may be that our Youth will oppose that inclusion of the Drug sequence but since others (Older Americans) will be seeing the spot, the Drug section should be included.

The opening sequence in the Youth spot implies that all Youth are demonstrators. Bob was especially concerned about the "you asked" series as it looks as if only demonstrators are doing the asking. We are after the responsible Youth, not the demonstrators.

On the line "End the Draft" the words "by 1973" should be replaced with "in 1973".

5-minute Russia spot

Bob thought this spot was terrific, especially the footage of the ceremony over the speech. However, he thought that the "live on Soviet TV" should be added. He asked whether this particular section had been included in the documentary. Taylor hadn't seen this footage in the documentary but would check.

60-second Foreign Policy spot

Bob thought the Passport idea was damn good.

3 negative ads - anti-McGovern

On the Welfare spot, the street scene should be more crowded to emphasize one out of every two would be paying for the welfare.

Bob asked for a specific anti-McGovern spot on "permissiveness" - amnesty, pot, legalization of abortion, etc.

Bob asked whether there was going to be another welfare spot on the \$1,000 a person. He suggested the possibility of cartoons or jokes as there have been many cartoons on the \$1,000 a person scheme. He mentioned the joke about the person who went to the fundraiser and said, "If it's all the same to you, I'll take my \$1,000 now".

Bob emphasized that in commercials you should go back to the point implied that he's changed his view, thereby emphasizing the credibility hassle, but also that he really believes what he said previously. Bob asked specifically for an ADA voting record spot that showed McGovern's ADA record in the high 80's and low 90's except for Election Year. This is particularly effective in the Youth spot, and Dailey was going to cover the point with Rietz. Bob thought that a full page ad of the McGovern ADA record might be particularly effective because the point is to go after McGovern's "Election Year" credibility rather than his long-term credibility - because McGovern believes in the very liberal causes but in the Election Year votes conservative.

Another possibility that Bob suggested involved the possible use of citizens arguing about the crazy positions and then showing the ADA record.

#### NEWSPAPER ADS

As Bill Taylor went through the newspaper ads, Bob asked several questions. First, he asked Dailey why he was using the long copy. Dailey's response was that the story would be covered in the big headlines that are short and punchy with long copy to give the fuller story.

On the ad concerning more money being spent for people than on "arms", Bob said that Dailey should use some different language than "arms". Obviously, "defense" couldn't be used nor could weapons. Dailey and Taylor will re-work the ad in light of the 1970 advertisement and speeches that Strachan was to send to Dailey.

Concerning the crime ad, Bob asked why use the words "last year"? The point is to emphasize that the President has been tough all along.

Concerning the Butz ads, Bob asked why no inclusion of the word "farmers"? Taylor said that in newspaper ads the word "farmer" might be used but that in a magazine like "Progressive Farmer" there's no sense repeating the word "farmers". Also, there might be some disadvantage to using "farmers" because what you really want are all the agri-business related people.

The space shuttle ad would be used only in Los Angeles and Washington.

Bob noted that the United States Supreme Court appointments might be used in the permissiveness ads or include the McGovern position that Ramsey Clark would be the head of the FBI.

Concerning the Israeli ad, Bob said that Dailey should talk to a "savvy, Israeli-oriented Jew". The ad might be a two-edged sword because the question is not just Greece. Dailey was to check with Rabbi Lukens, the former Humphrey Jew. (Peter - he can be contacted through Dick Howard in Colson's office.) The text of the ad should also be cleared with Kissinger (Peter - if you get the ad to me, I will have it run passed Kissinger). The question of the relationship between Greece and Israel was raised. It is true that Jewish leaders understand the importance of Greece and it being our last base, but whether the little shopkeeper Jew understands is questionable. Again, Rabbi Lukens should be checked.

Dailey mentioned that he had shown the attack ads to Paulucci and Vann and received general approval.

#### SONGS

Taylor played the four older songs with new versions. Concerning "Saints", Bob thought it was not that bad, indicating that Lionel Hampton might

want to play it while marching in. Concerning "Buckle Down Woonsocket", Bob said it was used in 1960 and it might be in the public domain and that we might own since we used it in '60. Bob asked me to send a copy to Finch (which was done August 17). "76 Trombones" does not work and it is not in the public domain. Concerning "Hot Time" - Bob liked that.

The Curb versions of the songs were not as successful as hoped. Dailey indicated that they were the result of the Curb "slop track" with bad mixing. Bob indicated that the drums were clearly too loud on "Nixon Now". Bob said that the problem with "Nixon Now" is that it's not anything. It has all the annoying disadvantages of kids' music that makes grown-ups mad but does not help with kids. Rietz had told Bob that this song was "terrible". The song is neither totally square nor with-it with kids. It's a hybrid - it accomplishes nothing. Bob said that the problem might be solved by a different arrangement. In particular, he emphasized the importance of putting "Nixon Now" in different idioms - it should be done in a rock idiom, a "Big Country" idiom, in a big band idiom, and a brass idiom.

Concerning "Reaching Out", Bob said that the beginning was bad and the ending was bad with a great middle. However, it has the same problem. It's an excellent song but the idiom's nothing. It has to be either a good country, a good rock or a good big band version to not hybridize the song. Cash could even do it in a "Walk the Line" beat. Bob thought the straight Cristie Minstrel-type section with tambourines was OK, but that basically the arrangement was a hybridization.

#### MEDIA

Dailey gave Bob a memo outlining the media expenses and Bob questioned the \$28,000 on Catholics versus the \$65,000 on Jewish publications. This is way out of proportion.

#### BUDGET

Dailey emphasized the problem of 6,200 and Bob took the Dailey/Magruder memo listing the arguments for advertising and said he would cover it with MacGregor. Dailey indicated that he wanted authority to be prepared to go ahead now but to hold all the pro-President ads until McGovern begins. He thought we should begin probably on September 18 with the anti-McGovern ads under the "Democrats for the President" heading in Wisconsin and other states where we are behind.

#### MATERIALS

Dailey explained that they had established a new system in light of the

concern expressed by Haldeman. Bob said that if physically all the materials are in the states and being distributed after the Convention, that will be OK. Dailey emphasized that Lewis Dale, under Fred Malek, would be the prioritizer of requests, but The November Group would be responsible for the printing and staff distribution of the materials.

Dailey mentioned that if McGovern doesn't get some money pretty soon and begin moving on his ads, we will have to be very careful with our holding and timing because we do not want to look as if we're buying the election with massive advertising. If we dominate him on cash, we might just run the network stuff rather than all the local advertising.

Concerning turn around time (i.e. preparation of entirely new spots) Dailey emphasized that within 48 hours any new spot could be produced.

Concerning "bland" commercials, they would be used at various points around the country to be run in case one of the tough, timely commercials were to be pulled.

Dailey discussed the buy-week system whereby the cash would have to be delivered on the Friday for the following week. Bob noted that the Root-Jones type operation was now over because a law required equal access and time. Bob asked how Schmitz was to be handled and Dailey was going to check with CBS.

Concerning Spock, Bob asked Strachan to call the California Secretary of State and determine whether he is on the ballot (this was done August 17).

The "Democrats for Nixon" will come from within our budget allocation, but Connally will raise his own money, and Connally will let Paulucci run and stay rather loose. Bob encouraged Dailey to stay with Paulucci and develop his confidence.

ADMINISTRATIVELY CONFIDENTIAL

August 1, 1972

MEMORANDUM FOR:

KEN RIETZ

FROM:

GORDON STRACHAN

Bob asked me to send this back to you.

In your report on where we stand with follow-up on the Eight Christian Youths, would you note the arrangement with Harry Williams.

Thank you.

GS/jb  
FU - 8/4

Committee for the Re-election of the President

MEMORANDUM

July 27, 1972

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By Empire NARS, Date 1-14-80

*Ken  
Very good!  
H*

Confidential

MEMORANDUM FOR: MR. H. R. HALDEMAN  
THROUGH: CLARK MacGREGOR  
FROM: KEN RIETZ *KR*  
SUBJECT: Youth Registration

Our Young Voter registration effort is concentrated in the major metropolitan areas in the larger states. It is targeted at the non-college youth segment and implemented through door-to-door surveys. The question asked in all of our surveys is about the individual's support for McGovern or for the President, not for the Republican Party. When we carefully select the area -- new construction area for moderate income families in major metropolitan areas -- we find that about 20% of all those canvassed support the President and are not registered.

The entire Young Voters for the President public relations program from now to the convention is aimed at emphasizing our registration efforts as well as the substantial support for the President among young people. We are pointing out that McGovern has aimed his campaign at a small segment of the total youth population (the college student) and that our effort is aimed at all young people. In addition, we emphasize that the shift from now to election day should be toward the President and away from McGovern because we have just started our public campaign and McGovern's has been going on for over a year.

Our organization (125,000) will stand the test of comparison with McGovern's youth. We hope to emphasize the success we have had with young people with a shopping center new voters blitz nationwide on August 12th and with our special Young Voters program at the Republican National Convention.

cc: Charles W. Colson  
Frederic V. Malek

ADMINISTRATIVELY CONFIDENTIAL

August 1, 1972

MEMORANDUM FOR:

GLENN SEDAM

FROM:

GORDON STRACHAN

SUBJECT:

Wallace's Ballot Position

It has been requested that you keep up the Wallace chart of ballot position in spite of his withdrawal. Could you send us an updated version of this Wallace ballot position chart?

GS/jb  
FU - 8/4

TALKING PAPER FOR BOB ELLSWORTH

SUBJECT: New York Financial Community

I have read your original memoranda describing your plans to organize the New York Financial Community for the Re-Election of the President. I understand Jeb Magruder has reviewed my comments as well as Peter Flanigan's with you.

This project offers us an outstanding opportunity to put New York State in the Nixon column. The President joins me in thanking you for taking on this project.

GS  
8/28/72

ADMINISTRATIVELY CONFIDENTIAL

August 2, 1972

MEMORANDUM FOR: BILL TIMMONS  
FROM: GORDON STRACHAN  
SUBJECT: Convention

You have Larry's memorandum of August 2 that lists the arrangements for the Haldeman party.

In an attempt to give you all of our requests at one time, I thought the following list would be helpful:

1) Could I have the most recent list of White House Staff, receptionists, and secretaries who are going to the Convention? You will recall that Bob said you should decide who should go but wanted to make sure no deserving person was left off. The examples we discussed with Bob on July 25 were Shelley Buchanan, Sally Inge, and Mary Ann Allin;

2) You may be interested to know that Higby and I followed your advice -- our wives and children will not be at the Convention;

3) On July 11 I sent you a memorandum (copy attached) requesting two spectator tickets for Harry O'Neill. Could you advise me if these will be available or who I should check with?

4) Finally, John Gartland indicated he could use Kathy Bachman (Higby's secretary) in his office in Miami Beach. I believe Gartland already has a room for her. Also, Dianna Gwin should go to the Convention to be used in any available secretarial spot. She will need a room to share and transportation down, hopefully on one of the charters. I personally feel very strongly about Dianna Gwin going, so if there is any problem please advise.

CC: John Gartland

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 11, 1972

MEMORANDUM FOR:

BILL TIMMONS

FROM:

GORDON STRACHAN

SUBJECT:

Convention Tickets

Would there be any problem in obtaining two spectator tickets for the Convention for a pollster who deserves a small reward? Harry O'Neill, of Opinion Research Corporation, would make all other arrangements, but has asked if we could obtain these two guest tickets.

Please advise if there are any problems.

GS/jb  
FU - 7/23

August 2, 1972

**ADMINISTRATIVELY CONFIDENTIAL**

**MEMORANDUM FOR:           BILL TIMMONS**  
**FROM:                    L. HIGBY**  
**SUBJECT:                 Haidemanns at the Convention**

Bill, to avoid the need to bother you any further, here is a list of the Haidemann's office needs for the convention. I hope this is satisfactory. We have been dealing with John Gartland to avoid troubling you, and have provided him with a copy of this memo.

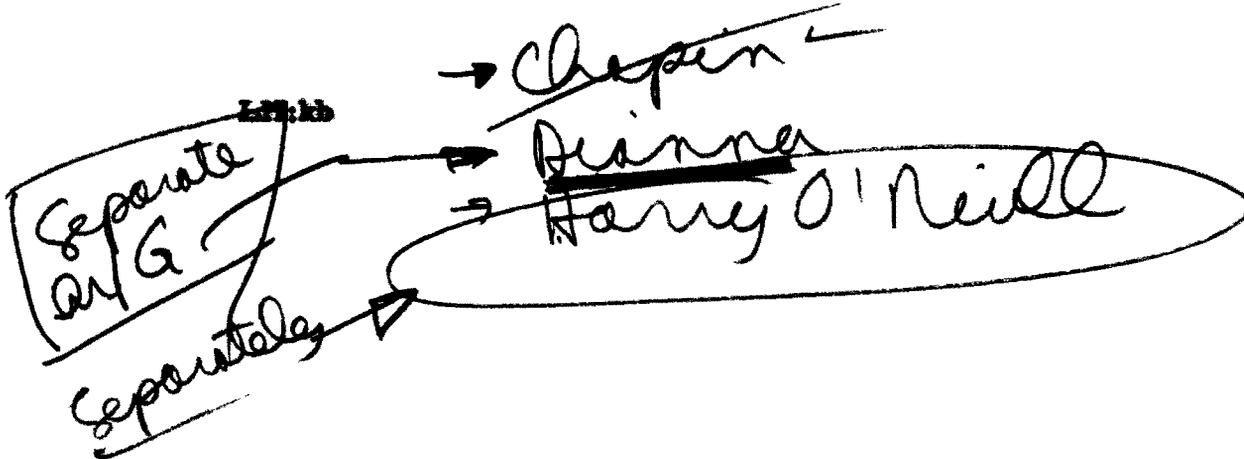
1. The Haidemann party of three, for whom commercial flight arrangements have been made for the 19th, will stay at the Spangung. At the Spangung, the Haidemanns will stay in the two-bedroom suite that I understand John Gartland has arranged.
2. A white House phone should be installed in the suite.
3. Bob has requested tickets and passes to all events at the convention for himself and his party. This would include Mr. George Collins since Bob probably will not be able to attend all events. Please make convention tickets for good seats but not in the President's box. George Collins should have a seat a row or two behind the Haidemanns at the convention. Bob has also requested that the Haidemanns and George Collins have passes which allows them to move around through all areas of the Convention and the floor.

4. Please assign a car permanently to the Haldemans for the convention. The car should not be a limousine but hopefully four-door. George Collins will be the driver of this car and the car should hopefully be available for his use from the time of his arrival on the 16th. Please provide parking arrangements for this vehicle at the Pyral Hotel. Any parking permits, parking information, route information and special route passes should be made available to George Collins.

5. Gordon Strachan and George Collins will need single rooms at the Pyral from the 16th on. Their rooms should each be equiped with one White House phone by the 16th.

6. We'll take all of our other office requirements through the Aide's office.

cc: John Gartland



**ADMINISTRATIVELY CONFIDENTIAL**

August 3, 1972

MEMORANDUM FOR:

JOHN WHITAKER

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Surveys - Wave II

Bob asked me to send you the attached state-by-state issue information based on Bob Tester's analysis of the Campaign Surveys - Wave II. Bart Porter also has a copy.

G\$/jb