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<td>9/15/1972</td>
<td></td>
<td>Campaign</td>
<td>Memo</td>
<td>From: Gordon Strachan To: H.R. Haldeman RE: Connally 5 minute spot. 1 pg.</td>
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<td></td>
<td>9/12/1972</td>
<td></td>
<td>Campaign</td>
<td>Other Document</td>
<td>Phone Conversation between Tom Benham and Gordon Strachan RE: Public Opinion/Gallup Survey. 5 pgs.</td>
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<td>9/7/1972</td>
<td></td>
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<td>9/6/1972</td>
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<td>Memo</td>
<td>From: Peter H. Dailey To: Clark MacGregor RE: Filming the President during campaign activities. 1 pg.</td>
</tr>
<tr>
<td>14</td>
<td>17</td>
<td>9/5/1972</td>
<td>□</td>
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<td>Memo</td>
<td>From: Bill Taylor To: Peter Dailey RE: Filming the President day-by day. 1 pg.</td>
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<tr>
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<td>14</td>
<td>17</td>
<td>9/7/1972</td>
<td>Personal</td>
<td>Memo</td>
<td>From: Gordon Strachan To: H.R. Haldeman RE: President's Estate Plan. 1 pg.</td>
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</tr>
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<td>17</td>
<td>9/7/1972</td>
<td>Personal</td>
<td>Memo</td>
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<td></td>
</tr>
<tr>
<td>Box Number</td>
<td>Folder Number</td>
<td>Document Date</td>
<td>No Date</td>
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### Presidential Materials Review Board

#### Review on Contested Documents

**Collection:** H. R. Haldeman  
**Box Number:** 240  
**Folder:** Strachan HRH only Chron September 1972 Part I

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<tr>
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<td>183</td>
<td>Return Private/Political Memo Strachan to HRH 9/7/72</td>
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<td>Return Private/Personal Memo Strachan to HRH 9/7/72</td>
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<td>Return Private/Political Memo Strachan to HRH 9/7/72</td>
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<tr>
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<td>Return Private/Political Memo Strachan to HRH 9/7/72</td>
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<td>Return Private/Political Memo Strachan to HRH 9/5/72</td>
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<td>188</td>
<td>Return Private/Political Memo Dent to HRH 9/5/72</td>
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Collection: H. R. Haldeman
Box Number: 240

190 Return Private/Political Memo Strachan to HRH 9/4/72
191 Return Private/Political Memo Strachan to HRH 9/4/72
192 Return Private/Political Memo Strachan to HRH 9/4/72
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 9/5/72
197 Return Private/Political Memo Strachan to HRH 9/4/72
198 Return Private/Political Memo Strachan to HRH 9/3/72
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 9/4/72

Presidential Materials Review Board
Review on Contested Documents
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. Finlay 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
MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Connally - DFN 5-Minute Spot

September 14, 1972

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 WRCA 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
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 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.

<table>
<thead>
<tr>
<th>State</th>
<th>Market</th>
<th>TV Cost</th>
<th>Newspapers</th>
<th>Newspaper cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>San Francisco</td>
<td>$16.7</td>
<td>full page</td>
<td>10.5</td>
</tr>
<tr>
<td>N.Y.</td>
<td>N.Y.C.</td>
<td>32.8</td>
<td>&quot;</td>
<td>29.3</td>
</tr>
<tr>
<td>N.J.</td>
<td>all</td>
<td>*</td>
<td>&quot;</td>
<td>12.0</td>
</tr>
<tr>
<td>Pa.</td>
<td>Philadelphia</td>
<td>17.6</td>
<td>&quot;</td>
<td>13.9</td>
</tr>
<tr>
<td>Ohio</td>
<td>Cleveland</td>
<td>6.6</td>
<td>&quot;</td>
<td>10.0</td>
</tr>
<tr>
<td>Ill.</td>
<td>Chicago</td>
<td>16.2</td>
<td>&quot;</td>
<td>9.7</td>
</tr>
<tr>
<td>Mich.</td>
<td>Detroit</td>
<td>7.5</td>
<td>&quot;</td>
<td>9.9</td>
</tr>
<tr>
<td>Wisc.</td>
<td>Milwaukee</td>
<td>3.5</td>
<td>&quot;</td>
<td>4.4</td>
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<tr>
<td></td>
<td>Madison</td>
<td>*</td>
<td>&quot;</td>
<td>1.0</td>
</tr>
<tr>
<td>Mo.</td>
<td>all</td>
<td>10.6</td>
<td>&quot;</td>
<td>12.5</td>
</tr>
<tr>
<td>Texas</td>
<td>Houston</td>
<td>4.8</td>
<td>&quot;</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Corpus Cristi</td>
<td>0.6</td>
<td>&quot;</td>
<td>1.0</td>
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sub total: 112.8 119.2

<table>
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<tr>
<th>State</th>
<th>Market</th>
<th>TV Cost</th>
<th>Newspapers</th>
<th>Newspaper cost</th>
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<tbody>
<tr>
<td>Oregon</td>
<td>Portland</td>
<td>3.4</td>
<td>&quot;</td>
<td>3.8</td>
</tr>
<tr>
<td></td>
<td>Eugene</td>
<td>1.2</td>
<td>&quot;</td>
<td>1.1</td>
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<tr>
<td>Wash.</td>
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<td>8.0</td>
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<td>10.4</td>
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<tr>
<td>W.Va.</td>
<td>all</td>
<td>3.9</td>
<td>&quot;</td>
<td>5.8</td>
</tr>
<tr>
<td>Minn.</td>
<td>Minneapolis</td>
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<td>&quot;</td>
<td>6.9</td>
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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:

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<th>TV</th>
<th>N.P.</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>$135.0</td>
<td>$147.2</td>
<td>$282.2</td>
</tr>
<tr>
<td>Oct 2</td>
<td>135.0</td>
<td>147.2</td>
<td>282.2</td>
</tr>
<tr>
<td>Oct 16</td>
<td>135.0</td>
<td>147.2</td>
<td>282.2</td>
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<tr>
<td>Oct 30</td>
<td>135.0</td>
<td>147.2</td>
<td>282.2</td>
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$540.0 $588.8 $1128.8
V. Scheduling

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

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<th>TV</th>
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<tbody>
<tr>
<td>Week of Sept. 18</td>
<td>Credibility</td>
<td>Credibility</td>
</tr>
<tr>
<td>Oct. 2</td>
<td>Welfare</td>
<td>Welfare</td>
</tr>
<tr>
<td>Oct. 16</td>
<td>Defense</td>
<td>Defense</td>
</tr>
<tr>
<td>Oct. 30</td>
<td>To come</td>
<td>To come</td>
</tr>
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</table>

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

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

NEW YORK

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

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

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

$10,500
$12,000
$13,900
$29,300
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<tr>
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<td>$10,000</td>
</tr>
<tr>
<td>Illinois</td>
<td>$9,700</td>
</tr>
<tr>
<td>Michigan</td>
<td>$9,900</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$5,400</td>
</tr>
<tr>
<td>Missouri</td>
<td>$12,500</td>
</tr>
<tr>
<td>Texas</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

- Ohio:
  - 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:
  - Chicago Tribune
  - Chicago Sun-Times
  - Chicago Today
  - Chicago News

- Michigan:
  - Detroit News
  - Detroit Free Press
  - Pontiac Oakland Press
  - Royal Oak Tribune

- Wisconsin:
  - Milwaukee Journal Sentinel
  - Racine Journal-Times Bulletin
  - Sheboygan Press
  - Madison Capital Times Wisconsin State Journal

- Missouri:
  - 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-Pop Press Gazette
  - Springfield News Leader and Press

- Texas:
  - Houston Chronicle
  - Houston Post
  - Galveston News
  - Corpus Christi Times Caller
OREGON

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

WASHINGTON

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

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

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Redwing Eagle
Fairbault News
New Alma Journal
Willmar Tribune
Waseca Journal
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
<table>
<thead>
<tr>
<th>STATE</th>
<th>CANDIDATES</th>
<th>POLLS</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kelley (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sanders (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ky.</td>
<td>Nunn (R)</td>
<td>Poll avail - 10/7</td>
<td>Jan poll - Nunn behind. Field reports Nunn up. Needs $. AMPAC active.</td>
</tr>
<tr>
<td></td>
<td>Huddleston (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td>Domenici (R)</td>
<td>Jul- 37-53-10;10/1</td>
<td>Domenici's org. weak; Napolitán on Daniels; needs $, campaign management and P visit.</td>
</tr>
<tr>
<td></td>
<td>Daniels (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHODE ISLAND</td>
<td>Chaffee (R)</td>
<td>Poll avail - 9/22</td>
<td>Pell gaining; needs $ and surrogate visits.</td>
</tr>
<tr>
<td></td>
<td>Pell (D)</td>
<td>(Becker)</td>
<td></td>
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<tr>
<td></td>
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<td></td>
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</tr>
<tr>
<td>S.D.</td>
<td>Hirsch (R)</td>
<td>8/15 H -6 ;10/7</td>
<td>No P or VP visit; Needs $ &amp; Butz; Gov &amp; 2 close Cong.</td>
</tr>
<tr>
<td></td>
<td>Abourezk (D)</td>
<td>N M U</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>56 28 16</td>
<td></td>
</tr>
<tr>
<td>Id.</td>
<td>McClure (R)</td>
<td>Poll avail - 10/10</td>
<td>Field reports slightly ahead; needs $ &amp; help healing primary split.</td>
</tr>
<tr>
<td></td>
<td>Davis (D)</td>
<td>Central Surveys</td>
<td></td>
</tr>
<tr>
<td>GEORGIA</td>
<td>Thompson (R)</td>
<td>8/3- 43-16-41; 9/31</td>
<td>Needs issue help. P or VP visit helpful.</td>
</tr>
<tr>
<td></td>
<td>Nunn (D)</td>
<td>(misleading)</td>
<td></td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Bartlett (R)</td>
<td>Jul- 36-54-10;10/5</td>
<td>Field reports close behind. Needs P visit, strategy help Gov.</td>
</tr>
<tr>
<td></td>
<td>Edmondson (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NORTH</td>
<td>Helms (R)</td>
<td>Aug- Helms behind;</td>
<td>Needs $ &amp; org. help; Field reports moving up.</td>
</tr>
<tr>
<td>CAROLINA</td>
<td>Galifanakis (D)</td>
<td>Poll avail-?</td>
<td></td>
</tr>
<tr>
<td>ALABAMA</td>
<td>Blount (R)</td>
<td>Jun 30- 24-64-4-8;</td>
<td>Field reports 15 down; no overt help.</td>
</tr>
<tr>
<td></td>
<td>Sparkman (D)</td>
<td>Poll avail- 9/19</td>
<td></td>
</tr>
<tr>
<td>MONTANA</td>
<td>Hibbard (R)</td>
<td>Poll avail - 9/30</td>
<td>Needs $ &amp; Mansfield in D.C.</td>
</tr>
<tr>
<td></td>
<td>Metcalf (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>Toledoano (R)</td>
<td>?</td>
<td>Needs $ &amp; org. &amp; poll.</td>
</tr>
<tr>
<td></td>
<td>Johnston (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>McKeithen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIRGINIA</td>
<td>Scott (R)</td>
<td>Behind;</td>
<td>Needs P ident. &amp; landslide; poor candidate.</td>
</tr>
<tr>
<td></td>
<td>Spong (D)</td>
<td>Poll avail- ?</td>
<td></td>
</tr>
</tbody>
</table>
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 "skepticometer" 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.
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:

| Polling Date | Nixon | McGovern | N.O.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MOR-Sep 6-9</td>
<td>64</td>
<td>32</td>
<td>4</td>
</tr>
</tbody>
</table>

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

| Polling Date | Nixon | McGovern | N.O.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DMI-Aug 15-31</td>
<td>59</td>
<td>28</td>
<td>13</td>
</tr>
<tr>
<td>DMI-Jul 15-31</td>
<td>56</td>
<td>30</td>
<td>13</td>
</tr>
</tbody>
</table>

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

**Rolling Wave Telephone Polls**

Beginning September 23, 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
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.
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 10:35-11:00 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:  E. 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. HALEY.
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 massed much of the "lingle." Dailey and Malek have been advised. In California Lyn Hofsiger 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, Hofsiger 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 - 
was H. called -
Drew hit prob. 
- Pa, DC, Cal
VLP-esp
- Bumper sticker
- Hot interns
- Some amigways

@ Cal + NY
To Rieg and Martin
hit devilish at MN
- Gipsy very poor
- Ref re-writing 
his hit
Cal - treasures possible in Cal among foreign voters in CA.
*2 sides - HH, coord. Colden, Fairlitt.
Milt Hellan - asleep in office.
Other - 2G Spades.
Bills w/ material.
WPA under DFA - confused + NV.

Black Holms in NA - impressions to N.
No volunteers, diverse paid.
- Put up.
- How useful it in blacks.
- Return to pick it w/ Kendal.
Regular hops
- obviously sincere
San Pedro - best reap
Not reached yet
in telephones in highly
Year areas

Ed Cox -
NYC - not really going
Well before decision
Little better
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.
Pat Heaton - what in charge
Barbara Franklin - wk
S to H based on FM call

P H - directing P to raise

Racially Pledge to P to Raise

Volunteers - explain

the C & P in the STS

Hostess Telephone - done

in homes instead of paid boards

Cancelling scheduling of
golf weeks

Women's Role - as a unit

G P - Barbara Franklin

by women - not

generating wmn inferiors

Persuading
Flying Squad - Barbara

P.S.C. program

Women's Endorse Program

Women's business materials, letters, press
MEMORANDUM FOR: H. R. HALEMAN
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
MEMORANDUM FOR:  
H. R. Haldeman

FROM:  
Gordon Strachan

SUBJECT:  
Peter Dailey Advertising Strategy

September 8, 1972

Peter Dailey submitted the advertising media plan attached at Tab A for your consideration. You saw the DFW 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 Mamie 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).


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
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 in 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:

<table>
<thead>
<tr>
<th>State</th>
<th>$ Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>California *</td>
<td>$78,359</td>
</tr>
<tr>
<td>Connecticut</td>
<td>12,625</td>
</tr>
<tr>
<td>Illinois *</td>
<td>29,186</td>
</tr>
<tr>
<td>Maryland</td>
<td>9,742</td>
</tr>
<tr>
<td>Michigan</td>
<td>23,366</td>
</tr>
<tr>
<td>New Jersey</td>
<td>2,941</td>
</tr>
<tr>
<td>New York</td>
<td>57,294</td>
</tr>
<tr>
<td>Ohio</td>
<td>14,455</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>34,852</td>
</tr>
<tr>
<td>Texas *</td>
<td>20,267</td>
</tr>
<tr>
<td>Minnesota</td>
<td>7,436</td>
</tr>
<tr>
<td>Missouri</td>
<td>10,639</td>
</tr>
<tr>
<td>Washington</td>
<td>6,440</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>283,087</strong></td>
</tr>
</tbody>
</table>

Mexico/Asian advertising

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/Asian advertising

Attachments
DEMOCRATS FOR NIXON
ADVERTISING PROPOSAL

September 4, 1972
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 length and in the choice of the President. Chair is not to want in terms of vitality, dirt-rag or Kennedy
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 capacity 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 GMT's), plus a full page B&W newspaper ad.

<table>
<thead>
<tr>
<th>State</th>
<th>Market</th>
<th>TV Cost</th>
<th>Newspapers</th>
<th>Newspaper Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>San Francisco</td>
<td>$16.7</td>
<td>full page</td>
<td>10.5</td>
</tr>
<tr>
<td>N.Y.</td>
<td>N.Y.C.</td>
<td>32.8</td>
<td>&quot;</td>
<td>29.3</td>
</tr>
<tr>
<td>N.J.</td>
<td>all</td>
<td>&quot;</td>
<td>&quot;</td>
<td>12.0</td>
</tr>
<tr>
<td>Pa.</td>
<td>Philadelphia</td>
<td>12.6</td>
<td>&quot;</td>
<td>13.9</td>
</tr>
<tr>
<td>Ohio</td>
<td>Cleveland</td>
<td>6.6</td>
<td>&quot;</td>
<td>10.0</td>
</tr>
<tr>
<td>Ill.</td>
<td>Chicago</td>
<td>16.2</td>
<td>&quot;</td>
<td>9.7</td>
</tr>
<tr>
<td>Mich.</td>
<td>Detroit</td>
<td>7.5</td>
<td>&quot;</td>
<td>9.9</td>
</tr>
<tr>
<td>Wisc.</td>
<td>Milwaukee</td>
<td>3.5</td>
<td>&quot;</td>
<td>4.4</td>
</tr>
<tr>
<td>Madison</td>
<td></td>
<td>9.9</td>
<td>&quot;</td>
<td>1.0</td>
</tr>
<tr>
<td>Ohio</td>
<td>Cleveland</td>
<td>6.6</td>
<td>&quot;</td>
<td>10.0</td>
</tr>
<tr>
<td>Pa.</td>
<td>Philadelphia</td>
<td>12.6</td>
<td>&quot;</td>
<td>13.9</td>
</tr>
<tr>
<td>Calif.</td>
<td>San Francisco</td>
<td>$16.7</td>
<td>full page</td>
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<td>N.Y.</td>
<td>N.Y.C.</td>
<td>32.8</td>
<td>&quot;</td>
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</tr>
<tr>
<td>N.J.</td>
<td>all</td>
<td>&quot;</td>
<td>&quot;</td>
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<tr>
<td>Pa.</td>
<td>Philadelphia</td>
<td>12.6</td>
<td>&quot;</td>
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</tr>
<tr>
<td>Ohio</td>
<td>Cleveland</td>
<td>6.6</td>
<td>&quot;</td>
<td>10.0</td>
</tr>
<tr>
<td>Ill.</td>
<td>Chicago</td>
<td>16.2</td>
<td>&quot;</td>
<td>9.7</td>
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<td>Mich.</td>
<td>Detroit</td>
<td>7.5</td>
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<td>Milwaukee</td>
<td>3.5</td>
<td>&quot;</td>
<td>4.4</td>
</tr>
<tr>
<td>Madison</td>
<td></td>
<td>9.9</td>
<td>&quot;</td>
<td>1.0</td>
</tr>
</tbody>
</table>

sub total: 112.8 119.2

| Oregon | Portland | 3.4 | " | 3.8 |
| 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:

<table>
<thead>
<tr>
<th>Week of Sept 18</th>
<th>TV Cost</th>
<th>N.E.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; Oct 2</td>
<td>135.0</td>
<td>147.2</td>
<td>282.2</td>
</tr>
<tr>
<td>&quot; Oct 16</td>
<td>135.0</td>
<td>147.2</td>
<td>282.2</td>
</tr>
<tr>
<td>&quot; Oct 30</td>
<td>135.0</td>
<td>147.2</td>
<td>282.2</td>
</tr>
</tbody>
</table>

$530.0 $530.8 $1128.8
V. **Scheduling**

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

<table>
<thead>
<tr>
<th>TV</th>
<th>N.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of Sept. 18</td>
<td>Credibility</td>
</tr>
<tr>
<td>&quot; &quot; Oct. 2</td>
<td>Welfare</td>
</tr>
<tr>
<td>&quot; &quot; Oct. 16</td>
<td>Defense</td>
</tr>
<tr>
<td>&quot; &quot; Oct. 30</td>
<td>To come</td>
</tr>
</tbody>
</table>

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).
<table>
<thead>
<tr>
<th>Newspaper List</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEWSPAPER LIST</strong></td>
</tr>
<tr>
<td><strong>CALIFORNIA</strong></td>
</tr>
<tr>
<td>San Francisco Chronicle/Examiner</td>
</tr>
<tr>
<td>Oakland Tribune</td>
</tr>
<tr>
<td>Napa Register</td>
</tr>
<tr>
<td>Santa Rosa Press Democrat</td>
</tr>
<tr>
<td>San Jose Mercury News</td>
</tr>
<tr>
<td><strong>NEW YORK</strong></td>
</tr>
<tr>
<td>New York Times</td>
</tr>
<tr>
<td>New York Post</td>
</tr>
<tr>
<td>New York News</td>
</tr>
<tr>
<td>Long Island Press</td>
</tr>
<tr>
<td>Long Island Newsday</td>
</tr>
<tr>
<td>Westchester Rockland Group</td>
</tr>
<tr>
<td>Poughkeepsie Journal</td>
</tr>
<tr>
<td>Middletown Tribune-Herald</td>
</tr>
<tr>
<td>Kingston Freeman</td>
</tr>
<tr>
<td><strong>NEW JERSEY</strong></td>
</tr>
<tr>
<td>Atlantic City Press</td>
</tr>
<tr>
<td>Camden Courier - Post</td>
</tr>
<tr>
<td>Trenton Times/Times Advertiser</td>
</tr>
<tr>
<td>Woodbury Times</td>
</tr>
<tr>
<td>Trenton Trentonian</td>
</tr>
<tr>
<td>Vineland Times - Journal</td>
</tr>
<tr>
<td>Buckensack Record</td>
</tr>
<tr>
<td>Jersey City Jersey Journal</td>
</tr>
<tr>
<td>Newark Star Ledger</td>
</tr>
<tr>
<td>Morristown/Passaic Record</td>
</tr>
<tr>
<td>Asbury Park Press</td>
</tr>
<tr>
<td>New Brunswick Home News</td>
</tr>
<tr>
<td>Paterson Clifton Passaic Group</td>
</tr>
<tr>
<td>Dover Advance</td>
</tr>
<tr>
<td>Passaic Clifton Herald News</td>
</tr>
<tr>
<td><strong>PENNSYLVANIA</strong></td>
</tr>
<tr>
<td>Philadelphia Bulletin</td>
</tr>
<tr>
<td>Philadelphia Enquirer</td>
</tr>
<tr>
<td>Boston-Wilson Express</td>
</tr>
<tr>
<td>Reading Eagle-Times</td>
</tr>
<tr>
<td>Lewistown-Briston Courier Times</td>
</tr>
<tr>
<td>West Chester Local News</td>
</tr>
<tr>
<td>Stroudsburg Record</td>
</tr>
<tr>
<td>Harrisburg Patrician</td>
</tr>
<tr>
<td>Allentown Call-Tribune</td>
</tr>
</tbody>
</table>
OHIO $10,000

Cleveland Press
Cleveland Plain Dealer
Ashtabula Star-Beacon
Lorain-Journal
Akron Beacon-Journal
Dover-New Philadelphia Times-Reporter
Wooster Record
Canton Depost
Massfield 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 Callier
OREGON

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

WASHINGTON

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

WEST VIRGINIA

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

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Red Wing Eagle
Fairbault News
New Ulm Journal
Willmar Tribune
Waseca Journal
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.

[Signature]
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 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 half 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.
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.
September 5, 1972

TO: PETER DAILEY

FROM: Bill Taylor

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.
August 23, 1972

TO: PHIL DAILBY
FROM: PHIL JOHNSON

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.
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.
September 7, 1972

MEMORANDUM FOR: R. 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 on 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; Jock Elliott - Ogilvie; and Tom Adams - Campbell) in his description of the revised strategy and McGovern strategy memos which are due tomorrow.

GS/jb
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 Babe Ruth 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
MEMORANDUM FOR:  H. R. HALEMAN
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 20 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