

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	17	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Connally 5 minute spot. 1 pg.
14	17	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Connally-DFN 5-Minute Spot. 1 pg.
14	17	9/4/1972	<input type="checkbox"/>	Campaign	Other Document	Denocrats for Nixon Advertising Proposal. 7 pgs.
14	17	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: 1972 U.S. Senate Race. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	17	9/13/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Status of Canvass drive. 1 pg.
14	17	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gallup Surveys. 1 pgs.
14	17	9/12/1972	<input type="checkbox"/>	Campaign	Other Document	Phone Conversation between Tom Benham and Gordon Strachan RE: Public Opinion/Gallup Survey. 5 pgs.
14	17	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign Surveys-Wave III. 1 pg.
14	17	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan and Larry Higby To: H.R. Haldeman RE: September/October Campaign Polling. 2 pgs.

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14	17	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: McGovern Advertising. 1 pg.
14	17	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: McGovern Spot. 1 pg.
14	17	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: McGovern's TV Ads. 1 pg.
14	17	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Ed Cox Telephone Call-September 10. Three pages of handwritten notes attached. 4 pgs.
14	17	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Pat Hutar and Barbara Franklin's Campaign Roles. One page of handwritten notes attached. 2 pgs.

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14	17	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: McGovern Commercials. 1 pg.
14	17	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Peter Dailey Advertising Strategy. 2 pgs.
14	17	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Peter H. Dailey To: H.R. Haldeman RE: Committee for the Re-Election of the President. 2 pgs.
14	17	9/4/1972	<input type="checkbox"/>	Campaign	Other Document	Democrats for Nixon Advertising Proposal. 8 pgs.
14	17	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Phil Joanou To: Gordon Strachan RE: Advertising Advisory Group. 1 pg.

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14	17	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Peter H. Dailey To: Clark MacGregor RE: Various Requests from Gordon Strachan. 1 pg.
14	17	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Peter H. Dailey To: Clark MacGregor RE: Filming the President during campaign activities. 1 pg.
14	17	9/5/1972	<input type="checkbox"/>	Campaign	Memo	From: Bill Taylor To: Peter Dailey RE: Filming the President day-by day. 1 pg.
14	17	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Phil Joanou To: Peter Dailey RE: "The New Majority" on buttons and bumper stickers. 1 pg.
14	17	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Clark MacGregor To: Charles W. Colson RE: Teamster Posters. 1 pg.

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14	17	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: DFN-Dailey Meeting with Connally. 2 pgs.
14	17	9/7/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: H.R. Haldeman RE: President's Estate Plan. 1 pg.
14	17	9/7/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gavin Herbert Fundraiser at Western Whitehouse. 1 pg.
14	17	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: McGovern's Duluth, Minn. Appearance-9/8/72. 1 pg.
14	17	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: 1972 U.S. Congressional Races. 1 pg.

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14	17	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Peter H. Dailey To: Jeb S. Magruder RE: Advertising Budget. 2 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 240

Folder: Strachan HRH only Chron September 1972 Part I

<u>Document</u>	<u>Disposition</u>
166	Return Private/Political Memo Strachan to HRH 9/15/72
167	Return Private/Political Memo Strachan to HRH 9/14/72
168	Return Private/Political Memo Strachan to HRH 9/12/72
169	Return Private/Political Memo Strachan to Followup 9/13/72
170	Return Private/Political Memo Strachan to HRH 9/13/72
171	Return Private/Political Memo Strachan to HRH 9/12/72
172	Return Private/Political Memo Higby/Strachan to HRH 9/12/72
173	Return Private/Political Memo Strachan to HRH 9/12/72
174	Retain Open
175	Retain Open
176	Return Private/Political Memo Strachan to HRH 9/12/72
177	Return Private/Political Memo Strachan to HRH 9/11/72
178	Return Private/Political Memo Strachan to HRH 9/11/72
179	Return Private/Political Memo Strachan to HRH 9/11/72
180	Retain Open
181	Return Private/Political Memo Strachan to HRH 9/8/72
182	Return Private/Political Memo Strachan to HRH 9/8/72
183	Return Private/Political Memo Strachan to HRH 9/7/72
184	Return Private/Personal Memo Strachan to HRH 9/7/72
185	Return Private/Political Memo Strachan to HRH 9/7/72
186	Return Private/Political Memo Strachan to HRH 9/7/72
187	Return Private/Political Memo Strachan to HRH 9/2/72
188	Return Private/Political Memo Dent to HRH 9/5/72
189	Return Private/Political Memo Strachan to HRH 9/6/72

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 240

190	Return	Private/Political Memo Strachan to HRH 9/6/72
191	Return	Private/Political Memo Strachan to HRH 9/6/72
192	Return	Private/Political Memo Strachan to HRH 9/6/72
193	Return	Private/Political Memo Strachan to HRH 9/5/72
194	Return	Private/Political Memo Strachan to HRH 9/5/72
195	Return	Private/Political Memo Strachan to HRH 9/5/72
196	Return	Private/Political Memo Strachan to HRH 9/1/72
197	Return	Private/Political Memo Strachan to HRH 9/4/72
198	Return	Private/Political Memo Strachan to HRH 9/2/72
199	Return	Private/Political Memo Strachan to HRH 9/1/72
201	Retain	Open
202	Retain	Open
203	Return	Private/Political Memo Strachan to HRH 9/1/72

September 15, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Connally 5 Minute Spot

The November Group produced the Connally 5 Minute Spot. Finley Hunt, the Associate Creative Director of the November Group, supervised the film crew. Neither Dailey nor Joanou were present at the taping.

The script for Connally was written by George Christian. Connally did not accept the November Group recommendation that he tape 30 minutes to be edited by the November Group.

Connally will review for final approval the tape at 11:00 a.m. at 1701.

The money for the two five minute spots next week has been committed.

Carruthers, Goode, Scali, Moore and Chapin are reviewing the spot at 9:15 a.m. Buchanan will see it after the 9:15 attack meeting.

Their views will be submitted to you.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Connally - DFN 5-Minute Spot

John Connally taped a 5-minute spot yesterday. The attached DFN strategy memo indicates the spot will be run on September 19 (Marcus Welby) and on September 21 (Owen Marshall).

You can view the Connally 5-minute tape today on the WHCA system because the tape was done on 2" which is compatible with the Signal system.

I recommend you do not have the 2" tape run as many on the White House Staff will see it and possibly comment.

A 1" cassette for private viewing in your office is being prepared in New York today and will be available late this afternoon.

GS/jb

DEMOCRATS FOR NIXON
ADVERTISING PROPOSAL

September 4, 1972

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

I. Advertising Objectives

The advertising objective is to persuade traditional Democrats to vote for Richard Nixon in November.

Care should be taken that this objective is not diluted by other, less vital, goals, specifically:

- No attempt will be made to gain converts to the Republican Party -- this is too big a jump to ask most people to take and it would take years to accomplish.
- No attempt will be made to persuade Democrats to vote the Republican line. It's too tough a sale.
- No attempt will be made to broaden the appeal of Democrats for Nixon to include traditional ticket splitters and/or independents. The Committee to Re-elect will be concentrating most of its energies on this group. The Democrats for Nixon should concentrate on Democrats.

II. Creative Strategy

The basic thrust of the advertising message should be:

Senator McGovern does not reflect the philosophy of most Democrats, and surely not of most Americans. He is leading the party in the wrong direction and would lead the country as well.

This year, it is necessary that you (the Democrat) put country ahead of party.

Richard Nixon more adequately represents the philosophy of the American people. He has been a good President and deserves support.

Advertising copy must be restrained both in condemnation of McGovern and praise of the President. There is no need to resort to excess emotionalism, distortion, or innuendo

to point out the dangers of a McGovern administration.

His positions on defense, welfare, taxes, isolation, and peace terms are in conflict with the thinking of most Democrats and should be the major issues.

III. Media Strategy

At this point in the campaign, advertising should be concentrated in those states where current polling data shows the President either close to or behind McGovern. As we get further into the campaign, consideration will be given to scheduling some commercials nationally if we find the margin of difference eroding in more states.

Initially, though, it is proposed that local television (prime and fringe evening time) and full page newspaper ads can be scheduled in states as summarized in Section IV.

Prime & Fringe Evening Local Time

Use of television will enable us to quickly generate awareness to the broadest crosssection of the population with the greatest possible impact in order to expose the weakness of McGovern's policies.

Full Page B/W Newspaper Ads

The addition of newspapers will extend the reach and frequency of the television effort through the use of a secondary supplemental medium and will provide us with the opportunity...

- To more fully develop distinctions between McGovern and the President.
- To feature names of prominent (local if possible) Democrats for Nixon to help generate bandwagon support.
- To provide response coupons to help generate volunteers and contributions.

IV. Media Plan

It is recommended that local spot television start Sept. 18 in the following states and markets, at 12 to 15 spots per week (150 GRP's), plus a full page B&W newspaper ad.

<u>State</u>	<u>Market</u>	<u>TV</u>	<u>TV Cost</u>	<u>Newspapers</u>	<u>Newspaper cost</u>
Calif.	San Francisco	lwk.	\$16.7	full page	10.5
N.Y.	N.Y.C.	"	32.8	" "	29.3
N.J.	all	"	*	" "	12.0
Pa.	Philadelphia	"	12.6	" "	13.9
Ohio	Cleveland	"	6.6	" "	10.0
Ill.	Chicago	"	16.2	" "	9.7
Mich.	Detroit	"	7.5	" "	9.9
Wisc.	Milwaukee	"	3.5	" "	4.4
	Madison	"	.9	" "	1.0
Mo.	all	"	10.6	" "	12.5
Texas	Houston	"	4.8	" "	5.0
	Corpus Cristi	"	.6	" "	1.0
sub total:			112.8		119.2
Oregon	Portland	"	3.4	" "	3.8
	Eugene	"	1.2	" "	1.1
Wash.	all	"	8.0	" "	10.4
W.Va.	all	"	3.9	" "	5.8
Minn:	Minneapolis	"	5.7	" "	6.9
sub total:			22.2		28.0
Grand total:			135.0		147.2

* Covered by New York City and Philadelphia

Extending this plan on an alternate week basis would result in the following budget:

Week of	TV	N.P.	Total
Sept 18	\$135.0	\$147.2	\$282.2
" " Oct 2	135.0	147.2	282.2
" " Oct 16	135.0	147.2	282.2
" " Oct 30	135.0	147.2	282.2
	\$540.0	\$588.8	\$1128.8

V. Scheduling

It is recommended that the following ads and commercials be scheduled:

	<u>TV</u>	<u>N.P.</u>
Week of Sept. 18	Credibility	Credibility
" " Oct. 2	Welfare	Welfare
" " Oct. 16	Defense	Defense
" " Oct. 30	To come	To come

VI. Future Plans

This is to be considered an "initial" schedule, to be reviewed on a weekly basis. Additional states and markets can be added as funds permit, and polling indicates the need.

VII. Network Opportunity

Two five minute telecasts are available on 9/19 (Marcus Welby) and 9/21 (Owen Marshall) at \$10,000 each. It is recommended that these be used to initiate a prime-time national appeal by John Connally to establish 1) why Democrats for Nixon; 2) why Mr. Connally is opposed to McGovern; 3) why he is for the President. The telecast would close with an appeal for contributions and volunteers. (While this is not the major purpose of the telecast, it will help broaden participation in Democrats for Nixon).

NEWSPAPER LIST

CALIFORNIA

\$10,500

San Francisco Chronicle/Examiner
Oakland Tribune
Napa Register
Santa Rosa Press Democrat
San Jose Mercury News

NEW YORK

\$29,300

New York Times
New York Post
New York News
Long Island Press
Long Island Newsday
Westchester Rockland Group
Poughkeepsie Journal
Middletown Tribune-Herald
Kingston Freeman

NEW JERSEY

\$12,000

Atlantic City Press
Camden Courier - Post
Trenton Times/Times Advertiser
Woodbury Times
Trenton Trentonian
Vineland Times - Journal
Huckensack Record
Jersey City Jersey Journal
Newark Star Ledger
Morristown/Parrippany Record
Asbury Park Press
New Brunswick Home News
Paterson Clifton Passaic Group
 Dover Advance
 Passaic Clifton Herald News

PENNSYLVANIA

\$13,900

Philadelphia Bulletin
Philadelphia Enquirer
Boston-Wilson Express
Reading Eagle-Times
Levittown-Briston Courier Times
West Chester Local News
Strouds East Pocono Record
Hazleton Standard-Speaker
Allentown Call-Chronicle

OHIO \$10,000
Cleveland Press
Cleveland Plain Dealer
Ashtabula Star-Beacon
Lorain-Journal
Akron Beacon-Journal
Dover-New Philadelphia Times-Reporter
Wooster Record
Canton Deposit
Mansfield News Journal

ILLINOIS \$9,700
Chicago Tribune
Chicago Sun-Times
Chicago Today
Chicago News

MICHIGAN \$9,900
Detroit News
Detroit Free Press
Pontiac Oakland Press
Royal Oak Tribune

WISCONSIN \$5,400
Milwaukee Journal Sentinel
Racine Journal-Times Bulletin
Sheboygan Press
Madison Capital Times Wisconsin State Journal

MISSOURI \$12,500
St. Louis Post Dispatch
St. Louis Globe Democrat
Kansas City Star Times
Columbia Tribune
Jeff. City Capital News/Post Tribune
Sedalia Capital Democrat
Joplin Globe
Kirksville Express and News
St. Joseph News - Press Gazette
Springfield News Leader and Press

TEXAS \$6,000
Houston Chronicle
Houston Post
Galveston News
Corpus Christi Times Caller

OREGON

\$4,900

Portland Journal of Commerce
Salem Oregon Statesman/Cap: Journal
Albany Democrat Herald
Eugene Register-Guard
Rosenburg News Review

WASHINGTON

\$10,400

Seattle Times
Seattle Post-Intelligencer
TAcoma News Tribune
Everett Herald
Olympia Olympian
Bremerton Sun
Spokane Chronicle/Review
Wenatchee World
Bellingham Herald
Yakima Herald-REpublic
Walla Walla Union-Bulletin

WEST VIRGINIA

\$5,800

Charleston Gazette Mail
Huntington Herald Dispatch
Parkersburg News Sentinel
Logan Banner
Beckley Post Herald RAleigh Reg.
Bluefield Telegraph Sunset News-Observer
Clarksburg Exponent Telegram
Elkins Inter-Mountain
Grafton Sentinel
Wheeling Intelligencer News-Register

MINNESOTA

\$6,900

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Redwing Eagle
Fairbault News
New Alma Journal
Willmar Tribune
Waseca Journal

ADMINISTRATIVELY CONFIDENTIAL

September 13, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

1972 U.S. Senate Races

The attached chart summarizes the 14 marginal Senate races. Block caps indicate net gain above the current 45 Republican seats. The polling data, when available, has Republican first. Anticipated date of receipt of post-Labor Day polling is indicated.

GS/jb

<u>STATE</u>	<u>CANDIDATES</u>	<u>POLLS</u>	<u>COMMENTS</u>
Mich.	Griffin (R) Kelley (D)	8/30- 42-39-19;9/18	Close. Detroit - Metro Key Area. Needs P visit, grants, money. Busing issue, may die.
Texas	Tower (R) Sanders (D)	8/15- 45-32-24;9/18	Close, but Tower pulling away. Needs P and VP visit.
Ky.	Nunn (R) Huddleston (D)	Poll avail - 10/7	Jan poll - Nunn behind. Field reports Nunn up. Needs \$. AMPAC active.
NEW MEXICO	Domenici (R) Daniels (D)	Jul- 37-53-10;10/1	Domenici's org. weak; Napolitan on Daniels; needs \$, campaign management and P visit.
RHODE ISLAND	Chaffee (R) Pell (D)	Poll avail - 9/22 (Becker)	Pell gaining; needs \$ and surrogate visits.
<hr/>			
S.D.	Hirsch (R) Abourezk (D)	8/15 H -6 ;10/7 <u>N</u> <u>M</u> <u>U</u> 56 28 16	No P or VP visit; Needs \$ & Butz; Gov & 2 close Cong.
Id.	McClure (R) Davis (D)	Poll avail - 10/10 Central Surveys	Field reports slightly ahead; needs \$ & help healing primary split.
GEORGIA	Thompson (R) Nunn (D)	8/3- 43-16-41; 9/31 (misleading)	Needs issue help. P or VP visit helpful.
OKLAHOMA	Bartlett (R) Edmondson (D)	Jul- 36-54-10;10/5	Field reports close behind. <u>Needs P visit</u> , strategy help Gov.
<hr/>			
NORTH CAROLINA	Helms (R) Galifanikas (D)	Aug- Helms behind; Poll avail-?	Needs \$ & org. help; Field reports moving up.
ALABAMA	Blount (R) Sparkman (D)	Jun 30- 24-64-4-8; Poll avail- 9/19	Field reports 15 down; no overt help.
MONTANA	Hibbard (R) Metcalf (D)	Poll avail - 9/30	Needs \$ & Mansfield in D.C.
LOUISIANA	Toledano (R) Johnston (D) McKeithen	?	Needs \$ & org. & poll.
VIRGINIA	Scott (R) Spong (D)	Behind; Poll avail- ?	Needs P ident. & landslide; poor candidate.

ADMINISTRATIVELY CONFIDENTIAL

September 13, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On Saturday, September 16 check on the status of the canvass drive and be sure to participate in the local events.

GS/jb

September 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup Surveys

You asked whether the Gallup Organisation would confirm or deny the rumor from the Leadership Meeting yesterday that a recent Gallup poll showed the President with a 40% lead.

Neither John Davies nor George Gallup, Jr. returned my calls. However, Tom Benham reached Alec Gallup late last night. Benham reports:

- 1) Alec Gallup would neither confirm nor deny the rumor of a 40% lead. Gallup did not indicate by hesitation or in any other way that he had such data in a long conversation with Benham;
- 2) Concerning the Gallup release last Sunday that "30% of the vote for either candidate can be considered 'soft'", Benham's discussion with Alec Gallup indicates that Gallup Surveys is just "taking out insurance by saying the race isn't decided". Alec Gallup told Benham that in all follow-up questions the support for the President remained constantly strong. Although he would not give Benham the exact questions, Gallup did ask "believability" and "scabometer" questions to test the President's support. "Every measure that they (Gallup) use confirms every other one."
- 3) Alec Gallup suspects that Harris has a recent trial heat that is "too Republican" and so doesn't want to report it.
- 4) When Benham asked Alec Gallup when they would do their next survey, he said "Well, maybe not for two weeks".

GS/jb

PHONE CONVERSATION WITH TOM BENHAM - September 12, 1972

S - Hi, Tom, how are you?

B - Fine. I had a little chat with our friends over on Bank Street ...

S - Oh yes.

B - and their figures and ours are virtually identical on this, what they call soft sell. All they are doing are taking out insurance by saying the race isn't decided and so on. They get the same figure - they use a slightly different question - and - you know we asked the question of "Have you definitely made up your mind or is there some chance you will change it". So - they said also that they did several other they asked a whole battery of questions. They have a believability scale - you know, which guy can you believe and so on.

S - A real honest credibility question?

B - Some kind of credible - it would be similar to that - not quite credibility exactly but some question - and I don't have it cause

O - What they have asked in the past "Who do you believe more - McGovern or Nixon?" They have had a series like that in the past with candidates.

B - Something like that. "Which one do you believe more?"

S - I see.

B - They had a scalometer question. You've seen that - where they have the 10 boxes and where there is a guide rate on each box. Every measure, according to Alec, every measure that they use confirms every other one. I gave him our believability thing. They got 30%, we got 31%, so you know they are right on the dot. So as far as we said in our memo, we stand behind that. In other words, comparing it to the '64 race. I had mentioned to him how it compared and he

said that theirs compares exactly to late August, early September of '64 too. They are getting the same kind of thing.

S - In terms of commitment and the whole bit?

B - Yes, so all they're doing really is taking insurance by weasle wording their thing in case some sublime accident takes place. He did mention one thing that was interesting. He noticed the Harris - yesterday's release - in which he talked about McGovern supporters and Nixon supporters. And he said "Now obviously Harris has done a trial heat but he has suppressed the result - he hasn't put it out - but he's talked about the two groups." Why do you think he did that? Is it because it is so Republican that he doesn't want to report it or is he got something up his sleeve to report later - of course I don't know the answer to that - I kind of think it's because its so Republican that Harris doesn't want to report it. You don't have access to that, do you?

S - No, no. We really don't. What was Gallup's reaction? You thought it was too Republican so Harris wouldn't want to release it?

B - That's what he tends to think. He doesn't know.

S - Any indication that they ...

B - I asked him when he was going to get his next one out.

S - Yes.

B - He said "Well, maybe not for two weeks". So I don't know just when. We'll have one the middle of next week.

S - What?

B - A trial heat from the national Teeter study.

S - Oh yeah - but that's ours.

B - Yeah.

S - Yeah - but that's not to be released to the public.

B - No, no.

S - On another matter. In talking with Teeter today -

B - Incidentally, just to close the circle on this thing - he did not give any indication of this rumor that you heard.

S - Oh.

B - I'm not saying the rumor is false but I certainly heard nothing that would make me believe that there's any truth to it.

S - I see.

B - I get no reply one way or the other. I led him into that kind of a discussion and he never indicated by hesitation or any other way that he had any other data.

S - OK. Let's see, what else did I want ... conducted any recent poll on the Watergate situation - I said "What makes you ask a question like that?" He said- Well, he received reports back from his some of his interviewers and some of his supervisors and he is convinced that we through ORC conducted a poll within the last two weeks on the Watergate.

B - Do you know anything about that?

S - I didn't -

B - You told me to ...

S - In light of the fact that we have some Watergate questions on this national which are going to be held as closely as this other one

B - He didn't have any indication of the results or anything?

S - Oh no, but he knew somebody had been in the field.

B - He might have heard it from Burlington where we sub-contracted the interviewing. He might use the same ones.

S - Well, the real point of me raising it is that our ...

B - That's why you've got to have an in-house system if you want absolute confidentiality.

S - Yeah.

O - Interviewers never know results and they don't know clients but they know what their firm is doing ...

S - Sure, but if they figure out that ORC is doing something on the Watergate it doesn't take much ...

B - I don't know what you can do about that, Gordon, other than have an in-house ...

S - Well, we're still working on that in-house capability.

B - Sure - I'm not trying to talk you into anything, but ...

S - that's the only secure way.

O - Interviewers know can't do anybody any damage, but they know that somebody's doing something.

S - Yeah.

B - I don't know what else you can do about that. They don't see the results and they don't know the client.

S - OK.

B - You probably think we're working for McGovern.

S - He said in particular that he picked it up in Ohio.

B - In Ohio? Well, we have nothing in Ohio. You know somebody else could be interviewing out there. I mean, I wouldn't be surprised

- B - if Harris is interviewing on it. Or Gallup. I mean it's in the news so being something for the New York Times.
- G - You will maintain your increased contact with Gallup and so forth won't you?
- B - Well he ...
- G - I mean, it's mutually advantageous to the two of you.
- B - Well, we'll be keeping in touch because it's important to the business as a whole. He's very friendly. He's invited me to call him any time I have questions and he'll volunteer anything he can. Yeah, our relations are excellent.
- S - Good. All right.
- B - Okey doke, Gordon.
- S - Oh listen. One last thing. Is there sort of a problem on getting the national results? for Wave III.
- O - Pardon me?
- S - Is there a problem on getting the national results on Wave III?
- O - The only problem is when it comes in. You know, we lost a weekend because of the Jewish Holiday. So we're a couple of days further behind than my normal scheduling would be. We trying to push for trial heats by at least the weekend and I haven't been able to guarantee that yet.
- S - Yeah. OK.
- B - I think you guys ought to eliminate the Jewish Holidays just like you moved LIncoln's Birthday.
- S - Yeah - that will make a lot of sense. WE're sure as hell not going to do it in the next 56 days.
- B - We'll see you on the day of Atonement.
- S - Very good. Bye.

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Surveys - Wave III

Bob Teeter called with a status report on the Campaign Surveys - Wave III. All interviewing has been completed. Collection, coding, and reporting is being done this week. Results from all states should be available on Saturday, September 16 or Sunday, September 17, 1972. There have been problems with the national survey being done by ORC. These results will probably not be available until Monday, September 18 or Tuesday, September 19, 1972.

Teeter told me that he had just received the Wave III Ohio "preliminary" results:

<u>Polling Date</u>	<u>Nixon</u>	<u>McGovern</u>	<u>N.O.</u>
MOR-Sep 6-9	64	32	4

He also received the DMI Los Angeles and Orange County polls:

<u>Polling Date</u>	<u>Nixon</u>	<u>McGovern</u>	<u>N.O.</u>
DMI-Aug 15-31	59	28	13
DMI-Jul 15-31	56	30	13

He learned from some of his Field Interviewers and Supervisors that someone had been polling on the Watergate Incident in the last two weeks. Teeter believes we did the polling through ORC. He did not press for information but would like to compare his Wave III data with any ORC trial heats and Watergate questions. The Watergate questions and results from Wave III will be delivered only to me, not MacGregor, Magruder, and Malek.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

LARRY HIGBY
GORDON STRACHAN

SUBJECT:

September/October Campaign Polling

What follows are Teeter's recommendations for our polling operation at 1701 for the balance of the campaign.

Rolling Wave Telephone Polls

Beginning September 25, Teeter proposes to establish a telephone interviewing capability which will allow us to do a minimum of 300 interviews daily (except Sunday) and have the data the following day. He feels that the advantages of telephone polling during this period are speed and flexibility. His current plan is to use this system to do a rotating series of state-wide polls in the top priority states -- that is, to poll each of the priority states beginning on the 25th of September. It will take a week or ten days to poll the priority states. He will repeat this series until the election. Each individual state poll would take only 1-2 days and we would therefore have fresh data on each of the priority states every week or ten days, depending on how many states we are doing. He would eliminate those states where we have large leads as we get near the election and concentrate on those states that are close or are showing some movement. This interviewing system will allow us the flexibility to change our research design without any loss of time. We should be able to add states, do national studies and to check the impact of any major events, or to do special group studies, or special state election studies.

Teeter will provide you with a specific questionnaire and list those states he feels we should begin polling after reviewing the Wave III data.

Approve this concept _____

Other _____

Panel Interviewing

The polls mentioned can be done using either straight probability samples or panels drawn from the respondents of Waves II and III. If we do do panels -- something Teeter is far from convinced we should be doing at this point -- he feels we should limit them to only the top priority states. Panel interviewing is very expensive and takes longer because of all the call backs that are needed to reach the respondents. Also, people become so sensitized to the fact that they are going to be called back, they start reading everything on the interview subject rather than reacting normally. Teeter feels panel interviewing will only be of value if there is considerable movement taking place.

Another possibility that he is considering is to set up a national panel of ticket splitters and interview them every week or ten days during the last six weeks.

Teeter will present his final recommendations on panel studies after reviewing the Wave III data.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Advertising

Peter Dailey called today to say that McGovern has requested 1/2 hour "availables" from all three networks for late September.

McGovern has reportedly written the networks complaining about the allocation of "availables". The availables balloon as November 7 approaches. McGovern reportedly claims in his letter that he needs spots early for identification and that as a result he is being treated unfairly. However, McGovern has not yet picked up the "availables" the November Group relinquished.

Dailey is still concerned that Stans will not deliver the 350 needed for the Connally 5 minute announcements and spots at the 3 p.m. budget meeting tomorrow. You indicated MacGregor was handling this.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Spot

Last night McGovern ran his 5 minute spot on Veterans at 10:55-11:00 on NBC after the Monday Night Movie. It is the same spot he used in the California primary which you viewed in June. The only change was the tag line -- the spot used "For the People". There was a fundraising appeal by the announcer at the end.

SIGNAL and Dailey have the spot available on tape.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern's TV Ads

Last night on the New York Independent TV station carrying the New York Jets game, McGovern ran a 60-second spot. The style was very similar to those used during the primaries. The theme was credibility with McGovern using the line "no one has a hook on me". The tag was not "Come Home America". It was -- "George McGovern - For the People".

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

H. R. HALDERMAN

FROM:

GORDON STRACHAN

SUBJECT:

Ed Cox Telephone Call --
September 10

Ed Cox called me last night to review his impressions from trips to Pennsylvania, Illinois, and California. He made five points:

1) The Young Voters for the President are distributing literature faster than it is being received. Bumper stickers are particularly hot items. Dailey, Malek, and Riets have been advised of the delays and resultant complaints;

2) The minorities literature aimed at Puerto Ricans, Mexican Americans, and Blacks appears to be translated from English and misses much of the "lingo". Dailey and Malek have been advised. In California Lyn Nofsiger has re-written some of the minorities literature;

3) There is a tremendous opportunity among the Southern California Jewish voters. The two organizers are Orthodox Jews who were Humphrey's coordinators. Their problem is that they don't know whether they are under the DFN or the Committee for the Re-Election of the President and as a result have almost no money. Malek and Colson have been advised;

4) The Black headquarters in Los Angeles appeared to be staffed by paid employees instead of volunteers. Cox questions the allocation of money to Blacks but not Jews;

5) Each of the Headquarters he visited had "obviously sincere" substantial numbers of volunteers. In San Pedro, where Cox believes substantial inroads can be made with traditional Democrats, Nofsiger agreed and ordered more telephones.

At the conclusion of the call I told Ed Cox I would review with him the action taken on these five points the next time he called me.

GS/jb

Ed Cox -

use H. called -

① Gen'l hit prob.

- Pa, Ill, Cal

YVP - esp

- bumper stickers

- hot items

- some arriving now

② Cal + NY

to Rio + Mex ^{translation} am

hit derided ^{Becky} at men

* Apps very poor

- not re-writing

his lit

- ③ Cal - tremor possible
Cal among Jewish
votes in LA
* 2 suits - HH cords
Orthodox
Fairfax
Mille Heller - sleeps
in office
Other - as Spokes
Probs w/ material
Use under DFA -
comp used + no \$
- ④ Black Helms in LA -
impressions to Rep
No volunteers, obvious paid
- Put up
- How useful \$ in blacks
- Return to put \$ w/ Jewish

Regular Hdqtrs
- obviously sincere
San Pedro - best recep
not reacted + put
in telephones in highly
Dem areas

Ed Cox -
NYC - not really going
well before convention
little better

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Pat Hutar and Barbara Franklin's
Campaign Roles

According to Fred Malek, the campaign roles of Barbara Franklin and Pat Hutar are separate with each having the responsibilities outlined below.

Barbara Franklin has overall responsibility to get women, as a constituent group, to vote for the President. She is in charge of the Women's Surrogate Program, and coordinates all materials, mailings, special advertising, and press relations. She is ultimately responsible for Barbara MacGregor's Flying Squad program using Administration and top White House Staff wives.

Pat Hutar does not report to Barbara Franklin. Pat Hutar is responsible for the Pledge to the President program, which recruits volunteers. Hutar is responsible for all volunteer programs except YVP. Even though most volunteers are women, Hutar's focus is volunteers. Hutar is also in charge of the Hostess Telephone program which relies on women to make telephone calls from their own home. This program is to be distinguished from the telephone centers program, under the direction of Bob Marik and usually staffed by volunteers. In addition, Pat Hutar is also involved in some of the scheduling of Cabinet wives.

GS/jb

Pat Huter - what in charge of
Barbara Franklin - WR

S → H based on FM
call

P H - directing

Basically →

Pledge to P - to raise
volunteers - implem
thru CRP in the 80s
↑ not all women

Hostess Telephone - done
in homes instead
of paid bands

Some scheduling of
col waves

Women's Role - as a consult
grp - Barbara Frank
only women - not
- generating own volunteers

(persuading
Flying Squad - Barbara
MacG program
W)

Women's Bus Materials, Mags, Press
Women's Endorse Program

ADMINISTRATIVELY CONFIDENTIAL

September 8, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: McGovern Commercials

Dailey called to report that McGovern made his firm money commitment for TV advertisements today. They are:

- 1) September 11, Monday - NBC
Monday Movie - 5 minute spot
- 2) September 12, Tuesday - NBC
Bonanza - 1 minute spot
- 3) September 14, Thursday - NBC
Ironside - 1 minute spot

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 8, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Peter Dailey Advertising
Strategy

Peter Dailey submitted the advertising media plan attached at Tab A for your consideration. You saw the DFN strategy memorandum on September 6, but it is attached because Dailey believes it is his best statement of the campaign advertising strategy. The views of Dailey's Advertising Advisory Group, which reviewed all of the campaign advertising material on September 7, are summarized and attached. The recommendations for revision of timing and emphasis are based in part on the conversation between Higby, Dailey, and me on September 2. Dailey is working on an analysis of the McGovern advertising strategy but this will not be available until tomorrow.

Dailey had hoped to present the final TV advertisements to you today with his media plan. He does not have the final TV materials and will not until Monday, September 11.

Dailey also submitted his recommendations on the commercial use of the President's Utica speech and the Marie Eisenhower Convention Tribute (Tab B). He recommends against using either commercially.

There is a developing animosity between Chuck Colson and Peter Dailey. Personally Dailey can't stand Colson, who Dailey believes knows absolutely nothing about public communication. The problem is that Colson calls Dailey and asks for advertising materials with a liberal use of "the President wants ..." and then is unavailable when Dailey wants to review the strategy and object to specific requests.

Dick Howard, in Colson's office, called me to review a list of "Presidential advertising requests" that Dailey has either not delivered or objected to doing.

To review the specifics:

1) Colson asked for some advertising ideas using "the new majority". Dailey submitted a bumper sticker and button with that line and the statement attached at Tab C.

2) Colson sent two Teamster Union recommended posters using "Hey McGovern" headlines with an attack on Drugs and Amnesty. The mock-ups are in my office. The art work had been done by the Teamsters but 1701 would pay for the ads, to be placed on the backs of Teamster trucks. Dailey is violently opposed to their use because they run counter to the strategy of keeping "the President the President". Dailey's Advertising Advisory Group agreed the "Hey McGovern" ads would be counter-productive. Dailey prepared a memorandum for MacGregor to Colson rejecting the suggestion (attached at Tab D).

3) Colson sent materials for a Wall Street Journal ad entitled "McGovern vs. McGovern". Dailey is again opposed.

On the merits, Dailey is probably correct in trying to keep the advertising of the campaign within the agreed strategy. However, if Colson is in fact implementing Presidential requests, a modus vivendi with Dailey must be developed.

Recommendation

That all advertising suggestions generated by Colson be sent to Dailey through you to assure a unified advertising approach and Dailey's implementation.

Approve _____ Disapprove _____

Comments _____

GS/jb

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 7, 1972

MEMORANDUM

MEMORANDUM TO: H.R. HALDEMAN
FROM: PETER H. DAILEY

Enclosed is the media fact book containing the information that will be needed for advertising decision making. It includes:

- A detailed breakdown of Network TV offerings (and our requests) on a week-by-week basis.
- A detailed breakdown of local advertising spending (at recommended weight levels) by media, by state, and by ADI.
- A detailed breakdown of proposed voter block advertising by media, by state.

We plan to make the major decisions affecting media changes week-to-week on Mondays of the preceding week. This Monday (9/11) we should decide:

- Whether (and to what extent) to pick up options on Network TV beginning the week of 9/18.
- Whether (and where) to begin local advertising the week of 9/18.
- Whether (and where) to begin Democrats for Nixon advertising.
- The scheduling of commercials (if we decide to run).

Recommendations

1. We recommend against beginning the advertising campaign the week of 9/18. Our reasons are:
 - We have not been advertising and our lead is growing. At this point, we have more to lose in media advertising than we have to gain by starting early.

- Wave II will be available Sept. 15, and will be valuable in allocating resources.
 - The dollars may be better spent in the last two weeks if needed, than the first two.
 - Total available advertising dollars appears to be tight, and we should consume up front funds.
2. We recommend starting pro-Nixon advertising in the following states, and on network, on 10/2:

<u>State</u>	<u>\$ Per Week</u>
California *	\$78,359
Connecticut	12,625
Illinois *	29,186
Maryland	9,742
Michigan	23,366
New Jersey	2,941
New York	57,294
Ohio	14,455
Pennsylvania	34,852
Texas *	<u>20,267</u>
	283,087
Minnesota	7,436
Missouri	10,639
Washington	<u>6,440</u>
	<u>24,542</u>
	\$307,629

The plans for each state are detailed in the attached book, as is the network schedule.

3. Further, we recommend Democrats for Nixon advertising begin 9/18 per the plan previously submitted.

* Includes Mexican/American advertising

Attachments

DEMOCRATS FOR NIXON
ADVERTISING PROPOSAL

September 4, 1972

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

I. Advertising Objectives

The advertising objective is to persuade traditional Democrats to vote for Richard Nixon in November.

Care should be taken that this objective is not diluted by other, less vital, goals, specifically:

- No attempt will be made to gain converts to the Republican Party -- this is too big a jump to ask most people to take and it would take years to accomplish.
- No attempt will be made to persuade Democrats to vote the Republican line. It's too tough a sale.
- No attempt will be made to broaden the appeal of Democrats for Nixon to include traditional ticket splitters and/or independents. The Committee to Re-elect will be concentrating most of its energies on this group. The Democrats for Nixon should concentrate on Democrats.

II. Creative Strategy

The basic thrust of the advertising message should be:

Senator McGovern does not reflect the philosophy of most Democrats, and surely not of most Americans. He is leading the party in the wrong direction and would the country as well.

This year, it is necessary that you (the Democrat) put country ahead of party.

Richard Nixon more adequately represents the philosophy of the American people. He has been a good President and deserves support.

Advertising copy must be restrained both in content and in style. It should be a matter of pride of the President. It should be a matter of respect to the people and not a matter of insult, distortion, or innuendo.

to point out the dangers of a McGovern administration.

His positions on defense, welfare, taxes, isolation, and peace terms are in conflict with the thinking of most Democrats and should be the major issues.

III. Media Strategy

At this point in the campaign, advertising should be concentrated in those states where current polling data shows the President either close to or behind McGovern. As we get further into the campaign, consideration will be given to scheduling some commercials nationally if we find the margin of difference eroding in more states.

Initially, though, it is proposed that local television (prime and fringe evening time) and full page newspaper ads can be scheduled in states as summarized in Section IV.

Prime & Fringe Evening Local Time

Use of television will enable us to quickly generate awareness to the broadest cross-section of the population with the greatest possible impact in order to expose the weakness of McGovern's policies.

Full Page B/W Newspaper Ads

The addition of newspapers will extend the reach and frequency of the television effort through the use of a secondary supplemental medium and will provide us with the opportunity...

- To more fully develop distinctions between McGovern and the President.
- To feature names of prominent (local if possible) Democrats for Nixon to help generate bandwagon support.
- To provide response coupons to help generate volunteers and contributions.

IV. Media Plan

It is recommended that local spot television start Sept. 18 in the following states and markets, at 12 to 15 spots per week (150 GRP's), plus a full page B&W newspaper ad.

<u>State</u>	<u>Market</u>	<u>TV</u>	<u>TV Cost</u>	<u>Newspapers</u>	<u>Newspaper cost</u>
Calif.	San Francisco lwk.	"	\$16.7	full page	10.5
N.Y.	N.Y.C.	"	32.8	" "	29.3
N.J.	all	"	*	" "	12.0
Pa.	Philadelphia	"	12.6	" "	13.9
Ohio	Cleveland	"	6.6	" "	10.0
Ill.	Chicago	"	16.2	" "	9.7
Mich.	Detroit	"	7.5	" "	9.9
Wisc.	Milwaukee	"	3.5	" "	4.4
	Madison	"	.9	" "	1.0
Mo.	all	"	10.6	" "	12.5
Texas	Houston	"	4.8	" "	5.0
	Corpus Cristi	"	.6	" "	1.0
sub total:			112.8		119.2
Oregon	Portland	"	3.4	" "	3.8
	Eugene	"	1.2	" "	1.1
Wash.	all	"	8.0	" "	10.4
W.Va.	all	"	3.9	" "	5.8
Minn.	Minneapolis	"	5.7	" "	6.9
sub total:			22.2		28.0
Grand total:			135.0		147.2

* Covered by New York City and Philadelphia

Extending this plan on an alternate week basis would result in the following budget:

	<u>TV</u>	<u>N.P.</u>	<u>Total</u>
Week of Sept 18	\$135.0	\$147.2	\$282.2
" " Oct 2	135.0	147.2	282.2
" " Oct 16	135.0	147.2	282.2
" " Oct 30	135.0	147.2	282.2
	<u>\$540.0</u>	<u>\$588.8</u>	<u>\$1128.8</u>

V. Scheduling

It is recommended that the following ads and commercials be scheduled:

	<u>TV</u>	<u>N.P.</u>
Week of Sept. 18	Credibility	Credibility
" " Oct. 2	Welfare	Welfare
" " Oct. 16	Defense	Defense
" " Oct. 30	To come	To come

VI. Future Plans

This is to be considered an "initial" schedule, to be reviewed on a weekly basis. Additional states and markets can be added as funds permit, and polling indicates the need.

VII. Network Opportunity

Two five minute telecasts are available on 9/19 (Marcus Welby) and 9/21 (Owen Marshall) at \$10,000 each. It is recommended that these be used to initiate a prime-time national appeal by John Connally to establish 1) why Democrats for Nixon; 2) why Mr. Connally is opposed to McGovern; 3) why he is for the President. The telecast would close with an appeal for contributions and volunteers. (While this is not the major purpose of the telecast, it will help broaden participation in Democrats for Nixon).

NEWSPAPER LIST

CALIFORNIA

\$10,500

San Francisco Chronicle/Examiner
Oakland Tribune
Napa Register
Santa Rosa Press Democrat
San Jose Mercury News

NEW YORK

\$29,300

New York Times
New York Post
New York News
Long Island Press
Long Island Newsday
Westchester Rockland Group
Poughkeepsie Journal
Middletown Tribune-Herald
Kingston Freeman

NEW JERSEY

\$12,000

Atlantic City Press
Camden Courier - Post
Trenton Times/Times Advertiser
Woodbury Times
Trenton Trentonian
Vineland Times - Journal
Huckensack Record
Jersey City Jersey Journal
Newark Star Ledger
Morristown/Parrippany Record
Asbury Park Press
New Brunswick Home News
Paterson Clifton Passaic Group
 Dover Advance
 Passaic Clifton Herald News

PENNSYLVANIA

\$13,900

Philadelphia Bulletin
Philadelphia Enquirer
Boston-Wilson Express
Reading Eagle-Times
Levittown-Briston Courier Times
West Chester Local News
Stroudsburg Record
Harrisburg Patriot-Express
Allentown Allentown Chronicle

<u>OHIO</u>	\$10,000
Cleveland Press	
Cleveland Plain Dealer	
Ashtabula Star-Beacon	
Lorain-Journal	
Akron Beacon-Journal	
Dover-New Philadelphia Times-Reporter	
Wooster Record	
Canton Deposit	
Mansfield News Journal	
<u>ILLINOIS</u>	\$9,700
Chicago Tribune	
Chicago Sun-Times	
Chicago Today	
Chicago News	
<u>MICHIGAN</u>	\$9,900
Detroit News	
Detroit Free Press	
Pontiac Oakland Press	
Royal Oak Tribune	
<u>WISCONSIN</u>	\$5,400
Milwaukee Journal Sentinel	
Racine Journal-Times Bulletin	
Sheboygan Press	
Madison Capital Times Wisconsin State Journal	
<u>MISSOURI</u>	\$12,500
St. Louis Post Dispatch	
St. Louis Globe Democrat	
Kansas City Star Times	
Columbia Tribune	
Jeff. City Capital News/Post Tribune	
Sedalia Capital Democrat	
Joplin Globe	
Kirksville Express and News	
St. Joseph News - Press Gazette	
Springfield News Leader and Press	
<u>TEXAS</u>	\$6,000
Houston Chronicle	
Houston Post	
Galveston News	
Corpus Christi Times Caller	

OREGON

\$4,900

Portland Journal of Commerce
Salmon Oregon Statesman/Cap. Journal
Albany Democrat Herald
Eugene Register-Guard
Rosenburg News Review

WASHINGTON

\$10,400

Seattle Times
Seattle Post-Intelligencer
Tacoma News Tribune
Everett Herald
Olympia Olympian
Bremerton Sun
Spokane Chronicle/Review
Wenatchee World
Bellingham Herald
Yakima Herald-REpublic
Walla Walla Union-Bulletin

WEST VIRGINIA

\$5,800

Charleston Gazette Mail
Huntington Herald Dispatch
Parkersburg News Sentinel
Logan Banner
Beckley Post Herald Raleigh Reg.
Bluefield Telegraph Sunset News-Observer
Clarksburg Exponent Telegram
Elkins Inter-Mountain
Grafton Sentinel
Wheeling Intelligencer News-Register

MINNESOTA

\$6,900

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Redwing Eagle
Fairbault News
New Alma Journal
Willmar Tribune
Waseca Journal

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 7, 1972

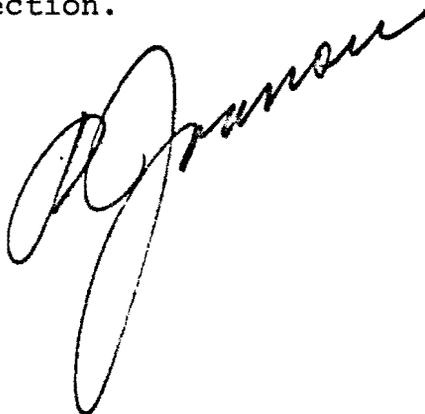
MEMORANDUM

TO: GORDON STRACHAN
FROM: PHIL JOANOU
SUBJECT: Advertising Advisory Group

Pete Dailey requested that I send you a memo reviewing the general comments made by our Advertising Advisory Group today.

First, there was a very positive reaction to the pro-Nixon and anti-McGovern television and newspaper advertising. There were a few specific suggestions on certain ads. Everyone thought the "McGovern ADA" ad was a good ad, but should be limited to publications such as the New York Times, New York Magazine, etc., as it was probably too sophisticated a concept for the average voter.

In the ad "It took President Nixon to make the Supreme Court a Court that all Americans can respect", the group felt that the ad implied that no one respected the Court prior to President Nixon. In the ad which read "Last year for the first time in a decade, the crime rate actually decreased in 80 cities", it would be better to say "...how President Nixon helped" rather than "President Nixon go tough". It was the consensus of the group that because of the nature of the advertising there would be little risk in irritating the public or overexposing the President by starting in late September or early October. It was also the feeling of this group that advertising should start then because the absence of any advertising could create the appearance that the President is not actively seeking re-election.



Committee for the Re-election of the President

MEMORANDUM

September 6, 1972

MEMORANDUM TO: CLARK MacGREGOR
FROM: PETER H. DAILEY
SUBJECT: Various Requests from Gordon Strachan.

President's Utica Speech

We've reviewed the transcript of the speech and we do not see anything in the transcripts that would make a more effective television commercial than the ones we have already done. We believe that it is a good speech, inspirational in ~~its~~^{its} praise of teachers, General Eisenhower, and American youth, but we didn't see any specific copy points of note. If we are asked to do a commercial, we believe a 5 minute commercial would be better than a 1 minute commercial.

Eisenhower Convention Tribute

Most of this was related to history and most nostalgic. We believe that most of our money should be spent on current events. Therefore, we wish not to pursue this subject further.

Youth Rally

We've only had the opportunity to review excerpts of the film, but we believe it would make an excellent ½ hour show. We are working on that assumption. Additionally, the footage that we shot of the President's speech can be edited into some of our commercials which we are in the process of doing.

P. H. Dailey

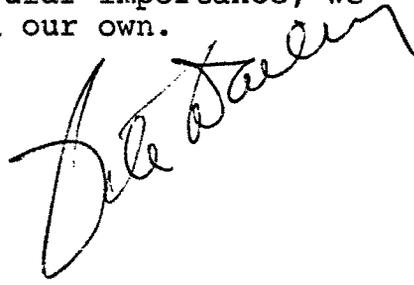
Committee for the Re-election of the President

MEMORANDUM

September 6, 1972

MEMORANDUM TO: CLARK MacGREGOR
FROM: PETER H. DAILEY
SUBJECT: Filming the President During
Campaign Activities.

I concur on Bill's recommendation, which is attached, that we work with the White House film crew under the new procedures. As Bill indicates, however, we do have access to film crews on both coasts. When alerted to an address of particular importance, we will back up the Navy crew with our own.

A handwritten signature in black ink, appearing to read "Peter H. Dailey", is written diagonally across the lower right portion of the page.

NOVEMBER
GROUP
INC.

September 5, 1972

TO: PETER DAILEY ✓ CC; Phil Joanou
FROM: Bill Taylor Mike Lesser
Finley Hunt

Re the filming of the President day-by day:

I again talked with Bill Carruthers. He confirmed that he has a Navy crew of two cameramen and one soundman (sometimes more) with the President at all times. He feels, as I do, that it would be wasteful duplication for us to do the same.

This is a good, professional crew. Bill says that 90% of the film in the Wolper documentaries was shot by them.

Our trouble has been in getting the film. For instance, the Navy men shot the Utica speech ... kept the film and went on all the way to Honolulu with the President before getting the film back to Washington to be processed. Then one print was made, and delivered to Marc Goode.

This system will not work for us. Bill Carruthers is meeting with Dwight and Marc tomorrow to change the system. The film crew will send their film to Washington immediately after every filming. Two prints will be made, one sent to us at once.

I think this new system will do the trick. However, we have the means of getting a film crew together immediately if you still think it is necessary for us to cover the President ourselves.

909 THIRD AVENUE
NEW YORK, N. Y. 10022
CIVIL 752-3500

August 28, 1972

TO: PATE DAILEY
FROM: PHIL JOANOU

This is to recommend against use of the line "The New Majority" on buttons and bumper stickers for the following reasons:

1. It doesn't mean anything by itself.

This line, isolated to a single phrase as in buttons, etc. could apply to many things. By displaying it, a person does not identify himself as a supporter of the President. In the context of a speech, it takes an additional meaning. A button, however, should explain itself.

2. It seems over-confident

No matter what we say to the contrary, we are fighting a problem of over-confidence and apathy. This seems to imply a feeling of too much confidence, too early.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

September 6, 1972

MEMORANDUM FOR: CHARLES W. COLSON
FROM: CLARK MacGREGOR, *CM*
SUBJECT: Teamster Posters

I have reviewed the Teamster posters, and I believe that their use is not advisable at this time. If they carry the signature of the Finance Committee to Re-elect the President, their style and tone should be in keeping with the overall direction of the campaign. The posters I saw today were not.

If the Teamsters wish to pay for these themselves, let us send someone from the November Group to meet with the responsible party in the Teamsters' organization to work out materials to their satisfaction and ours. Since both of our objectives are the same -- victory for President Nixon -- I'm sure working face to face with them will lead to production of materials which will meet with their objectives and be in keeping with the style and tone of our campaign. I'm sure that Secretary Hodgson would agree.

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

DFN - Dailey Meeting
with Connally

Peter Dailey and Jeb Magruder met with John Connally, George Christian, Leonard Marks, Jeno Paulucci, and Lee Vann to review the DFN advertisements that you reviewed on September 6.

Connally read the DFN Strategy Memorandum and agreed generally with all the recommendations, including:

- 1) Tentatively holding off on the positive President Nixon ads until October 10;
- 2) Beginning the DFN attack ads probably on September 18 in the selected anti-RN media markets (i.e. San Francisco and Cleveland);
- 3) Doing two network 5 minute spots with Connally explaining DFN on September 19 and 21; and
- 4) Using the McGovern "Turnaround" and welfare advertisements, but revising slightly the defense ad.

In a subjective evaluation of Connally and the meeting, Dailey said he "had the feeling that Connally was pissed off at some of the chicken shit stuff around the edges". Asked for specifics, Dailey mentioned a plane bill of Connally's that hadn't been paid.

Basically, Dailey believes Connally has confidence in the media people, including the Direct Mail effort. Connally did read and approve with some changes in the brochures you reviewed yesterday. Connally had personally revised the cover "attack" letters before you reviewed them.

Dailey will include the comments on all the advertisements from his Advertising Advisory Group (Bart Cummings - Compton; Dick O'Reilly - Wells, Rich; Chet Posey - DeGarmo; Jack Elliott - Ogilvie; and Tom Adams - Campbell) in his description of the revised strategy and McGovern strategy memoranda which are due tomorrow.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

President's Estate Plan

John Dean told me today that conformed copies of all of the materials executed in connection with the President's Estate Plan will be sent from New York early next week. At that time I will review the documents with John Dean. The discussion will focus on matters that concern you personally as a Trustee. In addition, I will cover with Dean any changes that may have occurred in the basic Plan from the time I was removed from the project by John Ehrlichman.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Gavin Herbert Fundraiser
at Western White House

Gavin Herbert has asked for authority to give Presidential golf balls to the guests at the fundraiser at the Western White House.

Steve Bull indicates that only in rare occasions have the golf balls been given to groups. The only example Bull can remember is a Bebe Rebozo charity event. However, since the Herbert fundraiser is primarily a Presidential golf course event, Bull recommends giving Herbert the 288 balls.

Fred Fielding in John Dean's office says there is no legal problem because the balls are purchased from the President's fund not from appropriated funds.

Recommendation

That Bull authorize Herbert to give 288 Presidential golf balls to guests at the Western White House fundraiser.

Approve _____ Disapprove _____

Comments _____

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern's Duluth, Minn.
Appearance - 9/8/72

Magruder called to say that McGovern is "reliably reported" to be planning a statement on a "scandal as big as ITT". ABC is planning on covering the event live. Magruder does not know the subject but guesses it might be the Nixon Brothers-European dollars information that McGovern has a task force working on. You received a note on this last week.

Dean has been advised.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 6, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

1972 U.S. Congressional Races

Dent has prepared a factual analysis of the Congressional races, indicating that the Republicans must hold all current incumbent seats and win 39 new seats to reach the 218 needed to organize the House. Ford's Southern Democrats switchover project will not become important unless the Republicans are close to 218. Dent's Tab A picks the top 30 requiring attention.

Timmons independently reviewed the September 5 Congressional Campaign Committee analysis. Timmons' picks are double underscored while Dent's are single underscored. Where Dent and Timmons agree three underlines appear.

Malek's field organization can provide assessments of 50 important individual races by September 13. Malek's input would be conjecture before then.

MacGregor's views will be checked September 7.

Teeter talked with an AMPAC representative on September 5 regarding access to their polls. Teeter received a commitment to obtain the 28 completed polls on September 8.

This analysis of the Congressional races will be resubmitted when the additional information is acquired.

The only people involved in this project are Bill Timmons, Clark MacGregor, Fred Malek, Bob Teeter and Stan Anderson. Harry Flemming has done an independent analysis for Clark MacGregor but has not reviewed it with Mitchell or MacGregor.

GS/jb