

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>
15	5	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: running campaign ads in response to a McGovern speech. 1 pg.
15	5	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the latest Gallup poll results. 1 pg.
15	5	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: running campaign spots during the World Series. 1 pg.
15	5	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a leak of information on White House disputes over campaign ads. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
15	5	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: McGovern's purchase of a time slot on NBC. 1 pg.
15	5	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: whether to run a campaign ad under the Democrats for Nixon or the Committee for the Re-election of the President byline. 2 pgs.
15	5	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the purchase of a CBS time slot. 1 pg.
15	5	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a McGovern speech on Vietnam authored by Ed Failor. 1 pg.
15	5	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Rumsfeld's trip to Mexico City and foreign fundraising for the presidential campaign. Notes on the same subject attached. 3 pgs.

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15	5	10/4/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Rumsfeld to Haldeman RE: a campaign fundraiser in Mexico City. 1 pg.
15	5	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign advertising. 2 pgs.
15	5	10/9/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Joanou, through Magruder, to MacGregor RE: advertising decisions for the week of October 16. Handwritten note added by unknown. Campaign advertising schedule attached. 4 pgs.
15	5	10/9/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Joanou to Strachan RE: the script of a campaign ad. Script with handwritten notes attached. 3 pgs.
15	5	10/5/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Higby to Haldeman RE: TV ads generated by the Democrats for Nixon. 1 pg.

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15	5	10/9/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Bill Novelli to Dailey RE: the advertising expenditures of the Democrats for Nixon. Handwritten note on original added by unknown. Financial breakdown of expenditures attached. 2 pgs.
15	5	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From G.S. Karalekas to Dailey RE: projected costs of advertising from the Democrats for Nixon. 4 pgs.
15	5	10/6/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Dailey to MacGregor RE: the script for a campaign ad on Russia. Marked-up scripts attached. 6 pgs.
15	5	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: an advertisement referred to as "Welcome McGovern." 1 pg.
15	5	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a revised "Get-Out-the-Vote" telegram by Price. 1 pg.

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15	5	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a recent conversation with Gallup's John Davies on poll figures. Transcript of conversation attached. 6 pgs.
15	5	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of a National Telephone Survey. 1 pg.
15	5	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Teeter's call involving the results of polls in Illinois and Idaho. 1 pg.
15	5	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Gallup and Harris polling figures. 1 pg.
15	5	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Kissinger's approval of an advertisement designed to sway Jewish voters. 1 pg.

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15	5	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Teeter's call to report polling results from Maryland. 1 pg.
15	5	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: scheduled polling dates for various states. 2 pgs.
15	5	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Haldeman's request for polling data. 1 pg.
15	5	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Teeter's call on polling data from Kentucky and Texas. 2 pgs.
15	5	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign advertising developments. 1 pg.

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15	5	10/6/1972	<input type="checkbox"/>	Campaign	Report	From Strachan to Haldeman RE: McGovern's plans to televise a speech involving Vietnam on CBS. 1 pg.
15	5	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a November Group advertisement attacking McGovern. 2 pgs.
15	5	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: information from Magruder on television and radio slot purchases. 1 pg.
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15	5	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: polling data on Wisconsin, Missouri, Iowa, and various senate and gubernatorial races. Polling figures attached. 9 pgs.
15	5	10/5/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Teeter to MacGregor RE: scheduled telephone poll result dates from ORC. 1 pg.
15	5	10/4/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Teeter to MacGregor RE: polling data on Iowa. Newspaper article on the same subject attached. 2 pgs.
15	5	10/4/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: recommendations for handling the massive amount of polling data in the last few weeks of the 1972 presidential campaign. 3 pgs.
15	5	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Teeter to MacGregor RE: the polling procedures of Gallup and Harris. 1 pg.

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15	5	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: various campaign ads and the state of McGovern's advertising. 2 pgs.
15	5	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of a Nationwide Telephone Poll. 1 pg.
15	5	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: whether or not to run a half-hour campaign film titled "The Nixon Years" on October 4. 1 pg.

October 14, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Turnaround

In anticipation of McGovern's Sunday Night speech, which is expected to be on "Corruption," MacGregor and Magruder have agreed to run the DFN "Turnaround Credibility" spot tonight and tomorrow night on network 60 second spots. The schedule is:

10/14	ABC	8 - 9	EMERGENCY
10/14	ABC	9 -10	STREETS OF SAN FRANCISCO
10/15	ABC	8:30-10	MYSTERY MOVIE

GS:car

October 14, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Gallup Surveys

Discussion with John Davies this morning disclosed that the Gallup trial heat figures will be released Monday, October 16 not Sunday, October 15 as planned. The final figures are 60-34-6, which is one point different than the 60-35-5 he had given me last Monday. The polling dates were September 30 to October 9. The Survey was the 3000 Key Precinct interview with 2600 registered voters.

Ed Harper called me asking for the Gallup figures for Ehrlichman for his Issues and Answers appearance. I did not indicate to Harper whether we had the results or not. I recommend against giving the information to Ehrlichman for release Sunday because it could destroy the confidential relationship with Gallup's John Davies.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Connally Speech TV Buy

Magruder and Joanou have learned that the World Series #3 and #4 games will be on Tuesday and Wednesday at 8 p.m. EDT. This means 7:30 p.m. buy on Wednesday would probably have excellent Eastern coverage but very poor Western coverage. Magruder and Joanou are suggesting Friday, which will probably be a "rest day" for the Series.

Magruder is preparing a detailed memorandum outlining the options by market, audience reach, etc.

GS/jb

ADMINISTRATIVEEY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Leak of Information on
Connally Speech

Colson expressed reservations about leaking information to the press about the dispute within the White House Staff and the CRP regarding when to run the Connally 1/2 hour blockbuster. Colson thinks Connally might get mad.

Magruder and Chapin moved the line to the press after their meeting with you today at 1 p.m.

Also, Magruder and Dailey are making preliminary contacts with the networks to buy Wednesday, October 18 at 7:30 p.m. On Monday, they plan on contacting local stations to fill in markets in key states.

You may want to advise Connally of this planned promotion of his speech.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern - TV Sunday, October 15

Peter Dailey has learned that McGovern has purchased 1/2 hour Sunday night on NBC from 10-10:30 p.m. The subject is reported to be "Corruption".

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Turnaround Commercial and
Buchanan Attack Post

Turnaround Commercial

You have indicated that you were going to talk to John Connally regarding running the "attack McGovern's credibility Turnaround TV ad". Currently, Connally has instructed Magruder not to run any DFN commercials, including the Turnaround scheduled for the week of October 16, because DFN has not raised sufficient funds.

You noted in reviewing the TV schedule for next week that the Turnaround should not be run by CRP. MacGregor feels strongly that the Turnaround must be run next week even if it is to be run by CRP.

The November Group has the spot under both bylines and could shift from the current CRP billing to DFN if the problem with Connally has been resolved.

_____ Run Turnaround under CRP byline.

_____ Run Turnaround under DFN byline

_____ Other.

Buchanan - Attack Post

Buchanan has mentioned in the last two Political Media Analyses that a decision must be made as to whether there

is a frontal attack on the Washington Post's reporting of the campaign sabotage and smears. Buchanan feels strongly that such an attack on the Post should be launched to prepare the climate against further espionage stories. Buchanan discounts the danger of having other media rally to the Post's defense because CBS is hitting us pretty hard already.

You may want to discuss this at the Political meeting.

GS/jb

ADMINISTRATIVELY
CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM : GORDON STRACHAN

SUBJECT: Documentary "The Record" - TV Buy

Magruder and Dailey have contacted CBS about purchasing the one-half hour following "Mission Impossible" on Saturday, October 14 on CBS (10:30 - 11:00). The 28 minute documentary, "The Record" would be shown with the MacGregor appeal. You viewed both on Saturday, October 7. MacGregor has approved this purchase but wanted to check with you. The request for the time and the subject has appeared in the New York Times because of the network's system of advising each other of time buys and confirmation by the press office at 1701.

___ Run "The Record" Saturday, October 14,
from 10:30 - 11:00

___ H to discuss in 10:00 a. m. Political
Meeting

___ Other

GS:pm

October 10, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: McGovern's Vietnam
Speech

Ed Failor reports that McGovern's speech on Vietnam was written by Dick Goodwin. It will open with his already outlined plan to end the war. Then there will be an emotional appeal about U.S. bombing of children, churches, hospitals, etc. The violence will be compared with crime on U.S. streets. McGovern will conclude by noting that the money wasted in Vietnam could have been spent on domestic issues, had the President not continued the war and vetoed vital domestic bills.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Foreign Fundraisers

A check with Tom Evans, Stans' Deputy at the Finance Committee for the Re-Election of the President, indicates that there are several foreign fundraisers similar to the Rumsfeld-Mexico City event noted in the attached memorandum. Apparently five events were arranged in Europe with two being fundraisers featuring Rumsfeld. The head of European fundraising is Pierre Talenti. Stans and Evans are very concerned about these events because not only is it illegal for foreign nationals to contribute but also the FCRP has not received any money from these European events or from an Asian fundraiser organized by Anna Chennault.

Evans will contact Rumsfeld to discourage him from going to Mexico City. John Dean will also call Rumsfeld to urge him of the political problems resulting from an Administration spokesman going to Mexico City in pursuit of campaign funds.

GS/jb

Tom Evans

- ✓ - cool to Asia
Chenault
- + Returns to E for 5
(2 funds)
Pierre Talenti
former RNFC
- No \$ in Ar (foreign
Nat'l)
- Waste of time - 1
Mex City - bad

Dean

THE WHITE HOUSE
WASHINGTON

Date: _____

TO:

FROM:

GORDON STRACHAN

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 4, 1972

MEMORANDUM FOR: BOB HALDEMAN
FROM : DONALD RUMSFELD

It is my understanding that the October 16 fundraising event by the Committee to Re-Elect in Mexico City is still on track. As we discussed, I have not said anything additional to the "Committee", and I am presently scheduled to do it if it occurs.

As per our discussion, my assumption is that, unless I hear from you or them to the contrary, you are in agreement that it is a good idea. Given its status, if you feel to the contrary, it would be best if you worked back through the Committee.

Thanks

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

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

Week of October 16 Advertising

At the October 9 Budget Meeting, Secretary Stans approved the 630 expenditure for Network and local TV advertising for the week of October 16. The suggested network schedule attached at Tab A includes Older Americans, Environment, the Record and Youth 5's. The recommended 60-second spot for network and local placement for next week is the attack McGovern Turnaround credibility spot. The revised script you asked Dailey to prepare dropping Inheritance Tax and adding Amnesty is attached at Tab B.

Recommendation:

That Dailey's recommended week of October 16 advertising schedule be approved.

Approve _____ Disapprove _____ Comments _____

Democrats for Nixon Advertising

There is a problem with running the Turnaround next week. As Higby informed you on October 5, Connally will not approve any DFN TV after this week because DFN has not raised money to pay for the spots. Either Connally must accept money from Stans (the money for the DFN spots is included in the Stans approved October 16 advertising budget) or the Turnaround spot must be run under the CRP auspices and tagline. Magruder and Dailey strongly oppose running the Turnaround spot, as harshest attack commercial, with a CRP by-line. A detailed description of the DFN advertising expenditures is attached at Tab C.

_____ Haldeman to cover with Connally.

_____ Run Turnaround with CRP by-line.

_____ Other.

Another use of the Turnaround TV spot that has not received a decision is the Chapin suggestion that the Turnaround be placed in every local media market McGovern goes to where there is enough lead time to place the spot.

_____ Yes, implement Chapin suggestion re sandwich McGovern with Turnaround.

_____ No, drop idea.

_____ Other.

Russia Spot

You asked Dailey for the revised Russia spot script which deletes Tanya and makes the point about "hard negotiations and tough bargaining". The script is attached at Tab D. The changes from the previous script are printed above the typed text of the new version. The substantial segments that are entirely new are noted.

Recommendation:

That the revised Russia spot script be approved with the next scheduled use of the Russia spot during the week of October 23.

_____ Approve _____ Disapprove

_____ Comments.

GS/jb

Committee for the Re-election of the President

MEMORANDUM

October 9, 1972

MEMORANDUM TO: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: PHIL JOANOU
SUBJECT: Advertising Decisions for the
Week of 10/16

Attached is the schedule for network and local advertising for the week of 10/16.

The following decisions are required:

1. Network commercial schedule of "Turnaround", "Older Americans", "Environment", "Record" & "Youth" 5's. This decision is required by 10/11.

Approve _____ Disapprove _____ Comment _____

2. Purchase of \$220,886 in local advertising in fifteen states, extending last week's plan. Decision is needed today (10/9)

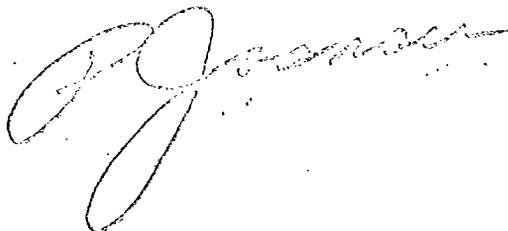
Approve _____ Disapprove _____ Comment _____

3. Local spot schedule of the "Turnaround" :60. This decision is needed by 10/11.

Approve _____ Disapprove _____ Comment _____

CRP

cc: Pete Dailey



LOCAL ADVERTISING

10/9/72

<u>State/Market</u>	<u>Media</u>	<u>Subject</u>	<u>Cost/Wk.</u>
<u>California</u> Los Angeles San Francisco Fresno San Diego Sacramento Bakersfield	Spot TV/Radio	Turnaround (TV) Youth (radio)	\$71,361
<u>New York</u> New York City Buffalo Syracuse Rochester	Spot TV/radio	Turnaround (TV) Youth (radio)	\$51,366
<u>Michigan</u> Detroit Flint	Spot TV	Turnaround	\$8,633
<u>Missouri</u> St. Louis	Spot TV	Turnaround	\$6,150
<u>Wisconsin</u> Milwaukee	Spot TV	Turnaround	\$3,450
<u>Illinois</u> Chicago	Spot TV	Turnaround	\$16,200
<u>Ohio</u> Cleveland Toledo	Spot TV	Turnaround	\$7,939
<u>Texas</u> Houston	Spot TV	Turnaround	\$4,800
<u>Pennsylvania</u> Philadelphia Pittsburgh	Spot TV	Turnaround	\$17,475
<u>Maryland</u> Baltimore	Spot TV	Turnaround	\$5,250
<u>Minnesota</u> Minneapolis/St. Paul	Spot TV	Turnaround	\$5,700
<u>Massachusetts</u> Boston	Spot TV	Turnaround	\$10,800
<u>Washington</u> Seattle Spokane	Spot TV	Turnaround	\$5,070

<u>State/Market</u>	<u>Media</u>	<u>Subject</u>	<u>Cost/Wk</u>
<u>Oregon</u> Portland	Spot TV	Turnaround	\$3,414
<u>West Virginia</u> Charleston	Spot TV	Turnaround	\$2,678

VISION #: 1

Date	Day	Net	Program	Approx. Time (EST)	Annot. Length	Commit. Date	Estimated Cost (Net)				Net. Pct.	Commercials Name	Rate
							Time Cost (\$)	Line's Chgs. (\$)	Line's Chgs. (\$)	Line's Chgs. (\$)			
10/16	Mon.	ABC	Love Amer. Style	4:25-4:30PM	5 Min.	10/2	2,458	213	5,000	-	7,671	6.0	Youth
		ABC	Rockies	8 - 9PM	60"	10/6	28,034	300	-	-	28,334	15.8	Turnaround
		NBC	Laugh In	8 - 9PM	60"	10/5	25,500	290	-	-	25,790	18.9	Turnaround
10/17	Tue.	CBS	Hawaii 5-0	9:25-9:30PM	5 Min.	10/10	13,893	235	2,000	-	16,128	22.3	Record
10/18	Wed.	ABC	Bewitched	11:55-12N	5 Min.	10/4	2,458	213	5,000	-	7,671	4.6	Environment
		NBC	Wed. Mystery	8:30-10PM	60"	10/11	27,200	290	-	-	27,490	19.1	Turnaround
		CBS	Carol Burnett	8:55-9PM	5 Min.	10/11	13,819	235	2,000	-	16,054	19.2	Record
10/19	Thur	NBC	Today Show	8:55-9AM	5 Min.	10/5	3,974	149	1,500	-	5,623	4.2	Record
		NBC	Flip Wilson	8-9PM	60"	10/9	37,400	235	-	-	37,635	26.0	Turnaround
		CBS	The Waltons	8:55-9PM	5 Min.	10/12	13,213	235	2,000	-	15,448	13.0	Older Americans
		ABC	The Men	9:55-10PM	5 Min.	9/28	5,766	213	1,014	-	6,993	10.4	Environment
		NBC	Dean Martin	10-11PM	60"	10/9	22,950	290	-	-	23,240	17.5	Turnaround
		ABC	Owen Marshall	10:55-11PM	5 Min.	9/18	5,736	213	5,000	-	10,949	17.0	Youth
10/20	Fri.	NBC	Today Show	8:55-9AM	5 Min.	10/5	3,974	149	1,500	-	5,623	4.2	Record
10/21	Sat	ABC	Alias Smith/Jones	8:55-9PM	5 Min.	9/28	6,559	213	5,000	-	11,772	14.4	Record
		NBC	Emergency	8 - 9PM	60"	10/13	19,950	290	-	-	20,240	13.2	Turnaround
		CBS	Mission Impossible	10-11PM	60"	10/13	37,250	250	-	-	37,500	18.0	Turnaround
TOTAL DAY					4 Ann.		12,664	724	13,000	-	26,388	19.0	
TOTAL NIGHT					13 Ann.		253,305	3,304	17,014	-	257,609	201.7	
GRAND TOTAL					17 Ann.		269,669	4,108	30,014	-	303,791	251.3	

Committee for the Re-election of the President

October 9, 1972

MEMORANDUM

TO: GORDON STRACHAN
 FROM: PHIL JOANOU
 SUBJECT: Revision in Turnaround Commercial

Attached is the original script of the "Turnaround" commercial with revised copy penciled in to show the changes necessary to incorporate amnesty.



cc: Pete Dailey

COMMERCIAL TV

Title: McGOVERN TURNAROUND - Revise #8

Date: Sept. 12, 1972

Commercial No. XXNG 1206

Client: NIXON CAMPAIGN '72

Length: :60 B&W Color

Product:.

No. of words:

RTO NA 324

Promise

Approval:

VIDEO

1. OPEN ON ECU OF MOUNTED PHOTO OF GEORGE McGOVERN (A PROFILE SHOT, WITH McGOVERN LOOKING LEFT).
2. MOUNTED PHOTO TURNS, REVEALING THE OTHER SIDE, AN IDENTICAL PROFILE SHOT OF McGOVERN, NOW LOOKING TO THE RIGHT.
3. MOUNTED PHOTO TURNS, AGAIN TO THE ORIGINAL POSITION.
4. PHOTO TURNS.
5. PHOTO TURNS.

AUDIO

ANNCR: (VO) In 1967, Senator George McGovern said he was not an advocate of unilateral withdrawal of our troops from Vietnam.

Now, of course, he is.

Last year, the Senator suggested regulating marijuana along the same lines as alcohol, ~~which means legalizing~~

Now he is against legalizing it, and says he always has been.

Last January, Senator McGovern suggested a welfare plan that would give a \$1000 bill to every man, woman and child in the country.

VIDEO

AUDIO

6. PHOTO TURNS.

Now he says maybe the \$1000 figure isn't right.

7. PHOTO TURNS.

Throughout the year, he has proposed
~~Last year he proposed to tax unconditional amnesty for all draft dodgers. inheritances of over \$500,000 at 100%. Now his running mate claims he proposed no such thing.~~
This year he suggests 7%.

8. PHOTO TURNS.

9. PHOTO TURNS.

In Florida he was pro-busing.

10. PHOTO TURNS.

In Oregon, he said he would support the anti-busing bill now in Congress.

11. PHOTO TURNS AND TURNS - THEN BEGINS TO ROTATE FASTER AND FASTER.

Last year, this year.

The question is ...

what about next year?

12. SUPER MANDATORY DISCLAIMER. Democrats for Nixon.

The preceding was a recorded announcement paid for by Democrats for Nixon.

C

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

SUBJECT: Democrats for Nixon
T. V. Ads

Jeb Magruder called me from his office to report that he is meeting with Leonard Marks right now and that Connally talked to Marks last night with explicit instructions that Marks is to cancel any advertising for Democrats for Nixon that makes their budget go over \$1,000,000. By the end of next week we will have spent \$1,444,000 which means that if we are to follow Connally's instructions, we will have to cancel all of the Democrats for Nixon advertising for the next week. Connally also told Marks that he really didn't like the idea of doing 1/2 hours, but would if the President really wanted him to. He thought five minutes might be better.

Magruder feels strongly that you should call Connally and discuss this. He indicates the problem centers around the fact that the Democrats for Nixon aren't raising money like they thought they would and Connally is a little worried about his credibility if he can't deliver the money. He also believes -- but has no proof -- that Connally's people are lobbying against stepping up the Democrats for Nixon ads and Connally is concerned about this. He believes that Connally is being told that he is being used as the Agnew of '72.

Magruder reports that there would be no problem, of course, for us to fund or supplement funds for the Democrats for Nixon, but to use existing funds would mean showing a transfer or us subsidizing that group, something he doesn't believe Connally or we want to do. Also, if we were to take future incoming monies pledged to us and transfer them to the Democrats for Nixon directly, we would have to get Stans' concurrence, something Magruder feels would be a problem right now.

LH:kb

Committee for the Re-election of the President

October 9, 1972

MEMORANDUM

TO: PETE DAILEY

FROM: BILL NOVELLI

SUBJECT: Democrats for Nixon Advertising Expenditures

Committed funds for DFN from August through October 15 in newspapers, spot TV, and Network TV total \$1,231M.

Should DFN account for three additional weeks of spot TV (weeks of 10/16, 10/23, and 10/30) at current levels in current markets, an additional \$546 M would be required. Also, if all available network :60's over these same three weeks were assigned to DFN, this network expenditure would total \$696 M

In summary, this additional spot and network, added to the funds already committed, come to a grand total of \$2,473 M.

The attached provides details on this budget.

cc: Phil Joanou

DENOCRATS FOR NIXON ADVERTISING
EXPENDITURES:

Committed and Potential Spending
from August, 1972 to November, 1972

I. Committed Expenditures through 10/15

	<u>Newspapers</u>	<u>Spot TV</u>	<u>Network TV</u>	<u>TOTAL</u>
August	\$200	-	-	\$200
Sept.	177	\$110	\$11	298
Oct.	-	328	405	733
TOTAL:	<u>\$377</u>	<u>\$438</u>	<u>\$416</u>	<u>\$1,231</u>

II. Estimated Expenditures for Three Additional Weeks of Spot Television
October 16 through November 5

	<u>Spot TV</u>
Week of October 16	\$182
Week of October 23	182
Week of October 30	182
TOTAL:	<u>\$546</u>

III. Estimated Expenditures for Three Additional Weeks of Network TV
Using all Available :60 Announcements - October 16 through
November 5

	<u>Network TV</u>
Week of October 16	\$269
Week of October 23	272
Week of October 30	155
TOTAL:	<u>\$696</u>

IV. Summary - Total DFN Advertising Expenditures if Additional Spot TV
and Network TV are Employed

<u>Committed</u> <u>through</u> <u>October 15</u>	<u>Additional</u> <u>Spot TV</u> <u>10/16-11/5</u>	<u>Additional</u> <u>Network TV</u> <u>10/16-11/5</u>	<u>GRAND</u> <u>TOTAL</u>
<u>\$1,231 M</u>	<u>\$546 M</u>	<u>\$696 M</u>	<u>\$2,473 M</u>

NOVEMBER

GROUP

INC.

October 6, 1972

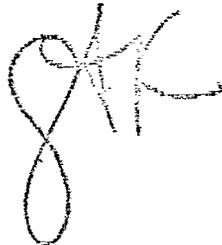
TO: P. Dailey
FROM: G. S. Karalokas
SUBJECT: Projected 3 Week Cost
for D.F.N.

cc: P. Joanou
B. Novelli
M. Lesser
E. Fitzpatrick
P. Levins
P. Muller

As requested this PM, attached are the projected three week DFN costs (10/16-11/5) assuming we

- (a) extended the current spot TV markets/schedules for an additional three weeks;
- (b) assigned all of our network 60's to them from 10/16 to the end.

If you have any questions, please advise.



DEMOCRATS FOR NIXONPROJECTED 3 WEEK NET COSTS (10/16 - 11/5)*

	<u>Network TV</u>		<u>Spot TV</u>		<u>Total Cost</u>
	<u>#60's/WK</u>	<u>#GME's/WK</u>	<u>Cost Per WK</u>	<u>Cost Per WK</u>	
	(#)	(%)	(\$)	(\$)	(\$)
Week of 10/16	9	167.3	268,972	181,816	450,788
Week of 10/23	9	175.2	271,552	181,816	453,368
Week of 10/30	<u>5</u>	<u>102.6</u>	<u>155,042</u>	<u>181,816</u>	<u>336,858</u>
TOTAL	23	445.1	695,566	545,448	1,241,014

*Local TV

Assumes local TV schedules aired weeks of 10/2 and 10/9 would continue in tact for the last three weeks.

*Network TV

Assumes DFN would be assigned all 60's in our network schedule.

NOVEMBER
GROUP
INC.

October 6, 1972

CERTIFIED ON BEHALF OF DEMOCRATS FOR NIXON

Through October 5, 1972

	<u>JEP</u>	<u>MG</u>	<u>Total</u>
Newspapers			
August	\$199,922	---	\$199,922
September	<u>176,778</u>	<u>---</u>	<u>176,778</u>
Total Newspaper	\$376,700	---	\$376,700
TV Local Spot			
September	\$109,837	---	\$109,837
October	<u>---</u>	<u>328,035</u>	<u>328,035</u>
Total TV Local	\$109,837	\$328,035	\$437,872
TV Network			
Sept. ber	\$ 11,106	---	\$ 11,106
October	<u>---</u>	<u>\$405,450</u>	<u>405,450</u>
Total TV Network	\$11,106	\$405,450	\$416,556
Grand Total	<u>\$497,543</u>	<u>\$733,485</u>	<u>\$1,231,028</u> ✓

NOVEMBER

GROUP

INC.

October 4, 1972

MEDIA EXPENDITURES BUDGET STATUS

(Projected to include estimated expenditures
for week of 10/9/72)

	<u>CRP</u>	<u>NG</u>	<u>Total</u>
Actual NG Purchases through week of 10/2 buy*	\$312,581	\$312,747	\$625,328
Certified against JFP buys		328,139	328,139
Estimated by GSKaralekas for 10/9 buy	<u>156,000</u>	<u>440,000</u>	<u>596,000</u>
	\$468,581	\$1,180,886✓	\$1,549,467 -
Total Budget			\$3,509,000 -
Available for post 10/9 weeks			\$2,060,467 -

* Includes insignificant dollar NDC prepayments.

9 THIRD AVENUE
NEW YORK, N. Y. 10003

Committee for the Re-election of the President

October 6, 1972

MEMORANDUM

MEMORANDUM TO: CLARK MacGREGOR
FROM: PETER DAILEY
SUBJECT: Revised Russia Script

Attached is the revised script for Russia. It deletes the Tanya portion and makes the points about "hard negotiations and tough bargaining" stronger.

DAILEY

NOVEMBER

909 THIRD AVENUE

GROUP

NEW YORK, N. Y. 10022

INC.

(212) 752-1800

COMMERCIAL TV

Title: RUSSIA - Revision #2

Date: October 4, 1972

Commercial No. 22-5 CBS/ABC
23-5 NBC

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 374

Premise

Approval:

VIDEO

1. OPEN ON MONTAGE OF SCENES SHOWING MOSCOW AND THE PRESIDENT'S MOTORCADE AS IT GOES THROUGH THE CITY AND ARRIVES AT THE KREMLIN.

AUDIO

ANNCR: (VO) Moscow. May, 1972.

Richard Nixon becomes the first American President ever to visit the Russian capitol.

The historic 5-day trip proves to be It is an historic trip... a trip that a working visit where firm agreements will prove to have a lasting and are formed between the two great meaningful affect on the future of our powers. two countries.

From the beginning, President Nixon is determined that this will be a visit of substance. It is not to be a ceremonial visit, nor simply a goodwill stop.

It is to be a working trip, where firm, hard agreements are hammered out in long and arduous sessions. Late in the week, the Russian government provides President Nixon with a unique opportunity, a chance to report on the progress made directly to the Russian people on live television.

Title: RUSSIAN - Revised #2

Date: October 4, 1972

Length: 4:20

Page: 2

VIDEO

2. DISSOLVE TO RICHARD NIXON
ON CAMERA.

3. DISSOLVE TO PRESIDENT AND
RUSSIANS SIGNING THE S.A.L.T.
AGREEMENT.

4. DISSOLVE TO PRESIDENT, KISSINGER
AND ROGERS WALKING DOWN HALL.

AUDIO

PRESIDENT NIXON:

We have agreed on joint ventures in space. We have agreed on ways of working together to protect the environment, to advance health, to cooperate in science and technology. We have agreed on means of preventing incidents at sea; we have established a commission to expand trade between our two nations. Most important, we have taken an historic first step in the limitation of nuclear strategic arms.

ANNCR: (VO)

new
For thirty months, President Nixon has been working toward this goal. It is he says the beginning of the end of the tensions that have existed between the United States and the Soviet Union since 1945.

But the agreements don't come easily. President Nixon, Secretary Rogers and Dr. Kissinger spend long hours hammering out terms that are equal for both countries and beneficial for all countries.

Title: RUSSIA - Revise #2

Length: 4:20

VIDEO

Date: October 4, 1972

Page: 3

AUDIO

In his TV address, the President speaks
to the Russians of the American people
to that point.

5. DISSOLVE TO PRESIDENT ON CAMERA.

PRESIDENT: (OC)

This arms control agreement is not for the purpose of giving either side an advantage over the other. Both of our nations are strong. Each respects the strength of the other. Each will maintain the strength necessary to defend its independence.

But in an unchecked arms race between two great nations there would be no winners, only losers. By setting this limitation together the people of our nations, and of all nations, can be winners.

6. DISSOLVE TO DEPARTURE CEREMONIES.

ANNCR: (VO)

On May 30th, the Moscow visit comes to an end. At the airport, President Podgorny and Premier Kosygin bid goodbye to President and Mrs. Nixon.

7. DISSOLVE TO PRESIDENT'S PLANE
LANDING IN WASHINGTON.

After brief visits to Tehran and Warsaw, on June 1, the Spirit of '76 arrives in Washington at 9 PM.

new

Title: RUSSIAN - Revise #2

Date: October 4, 1972

Length: 4:20

Page: 4

VIDEO

AUDIO

8. DISSOLVE TO PRESIDENT'S HELICOPTER
LANDING ON CAPITOL HILL.

new

In an unprecedented move, President Nixon has summoned a special joint session of Congress...and he proceeds there by helicopter.

9. DISSOLVE TO PRESIDENT ENTERING
CONGRESS.

The greeting is overwhelming....a grateful nation welcomes its leader home from a journey for peace.

10. CUT TO MRS. NIXON AS SHE ACCEPTS
APPLAUSE.

11. CUT BACK TO PRESIDENT AS HE PREPARES
TO SPEAK.

In the President's address to Congress, he speaks again of the arms agreement.

PRESIDENT: (OC)

My colleagues in the Congress, I have studied the strategic balance in great detail with my senior advisors for more than three years. And I can assure you, the members of the Congress and the American people tonight, that the present and planned strategic forces of the United States are without question sufficient for the maintenance of our security and the protection of our vital interests.

Title: RUSSIAN - Reviso #2

Date: October 4, 1972

Length: 4:20

Page: 5

VIDEO

AUDIO

new

No power on earth is stronger than the United States of America today. And none will be stronger than the United States of America in the future. This is the only national defense posture which can ever be acceptable to the United States and this is the posture I ask the Senate and the Congress to protect by approving the arms-limitation agreements to which I have referred.

ANNCR: (VO)

President Nixon has taken another step towards our ultimate priority.... world peace. Now the work must continue

12. DISSOLVE TO FINAL SUPER AND THE MANDATORY LINE.

This is why we need President Nixon, now more than ever.

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

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

Attached is the New York News Welcome McGovern ad. The amnesty statement and quote is included. However, the \$1,000 per person and busing quote were excluded by Burdell Bixby, the New York campaign director, as a condition to running the ad.

The schedule for the rest of the week is:

Chicago <u>Sun Times</u>	10/10
Toledo <u>Blade</u>	10/11
Boston <u>Globe</u>	10/12
Portland <u>Oregonian</u>	10/13
Seattle <u>Post-Intelligence</u>	10/13
San Francisco <u>Chronicle</u>	10/13
San Diego <u>Union</u>	10/14
Los Angeles <u>Times</u>	10/15

All will include amnesty but with the first issue changing as determined by Teeter and Magruder.

There is substantial resistance in the states to this program. MacGregor indicated yesterday that by the end of this week he would convince you and Colson that the Welcome McGovern advertising program was counter-productive.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Get-Out-the-Vote Telegram

Bob Reisner in Clark MacGregor's office called to say that the Price re-drafted Get-Out-the-Vote telegram has been approved by you and MacGregor. The text as submitted by Price is attached. If you and MacGregor made any changes, they have not been communicated to those of us who can get the computers printing the telegrams.

_____ Attached text has been approved.

_____ Text revised.

_____ Other.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

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

A check again this morning with John Davies at Gallup disclosed some new information. The Gallup Release for Thursday or Friday, October 12 or 13 will be "Which Candidate can best handle the following problems better? - Vietnam, crime, holding down prices". Although Davies wouldn't give me the figures, he said, "I know that Nixon won on all scores".

He confirmed that the trial heat release for Sunday, October 15 would be 60-35-5, but hedged on "final weighting" and the exact polling dates. The 3,000 sample may have included both the October 1-6 key precinct survey as well as the usual weekend survey, October 7-8.

Davies has spoken directly with Dr. George Gallup, Sr., about giving me advance information. Davies indicated he had approval but again emphasized the problem of confidentiality, noting the fact that I obtained advance information on last Sunday's Gallup "Corruption" release.

Davies will be in Washington Friday discussing government polling at GSA. A hold on all Gallup polling in government has been established by Bill Gifford in personal discussion with Cabinet officers and Agency heads. I have invited Davies to my office Friday and plan on explaining to him in no uncertain terms the value of our continued communication.

GS/jb

PHONE CONVERSATION WITH JOHN DAVIES - Monday, October 9, 1972

S - John, how are you?

D - How are you?

S - Good.

D - Gordon, you know what I forgot to do?

S - What?

D - I forgot to memorize those damn figures.

S - Uh, oh.

D - Wait a minute. Hold it. I caught him at about 5:30. Oh God.

60-35-5.

S - And that's from over the weekend?

D - Right. Hang on just for one second.

S - Yeah. That was just the two days over the weekend?

D - Right.

S - So you're not going to release that

D - 'til Sunday.

S - Until Sunday.

D - Right.

S - You're aware of what Gallup says tomorrow - I mean Harris tomorrow?

D - Yeah. - He was on ABC News tonight.

S - Oh good. An advance - 60-33.

D - Yeah.

S - Good.

D - Very comparable. Should be encouraging for he and we.

S - Right.

D - For thee and we.

S - And you're going to release it Sunday, huh?

D - Right.

S - And that's the 7th and 8th for interviewing dates, huh?

D - Gordon, that's a ticklish matter. I don't really know.

S - All right.

D - I would say that it took a little bit longer this one. Because it's a sample of about 3,000.

S - Oh?

D - A couple of samples which is going to enable us to report individual regions. I think it's going to be interesting. But we don't have that yet and I doubt really that we'll have that until after Sunday. WE'll probably start poking into that on Monday or so next week.

S - All right. Any idea what the release is going to be for Thursday?

D - Uh - we were going to sent it out today. It's based on a series of questions "Which of the candidates can handle the following problems better?" - Vietnam, crime, keeping prices down and so on. And although I can't relate the figures to you because I don't remember them, I know that Nixon won on all scores.

S - Good, good. That's good news. Anything else of interest?

D - Not that I can think of. No. If I had known you were going to call tonight, I would have brought me book of sheets home. That's why I don't want to relate anything on those figures because I really don't know - I have an idea what they are - but I don't want to put you on the wrong ...

S - Well is that figure of 60-35 pretty close?

D - 60-35 is on the button.

S - OK.

D - Now it's subject to a final weighting. If anything, it will change it a point. I don't know where it would change, but it could be 61-35-6 or whatever - I don't know. I think I've won a small battle in the office for you guys.

S - Good.

D - I damn near got fired doing it. I just sat down. I chatted with Dr. Gallup the other day and Alec who is the real protagonist. Never talk to Alec.

S - OK.

D - You call the office and Alec answers the phone tell him that you're Mortimer Snerd from Albuquerque and hang up.

S - Right.

D - Because he doesn't want to talk to anybody.

S - Yeah - except the Washington Post.

D - Well, that was sort of a follow up on a study. That I don't think he objects to much. But he's very much opposed to giving information out to the two parties. But I just pointed out to Dr. Gallup that - you know, look - if we mail a release out on Wednesday, that damn thing is in the hands of 161 newspapers and probably 500 individuals by Friday. Excuse me, Gordon. Now I said that if they wanted to find those figures out there are anyone of 100 people they could get it from. There's no problem. And I pointed out the fact that you guys had been very fair about it. And I won Dr. Gallup over to my

side and that's all I really all I had to do.

S - Well, that's great. Fantastic.

D - But he said to me, please tell them to keep up the good work.

S - Yeah. Well, we'll protect the confidence.

D - Well, what we're afraid of is that some kind of an expose, you know, by that jerk Anderson or something like that. Then we're in hot water. And you know, it doesn't look too good for you either.

S - Oh no, oh no. We're both realizing the risk.

D - We're not trying to give you information that is confidential or to help you out in anyway - although I trembled the other day when I picked up the New York Times and saw the President's statement on the corruption charge. You know - the day before I had given you those figures. I would ...

S - Had I read that statement I too would have trembled. But it was in response to a question.

D - Right.

S - You know. The reporter just asked him that.

D - I thought the roof was going to come caving in on you. ... in the next day.

S - No, they just asked.

D - Everything seems fine as long as there is no mess up and I'm sure there won't be.

S - Good. Ok. No we'll protect the confident. Keep me posted.

D - I'll be in Washington on Friday the 13th.

S - Hey, why don't you stop in?

D - Well, if I get a chance Gordon. I'll be over at the General Services Administration and also at the American Psychiatric Association at the Mayflower. I'd like to but I just don't know what my schedule is going to be. These meetings tend to go on and on indefinitely.

S - Well, if you find the time, please stop in. There are quite a few things to go over.

D - Very fine.

S - Good.

D - Keep up the interest in some questions and so on. Particularly post-Election questions because those kind of ideas help us.

S - OK. We'll do that. We'll work on something.

D - Ok, sir.

S - Very good, John.

D - If you want to give me a call tomorrow I can verify those - 9 o'clock or so.

S - OK, I'll do that.

D - OK.

S - Thanks, John, Bye.

D - Bye, bye.

ADMINISTRATIVELY CONFIDENTIAL

October 9, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

National Telephone Survey #2
Polling Dates: Oct 6-8, '72
Respondents: Total - 1,024
Registered - 866

This package includes all the requested materials from the second National Telephone Survey:

- 1) Tab A is the receiving memorandum;
- 2) Tab B is Tom Benham's analysis of the poll;
- 3) Tab C is the detailed demographics including the crossbreaks tabbed on the second page of each question;
- 4) Tab D is the complete questionnaire;
- 5) Tab E is the demographic comparison of Presidential popularity, handling of Vietnam, and the trial heats.

GS/jb

October 9, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Illinois and Iowa Polls

Bob Teeter called with the Rolling Wave Illinois results:

O-Oct 6-9 with leaners:	<u>RN</u> <u>62</u>	<u>McG</u> <u>-27</u>	<u>Un</u> <u>-11</u>
Without leaners:	<u>58</u>	<u>23</u>	<u>19</u>
W3-Sep 5-6	56	26	18

	<u>Percy</u>	<u>Pucinski</u>	<u>Un</u>
O-Oct 6-9	<u>60</u>	<u>27</u>	<u>13</u>

	<u>Ogilvie</u>	<u>Walker</u>	<u>Un</u>
	<u>49</u>	<u>42</u>	<u>9</u>

Teeter also obtained an Idaho poll:

Central Surveys	<u>RN</u>	<u>McG</u>	<u>Un</u>
Sep 25-30	<u>66</u>	<u>16</u>	<u>18</u>
	<u>McClure</u>	<u>Davis</u>	<u>Un</u>
	<u>47</u>	<u>30</u>	<u>23</u>

These figures will be added to your poll book.

ADMINISTRATIVELY CONFIDENTIAL

October 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Gallup and Harris Surveys

Gallup

Conflicting reports have been received from Bob Teeter and John Davies. As you know, Davies reports that Gallup is interviewing now (Oct 1-6) with the results to be reported October 15. Davies says Gallup will run trial heats weekly until November 7. Bob Teeter talked with Paul Perry at Gallup. Perry claims that Gallup will interview Oct 6-8 and then do two more trial heat surveys at 10-day intervals. Gallup may add a last minute survey if the margin begins to narrow. Perry would not tell Teeter about any scheduled release dates. Perry told Teeter that on Monday, October 9, Gallup would release a college study. I have been trying to reach John Davies to confirm this.

Harris

Colson was to receive the trial heats from Harris' mid-week survey this morning. If Colson has Harris' schedule for trial heats for the rest of the campaign, he has not told Dick Howard.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Jewish Advertisements

You disapproved the Crisis in the Middle East newspaper ad until Kissinger personally and specifically approved it. Kissinger did that last night and made two changes, which are noted on the layout.

The Jewish brochures with references to the Soviet Jewry problem have been reviewed and modified by Garment and Kissinger. Xerox copies of the three brochures are attached. Only paragraph 3 of the third brochure has been changed. A paper clip marks the change.

Your approval for these ads is now requested.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Maryland Rolling Wave

Bob Teeter called with the Rolling Wave Maryland data:

<u>Polling Dates</u>	<u>Nixon</u>	<u>McGovern</u>	<u>Und.</u>
W3-Sep 5-16	58	30	12
O -Oct 4- 5	53 (5)	29 (3)	18

These have been added to your Trial Heat Summary.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

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

CRP Surveys

The Teeter tentative schedule for Rolling Wave Telephone Surveys is:

<u>State</u>	<u>Polling Dates</u>	<u>Data Delivery</u>
Ill.	10/5-6	10/9
Md.	10/4-5	10/6
Ohio	10/7-10	10/12
N.J.	10/7-10	10/12
Minn.	10/7-10	10/12
N.Y.	10/9-10	10/12
Cal.	10/9-10	10/12

The next series of surveys after October 12 has not been scheduled.

ORC Private Surveys

The ORC National Surveys conducted for you are scheduled every weekend between now and November 7, with the results to be delivered each Monday in the afternoon.

<u>Survey</u>	<u>Polling Dates</u>	<u>Delivery Dates</u>
National Survey #2	10/6-8	10/9
National Survey #3	10/13-15	10/16
National Survey #4	10/20-22	10/23
National Survey #5	10/27-29	10/30
National Survey #6	11/3-5	11/6

Gallup Surveys

Conflicting reports have been received from Bob Teeter and John Davies. As you know, Davies reports that Gallup is interviewing now (Oct 1-6) with the results to be reported October 15. Davies says Gallup will run trial heats weekly until November 7. Bob Teeter talked with Paul Perry at Gallup. Perry claims that Gallup will interview Oct 6-8 and then do two more trial heat surveys at 10-day intervals. Gallup may add a last minute survey if the margin begins to narrow. Perry would not tell Teeter about any scheduled release dates. Perry told Teeter that on Monday, October 9, Gallup would release a college study. I have been trying to reach John Davies to confirm this.

Harris

Colson was to receive the trial heats from Harris' mid-week survey this morning. If Colson has Harris' schedule for trial heats for the rest of the campaign, he has not told Dick Howard.

GS/jb

THE WHITE HOUSE

WASHINGTON

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY *L*

Bob wants a complete schedule of when we're going to be going into the field between now and the election with any polls and when we should be receiving reports on those. Do them as a brief summary, just listing it out on one page and get it in today, if possible.

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Kentucky and Texas Surveys

Bob Teeter called with some polling data based on non-CRP Decision Making Information surveys.

Kentucky

<u>Polling Dates</u>	<u>Nixon</u>	<u>McGovern</u>	<u>Und.</u>
DMI-Sep 28- Oct 2	<u>61</u>	<u>24</u>	<u>15</u>
	<u>Nunn</u>	<u>Huddleston</u>	<u>Und.</u>
DMI-Sep 28- Oct 2	<u>40</u>	<u>40</u>	<u>20</u>

Texas

<u>Polling Dates</u>	<u>Nixon</u>	<u>McGovern</u>	<u>Und.</u>
DMI-Sep 29- Oct 3	<u>63</u>	<u>22</u>	<u>7</u>
	<u>Tower</u>	<u>Sanders</u>	<u>Und.</u>
DMI-Sep 29- Oct 3	<u>53</u>	<u>30</u>	<u>17</u>

DMI says the Texas data on Tower is not as good as it looks because telephone surveys in Texas exclude rural Democrats who will vote for Sanders.

The Texas Presidential data has been added to your Trial Heat Summary. The Kentucky data has not because of your decision to keep Presidential trial heats only from the CRP surveyed states. The Senate data for Texas and Kentucky has been added to the Senate Races chart.

GS/jb

October 6, 1972

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

Since you reviewed the Campaign Advertising TV spots at Camp David on August 16, there have been some changes as final versions have been prepared (i.e., Nixon the Man). Also, new spots have been prepared (i.e., Mamie).

Today at 10:30 a.m. the President is meeting with foreign dignitaries. You could review the new material in less than one hour. Peter Dailey is available this morning should you want to have him present. He submitted the Russia Spot changes but would appreciate personal guidance from you if you have the time.

Chapin has asked that he sit in the meeting because he has been working on the Mamie spot, has problems with the Nixon the Man film, and wants guidance on the Election Eve Show.

_____ H to view Campaign Advertising at 10:30 a.m.
_____ Dailey Attend
_____ Dailey Not Attend
_____ Chapin Attend
_____ Chapin Not Attend
_____ Reschedule Campaign Advertising

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Vietnam Speech

Peter Dailey called to say that CBS has confirmed to McGovern 7:30-8:00 p.m. on October 10 for his Vietnam Speech. CBS has committed to clear 60-70% of their stations, which is not particularly good according to Dailey.

NBC and ABC have informed McGovern that they will not clear the time for his Vietnam Speech.

GS/jb

October 5, 1972

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

The November Group prepared the attached McGovern Welcome Ad which incorporated the changes in layout you suggested. The tentative schedule and cost is also attached.

Colson urges inclusion of a reference to McGovern's opposition to the F-15 and his position on amnesty. The references from Buchanan's office are:

"That the F-15 Fighter should be scrapped?"

"Development of the F-15 should be ended."

George McGovern - Toward
a More Secure America:
National Defense Posture
Jan., 1972

-That draft dodgers should be given unconditional amnesty?

"Amnesty to be granted to those who, on the basis of conscience, have refused to participate in the Vietnam tragedy. Applicable to all men now serving jail sentences for refusing induction as well as the thousands of young men who have crossed the borders of the U.S. to avoid fighting in what we know to be an immoral war. This principle, as it was applied by President Lincoln following the Civil War, should stand just as true today."

George McGovern - Campaign
Brochure • "McGovern on
Issues"

RECOMMENDATION:

That the F-15 reference be included and the amnesty reference be excluded.

_____ AGREE _____ DISAGREE

_____ COMMENT

GS : CAR

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: TV and Radio Buys

TV

Jeb Magruder called to say we are out of the ABC 9-9:30 p.m. Documentary (The Record) showing opposite the Bob Hope Special. Magruder is trying to buy a half-hour for the Documentary (The Record) for next week.

Radio

Magruder has talked with the radio networks to try to buy 15 minutes on Saturday, October 7. The networks ask that we accept 12:15 - 12:30 instead of the 12 noon time requested because they have network news at 12 noon.

_____ Accept 12:15 - 12:30
_____ Insist on 12 noon
_____ Other

The networks also want to know whether the Radio Talk will be live. Magruder has not committed, though he has implied it is live.

GS:car

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: TV and Radio Buys

TV

Jeb Magruder called to say we are out of the ABC 9-9:30 p. m. Documentary (The Record) showing opposite the Bob Hope Special. Magruder is trying to buy a half-hour for the Documentary (The Record) for next week.

Radio

Magruder has talked with the radio networks to try to buy 15 minutes on Saturday, October 7. CBS and NBC have agreed to sell 12:06 p. m. slot.

NBC has nothing available around 12:00 noon.

Mutual will sell 12:00 noon slot and Magruder is now negotiating with them to move the time-slot to 12:06 p. m.

The networks indicate they would prefer tape.

GS:jb:GS:LH:kb

THE WHITE HOUSE

WASHINGTON

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: TV and Radio Buys

TV

Jeb Magruder called to say we are out of the ABC 9-9:30 p.m. Documentary (The Record) showing opposite the Bob Hope Special. Magruder is trying to buy a half-hour for the Documentary (The Record) for next week.

Radio

Magruder has talked with the radio networks to try to buy 15 minutes on Saturday, October 7. ~~The networks ask that we accept 12:15 - 12:30 instead of the 12 noon time requested because they have network news at 12 noon.~~

_____ Accept 12:15 - 12:30
_____ Insist on 12 noon
_____ Other

~~The networks also want to know whether the Radio Talk will be live. Magruder has not committed, though he has implied it is live.~~

CBS 12:06.
ABC 12:06
Mutual 12:00. trying to get 12:06.
ABC nothing at noon

ADMINISTRATIVELY CONFIDENTIAL

October 5, 1972

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

Wisconsin and Missouri

Bob Teeter submitted the Wisconsin and Missouri Rolling Wave results (attached). Copies are being put in your Wave III Summary Book.

Iowa

Teeter also submitted Iowa polling data, conducted by the Des Moines Register and Tribune. Teeter says this is a very reliable poll. The figures are being added to the Ballot Summary chart so that you can compare them with the ORC Iowa poll.

Senate and Gubernatorial Results

The Senate Races chart in the Wave III Summary Book contains all available Senate material, including those where Teeter has shared results. The far right-hand column indicates those states where there are joint agreements.

There are five Gubernatorial races where we have polled. The Missouri results for the Gubernatorial race appear on the bottom of the first page of the Wave III and Rolling Wave materials. The Texas and Illinois results from Wave III also appear at the bottom of the first page. In Indiana and Washington only the June Wave II data on the Gubernatorial races is available.

GS/jb

1968: +4

V-4

Trial Heats

	McGovern		
Without Leaners	49	32	19
With Leaners	53	36	11

	Rep.	T-S	Dem.
Nixon (With Leaners)	90	60	28
McGovern (With Leaners)	7	25	60
Undecided	3	15	12

Why Voting For

	Nixon			
	Tot.	Rep.	T-S	Dem.
Doing Good Job	36	34	43	32
Better Man/More Experience	35	31	35	41
Agree with his Policies	20	24	14	23
Republican	9	17	5	0
Trying to End War	2	3	0	5

	McGovern			
	Tot.	Rep.	T-S	Dem.
Agree with his Policies	27	100	21	26
Better Man/More Experience	23	0	21	24
Democrat	22	0	12	26
Need Change	15	0	13	14
For People	12	0	17	12

What Would Change Mind

	Nixon Voters			
	Tot.	Rep.	T-S	Dem.
Nothing	82	90	75	82
New Candidate	6	3	9	4
Nixon Changes	5	5	5	5
War Escalated	2	2	1	4
Other (Mixed)	5	0	10	5

	McGovern Voters			
	Tot.	Rep.	T-S	Dem.
Nothing	81	100	75	84
New Candidate	6	0	8	4
War End	4	0	9	2
McGovern Changes	1	0	4	0
Other (Mixed)	5	0	4	6

<u>Job Approval</u>	Approve	Disapprove	No Opinion
Job	54	31	15
Vietnam	50	37	13
Economy	40	45	15

National Issues (Open End)

Vietnam	57 (+ 1)
Taxes	16 (-16)
Economy	15 (+ 0)
Inflation	12 (-12)
Unemployment	11 (- 9)

Ability to Handle Job

	Nixon				McGovern			
	Tot.	Rep.	T-S	Dem.	Tot.	Rep.	T-S	Dem.
Very Able	38	62	41	25	16	3	9	28
Fairly Able	42	35	40	45	33	23	28	42
Not Very Able	13	3	12	20	18	25	27	10
Not at all Able	4	0	3	7	22	43	23	11
Don't Know	3	0	4	3	11	6	13	9

<u>Commitment</u>	Nixon	McGovern
Definitely Vote For	77	69
Probably Vote but still thinking	7	15
Undecided but Lean Toward	16	14
Don't Know	0	2

V-4

A-1

BALLOTS
 (With Leaners)

	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>	<u>Margin</u>	<u>Number</u>
Total - 100%	53%	36%	11%	+17%	313
<u>Age</u>					
18-24 years	39	57	4	-18	47
25-34 years	53	40	7	+13	58
35-44 years	65	32	3	+33	51
45-54 years	43	36	21	+7	64
55-64 years	58	25	17	+33	45
65 years +	63	23	14	+40	44
<u>Education</u>					
Less than high school	44	36	20	+8	57
High school graduate	57	31	12	+26	124
College	53	41	6	+12	130
<u>Religion</u>					
Catholic	47	41	12	+6	125
Protestant	65	28	7	+37	146
Jewish	28	28	44	X	3
<u>Union</u>					
Yes	43	49	8	-6	117
No	59	28	13	+31	194
<u>Income</u>					
Under \$5,000	38	41	21	-3	44
\$5,000-\$9,999	52	39	9	+13	90
\$10,000-\$14,999	62	34	4	+28	89
\$15,000 +	59	33	8	+26	52
<u>Sex</u>					
Male	52	34	14	+18	160
Female	55	36	9	+19	153
<u>Turnout</u>					
Definitely vote	55	35	10	+20	280
Probably vote	41	47	12	-6	19
May or may not vote	0	0	100	X	3
Probably not vote	0	52	48	X	5
Definitely not vote	66	34	0	X	5
<u>Geographic (Political)</u>					
Milwaukee City	51	35	14	+16	45
Milwaukee Suburbs	60	30	10	+30	50
Racine/Kenosha/Rock/ Walworth	55	39	6	+16	40
Dane	23	59	18	-36	22
Rest of State	55	34	11	+21	156
<u>Geographic (ADI)</u>					
Chicago	61	39	0	X	6
Green Bay	48	37	15	+11	59
La Crosse/Eau Claire	65	22	13	+43	24
Madison	32	54	14	-22	28
Milwaukee	57	33	10	+24	175
Minneapolis/St. Paul	71	29	0	X	7
Wausau/Rhineland	25	75	0	X	7

V-4

B-1

NIXON JOB APPROVAL

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
Total - 100%	54%	31%	15%
<u>Age</u>			
18-24 years	34	43	23
25-34 years	57	33	10
35-44 years	53	26	21
45-54 years	44	41	15
55-64 years	62	22	16
65 years +	69	25	6
<u>Education</u>			
Less than high school	46	41	13
High school graduate	59	27	14
College	52	32	16
<u>Religion</u>			
Catholic	48	37	15
Protestant	64	22	14
Jewish	56	44	0
<u>Union</u>			
Yes	47	42	11
No	57	26	17
<u>Income</u>			
Under \$5,000	40	33	27
\$5,000-\$9,999	49	36	15
\$10,000-\$14,999	57	34	9
\$15,000 +	62	24	14
<u>Sex</u>			
Male	53	35	12
Female	55	28	17
<u>Turnout</u>			
Definitely vote	56	30	14
Probably vote	38	47	15
May or may not vote	35	65	0
Probably not vote	0	58	42
Definitely not vote	62	17	21
<u>Geographic (Political)</u>			
Milwaukee City	48	28	24
Milwaukee Suburbs	51	32	17
Racine/Kenosha/Rock/ Walworth	68	29	3
Dane	26	36	38
Rest of State	56	33	11
<u>Geographic (ADI)</u>			
Chicago	100	0	0
Green Bay	55	35	10
La Crosse/Eau Claire	62	26	12
Madison	35	33	32
Milwaukee	55	29	16
Minneapolis/St. Paul	56	29	15
Wausau/Rhineland	36	64	0

V-4

C-1

ISSUES

Do you think Richard Nixon or George McGovern's policies would get Prisoners of War released sooner?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Nixon	35	63	36	22
McGovern	24	6	18	36
Don't Know	41	31	46	42

Do you think the North Vietnamese are using prisoner release issue to influence election?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	59	65	62	53
No	20	20	19	20
Don't Know	21	15	19	27

Do you know about Russian Grain Deal?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	66	66	73	61
No	31	31	24	37
Don't Know	3	3	3	2
	(313)	(65)	(114)	(91)

If yes, do you approve?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Approve	57	58	63	49
Disapprove	26	14	19	40
Don't Know	17	28	18	11
	(208)	(43)	(84)	(55)

If yes, have you heard about scandal?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	73	67	77	75
No	22	26	19	20
Don't Know	5	7	4	5
	(208)	(43)	(84)	(55)

If yes, do you believe charge that exporters made excess profit from inside information?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	57	31	46	80
No	14	28	19	3
Don't Know	29	41	35	17
	(152)	(29)	(65)	(41)

1968: +2

V-4

Trial Heats

	McGovern		
Without Leaners	60	23	17
With Leaners	62	28	10

	Rep.	T-S	Dem.
Nixon (With Leaners)	89	74	43
McGovern (With Leaners)	6	13	45
Undecided	5	13	12

Why Voting For

	Nixon			
	Tot.	Rep.	T-S	Dem.
Better Man/More Experience	43	54	42	40
Doing Good Job	25	23	26	26
Agree with his Policies	25	12	27	24
Republican	10	14	6	10
Trying to End War	4	7	3	2

	McGovern			
	Tot.	Rep.	T-S	Dem.
Agree with his Policies	31	100	20	30
Democrat	30	0	20	33
Better Man/More Experience	14	0	10	15
For People	10	0	10	11
Need Change	9	0	10	9

What Would Change Mind

	Nixon Voters			
	Tot.	Rep.	T-S	Dem.
Nothing	80	87	84	72
New Candidate	7	5	5	10
Nixon Changes	3	2	2	4
War Escalated	1	0	2	2
Other (Mixed)	7	2	8	10

	McGovern Voters			
	Tot.	Rep.	T-S	Dem.
Nothing	75	0	90	74
War End	6	100	0	7
McGovern Changes	4	0	0	4
New Candidate	1	0	10	0
Other (Mixed)	17	100	0	17

	Approve	Disapprove	No Opinion
Job	62	25	13
Vietnam	59	28	13
Economy	46	39	15

National Issues (Open End)

Vietnam	55 (+ 3)
Economy	16 (+ 8)
Inflation	13 (- 9)
Unemployment	12 (- 4)
Crime	9 (-12)

Ability to Handle Job

	Nixon				McGovern			
	Tot.	Rep.	T-S	Dem.	Tot.	Rep.	T-S	Dem.
Very Able	47	72	59	32	8	2	6	12
Fairly Able	37	21	27	47	24	17	19	28
Not Very Able	7	2	10	8	23	26	26	20
Not at all Able	7	2	4	11	29	35	35	23
Don't Know	2	3	0	2	16	20	14	17

	Nixon	McGovern
Commitment		
Definitely Vote For	86	65
Probably Vote but still thinking	6	21
Undecided but Lean Toward	7	14
Don't Know	1	0

State Ballot

Governor	
Edward L. Dowd	47 (+ 8)
CHRISTOPHER "KIT" BOND	41 (+ 2)
Undecided	12 (-10)

A-1

BALLOTS
(With Leaners)

	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>	<u>Margin</u>	<u>Number</u>
Total - 100%	62%	28%	10%	+34%	329
<u>Age</u>					
18-24 years	62	35	3	+27	34
25-34 years	67	24	9	+43	67
35-44 years	59	30	11	+29	72
45-54 years	63	28	9	+35	66
55-64 years	53	21	26	+32	40
65 years +	66	28	6	+38	47
<u>Education</u>					
Less than high school	55	24	21	+31	83
High school graduate	64	26	10	+38	115
College	65	31	4	+34	128
<u>Religion</u>					
Catholic	53	32	15	+21	82
Protestant	69	22	9	+47	208
Jewish	32	68	0	X	6
<u>Union</u>					
Yes	59	30	11	+29	123
No	64	25	11	+39	205
<u>Income</u>					
Under \$5,000	60	23	17	+37	41
\$5,000-\$9,999	63	30	7	+33	78
\$10,000-\$14,999	61	29	10	+32	91
\$15,000 +	67	23	10	+44	74
<u>Sex</u>					
Male	63	30	7	+33	158
Female	61	25	14	+36	171
<u>Turnout</u>					
Definitely vote	65	28	7	+37	284
Probably vote	52	26	22	+26	31
May or may not vote	27	22	51	X	11
Probably not vote	54	0	46	X	3
Definitely not vote	0	0	0	X	0
<u>Geographic (Political)</u>					
St. Louis City	52	29	19	+23	38
St. Louis Suburbs	65	24	11	+41	103
Jackson County	62	32	6	+30	64
Outstate	63	27	10	+36	124
<u>Geographic (ADI)</u>					
Joplin/Pittsburg	93	17	0	X	9
Kansas City	58	35	7	+23	98
Ottumwa/Kirkville	100	0	0	X	5
Springfield	70	23	7	+47	27
St. Joseph	51	34	15	X	8
St. Louis	61	25	14	+36	178

V-4

NIXON JOB APPROVAL

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
Total - 100%	62%	25%	13%
<u>Age</u>			
18-24 years	56	39	5
25-34 years	64	22	14
35-44 years	61	25	14
45-54 years	69	23	8
55-64 years	61	23	16
65 years +	54	25	21
<u>Education</u>			
Less than high school	60	19	21
High school graduate	66	23	11
College	59	31	10
<u>Religion</u>			
Catholic	57	28	15
Protestant	68	20	12
Jewish	32	68	0
<u>Union</u>			
Yes	55	29	16
No	66	22	12
<u>Income</u>			
Under \$5,000	66	24	10
\$5,000-\$9,999	59	30	11
\$10,000-\$14,999	59	23	18
\$15,000 +	72	19	9
<u>Sex</u>			
Male	61	29	10
Female	63	21	16
<u>Turnout</u>			
Definitely vote	64	24	12
Probably vote	51	22	27
May or may not vote	53	29	18
Probably not vote	23	77	0
Definitely not vote	0	0	0
<u>Geographic (Political)</u>			
St. Louis City	59	33	8
St. Louis Suburbs	61	22	17
Jackson County	59	28	13
Outstate	65	23	12
<u>Geographic (ADI)</u>			
Joplin/Pittsburg	75	25	0
Kansas City	56	26	18
Ottumwa/Kirksville	74	0	26
Springfield	79	18	3
St. Joseph	51	39	10
St. Louis	62	25	13

V-4 19

C-1

ISSUES

Do you think Richard Nixon or George McGovern's policies would get Prisoners of War released sooner?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Nixon	44	72	49	30
McGovern	20	5	12	30
Don't Know	36	23	39	40

Do you think the North Vietnamese are using prisoner release issue to influence election?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	67	61	64	69
No	14	8	16	16
Don't Know	19	31	20	15

Do you know about Russian Grain Deal?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	75	75	72	79
No	24	25	27	20
Don't Know	1	0	1	1
	(329)	(65)	(88)	(120)

→ If yes, do you approve?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Approve	57	69	47	55
Disapprove	25	12	32	28
Don't Know	18	19	21	17
	(243)	(49)	(63)	(95)

→ If yes, have you heard about scandal?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	76	74	76	78
No	17	18	13	16
Don't Know	7	8	11	6
	(243)	(49)	(63)	(95)

→ If yes, do you believe charge that exporters made excess profit from inside information?

	<u>Tot.</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	50	28	56	53
No	14	36	11	9
Don't Know	36	36	33	38
	(183)	(36)	(48)	(74)

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 5, 1972

DETERMINED TO BE AN
ADMINISTRATIVE MACHINE
E.O. 12958, Section 6-102

By emp/ise FARS, Date 1-15-80
~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR
FROM: ROBERT M. TEETER
SUBJECT: Phone Polls

We solved the daytime interviewing problem with ORC as they will not start interviewing until 4:00p.m. on any future telephone polls.

Our final delivery schedule from them for the five states they are currently doing is:

Maryland	10/6
Illinois	10/9
Ohio	10/10
New Jersey	10/10
Minnesota	10/11

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

By Empire

1-15-72
October 4, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR
 FROM: ROBERT M. TEETER *RMT*
 SUBJECT: Iowa Poll

In case you have not seen it, the Des Moines Register and Tribune printed their latest Iowa Poll over the weekend. The Iowa Poll has been very reliable in the past and enjoys an excellent reputation in the survey research business.

The latest data was collected from September 22-24.

	<u>September</u>	<u>August</u>
Nixon	64	54
McGovern	29	32
Other	1	0
Undecided	6	14

By type of area:

	<u>Metro</u>	<u>Cities/Towns</u>	<u>Rural/Farms</u>
Nixon	64	67	56
McGovern	27	29	32
Undecided	9	4	12

The Poll also found that the Watergate would make no difference in deciding how to vote to 81% of the Iowa electorate but that the grain deal would make no difference to 66%. Twenty-five percent (25%) of the farmers interviewed said that the grain deal would make them less likely to vote Republican this Fall.

The data on the gubernatorial and senatorial races was:

<u>Governor</u>		<u>Senator</u>	
Ray	63	Miller	58
Franzenburg	31	Clark	35
Undecided	6	Undecided	7

I also just received data from a Montana Poll that was completed last week. It showed the President leading McGovern 54-24 with 22% undecided.

Iowa Register 10/1/72

Nixon Widens Lead 13 Points, 64-29 Over McGovern in Iowa

PRESIDENT Nixon has increased his lead over Senator George McGovern from 22 points in mid-August to 35 points just six weeks before the election, according to an Iowa Poll taken Sept. 22-24.

If the election were today, 64 per cent of Iowans likely to vote would vote for the Nixon-Agnew ticket, 29 per cent for McGovern-Shriver, with 7 per cent undecided or other. A mid-August Iowa Poll reported 54 per cent for Nixon, 32 per cent McGovern and 14 per cent undecided.

Most groups show increased support for Nixon — except farmers, who support Nixon by 56 to 32 per cent, the same as in August.

Voters under 30 years of age have switched from McGovern to Nixon. The President leads by 63 to 35 per cent now, compared to a McGovern lead of 47 to 37 per cent in August.

Another question measuring possible changes in voting between now and election day indicates that 10 per cent of

THE IOWA POLL

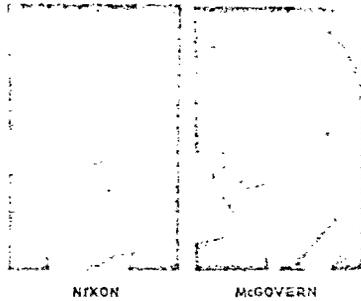
Nixon voters might vote for a different candidate; in August, 25 per cent of Nixon voters expressed this view. In the latest survey, 23 per cent of McGovern voters say they might change their minds; in August, 31 per cent did.

A total of 63 Iowans 18 and over were asked their presidential preference, with results reported from 493 most likely to vote, based on registration and intention to vote:

"If the presidential election were today, which candidate would you vote for?" (Respondents marked their preference on a paper ballot and deposited it in a ballot box provided by the interviewer.)

	Sept. 22-24	Aug. 1-11
Nixon-Agnew	64%	54%
McGovern-Shriver	29	32
Other	1	—
Undecided	6	14

Results of the September poll by resi-



dence are shown in the following:

	Metro*	City-Town	Farm
Nixon-Agnew	61%	67%	56%
McGovern-Shriver	27	29	32
Other	2	—	—
Undecided	7	4	12

*Cities over 49,000.

Democrats support McGovern 71 to 21 per cent, with 8 per cent undecided. In August, they favored McGovern 63 to 17, with 15 per cent undecided.

Republicans favor Nixon 94 to 4 per cent in the current poll, as compared with 85 to 6 per cent in August. Among independents, 57 per cent support Nixon and 27 per cent favor McGovern.

On a scale of 1 to 10, likely voters rated the chance of interest they have in their presidential candidate winning the election, as shown in the following:

	Mc- Nixon	Govern Voters	Voters
Weak Interest (1-4)	6%	6%	5%
Mod. rate Interest (5-7)	15	33	—
Strong Interest (8-10)	79	58	—

Three issues have been prominent recently in the presidential race—the Watergate affair, the grain sale to Russia, and Ramsey Clark's and Pierre Salinger's trips to Hanoi and Paris regarding the Vietnam war.

The latest poll shows that the Watergate affair and the grain sale to Russia create a "slight" reaction toward Nixon, and the Clark-Salinger trips create negative reactions toward McGovern. This is revealed in the following questions, reported among likely voters:

"Have you read or heard about the

charges that some Republican Party members were involved in the 'burgling' of the Democratic Party headquarters in the Watergate building?"

	Total Rep.	Dem.	Ind.
Yes, read or heard	80%	92%	84%
No, haven't read or heard	11	8	11

"As of today, will any of the events connected with the Watergate affair make you more likely or less likely to vote for the Nixon-Agnew presidential ticket, or won't they make any difference in how you vote?"

	Total Rep.	Dem.	Ind.
More likely to vote	36%	56%	16%
Less likely	12	3	29
No difference	51	39	67
Undecided	4	2	3

"The Nixon Administration has announced the sale of U.S. grain to Russia and China. Will any of the events connected with these grain sales make you more likely or less likely to vote for the Nixon-Agnew ticket, or won't they make any difference in how you vote?"

	Total Rep.	Dem.	Ind.
More likely to vote	9%	12%	4%
Less likely	18	6	33
No difference	66	75	61
Undecided	7	6	19

"Significantly, one-fourth of Iowa farm voters say that the grain sale will make them less likely to vote for the Republican ticket; only 9 per cent of farmers say they are more likely to vote for the Nixon-Agnew ticket.

"In recent months, private citizen Ramsey Clark traveled to Hanoi and Pierre Salinger traveled to Paris to discuss the Vietnam war with leaders of North Vietnam. As a result, will any of the events connected with Clark's or Salinger's trips to Hanoi and Paris make you more likely or less likely to vote for the McGovern-Shriver presidential ticket, or won't they make any difference in how you vote?"

	Total Rep.	Dem.	Ind.
More likely to vote	6%	2%	10%
Less likely	15	21	1
No difference	76	74	78
Undecided	3	3	2

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THE WHITE HOUSE

WASHINGTON

October 4, 1972

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

Poll Summary

During the next 34 days, we will be receiving a substantial amount of polling materials. You mentioned on October 3, that you had too many binders full of polling materials. To consolidate the relevant data and establish a system for keeping you up to date, I recommend the following:

- 1) That the attached Summary Book be the basic document for quick reference in your office, as well as on trips. It contains:
 - a) the Ballot Summary sheet of all state by state trial heats including available Senate race data;
 - b) all Nixon/McGovern National trial heats;
 - c) selected trends for your standard Poll Book;
 - d) the ORC National Telephone Survey #1 Receiving Memorandum;
 - e) the Wave III National personal interview poll and questionnaire, the Wave III state summary demographics; and,
 - f) all separately polled states (Iowa, Massachussets, West Virginia, and Washington);
- 2) That you keep in your office (but do not take on trips) Wave III Complete Version materials, as well as your regular Poll Book;
- 3) That all other polling materials, including

Wave I, Wave II, the Image Study, and the Issue Study be kept in my office, with all other polling materials.

_____ AGREE _____ DISAGREE
_____ COMMENT

Teeter Key State Telephone Surveys - Polling Wave

In the Summary Book, New York and Pennsylvania have been added. Later today, California and Michigan will be added. As each key state survey is received, it will be added to the Summary Book but will not replace the Wave III Personal Interview surveys.

Gallup Surveys

The transcript of my most recent conversation with John Davies is attached at Tab A.

To summarize:

- 1) Sunday's (Oct. 8) release will be on Watergate, based on September 22-25 interviewing. The awareness according to Gallup is 52%. This compares with the ORC - Ag 29-31 result of 57% and the Wave III - Sept 5-16 result of 70%. The Watergate issue does not swing voters to McGovern.
- 2) Vietnam and the cost of living are the top problems (27% each) while corruption is considered a top problem by only 3%.
- 3) The next scheduled trial heat will be released on Sunday, October 15 based on key precinct interviews conducted Oct 1-6.
- 4) Alec Gallup gave the Washington Post the exclusive interview that appeared last Sunday.

Miscellaneous Matters

1) You asked whether Harris and Gallup figures are based on registered voters and include leaners. Bob Teeter talked with Lou Harris and Paul Perry at Gallup. His summary is attached at Tab B. It confirms that Gallup uses only registered voters. However, there is a conflict between what Perry told Teeter and what Davies told me. Davies claims that Gallup first used the secret ballot, which is comparable to the leaner question on a telephone survey, on half of the Aug 24-27 interviews. In any event, all Gallup trial heats for the next 34 days will be among registered voters using secret ballots. Harris does not specify whether he interviews only registered voters. Instead, he reports only results from "likely voters," which he defines as a 1968-1970 voter, a registered voter, or between 18-24 years of age. The last category makes Harris' results suspect because most pollsters estimate only half of this category will vote on November 7. Teeter will pursue the question when he has lunch with Colson and Harris on Friday, when the Harris trial heat data is expected.

2) To assure comparability of the Wave III, Rolling Wave, and ORC National Surveys with Harris and Gallup, I have used registered voters including leaners. This change is noted by (R) in the books.

3) The ORC National Surveys will begin on Monday, October 16 reporting full demographics on registered voters, and the trial heat demographic sheets will have computer printed demographics from the past three surveys.

TAB B

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 3, 1972

DETERMINED TO BE AN
ADMINISTRATIVE MATTER

E.O. 12958, Section 1.2

CONFIDENTIAL

By Empress PARS, Date 1-15-80

MEMORANDUM FOR: THE HONORABLE CLARK MaccOPECOR

FROM: ROBERT M. TEETER *RWT*

SUBJECT: Gallup and Harris Sample and Filter Procedures

Gordon Strachan asked me to check on the sample and filtering procedure for the Gallup and Harris surveys and if they have changed them as we get closer to the election.

Gallup's primary sample unites are based on a universe of all adult citizens 18 years of age and over. He then filters for registered voters and interviews only registered voters for his political surveys. His head to head data is collected by using the oral question and a leaner follow up for the undecided. His published results are a combination of these.

He does not cut his data by likely voters or turnout.

He has not varied these procedures at all throughout this year but may report both likely voters and all voters in his last one or two polls which will both be done after October 15.

Harris interviews only what he considers likely voters. In order to qualify as a likely voter a respondent must have voted in 1968-70, be registered to vote in 1972 or be between 18-24 years of age.

He also included leaners in his published data and has not yet weighed for probably turnout but will closer to the election.

Harris says he has not varied this technique throughout this year.

ADMINISTRATIVELY CONFIDENTIAL

October 3, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Advertising Matters

TV Advertising - Week of October 9

Clark MacGregor this morning concurred with your recommendations for next week's TV Campaign -
networks: DFN - Welfare 60's; Older Americans and Environment 5s;
local TV: DFN - Welfare 60's.

Russia Spot

Peter Dailey has submitted the Bill Taylor suggestions for revising the Russia Spot attached (Tab A). The revisions are based on the September 27 Higby memorandum. A copy of the original script and the proposed revisions have been forwarded to Haig for comments. If Taylor's minor revisions comply with the request, the November Group will prepare a new videotape version. If the revisions are not strong enough, a new script will be prepared for your review.

_____ Prepare tape.
_____ Substantially revise script.
_____ Other.

McGovern Advertising

The November Group has prepared the media and copy analysis of McGovern's campaign attached (Tab B). To summarize the rather long report:

- 1) McGovern is apparently hurting for money - he has cut local advertising and reportedly turned back network offerings;
- 2) McGovern is making piecemeal purchases instead of centralizing all buys;
- 3) McGovern is outspending all aspects of the President's media campaign 3 to 1;
- 4) McGovern is using spot radio as his primary local media vehicle;
- 5) McGovern has used some newspaper, although two big ads sought contributions;
- 6) In addition to the half-hour "fireside chats", McGovern is also expected to increase his network buys.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 2, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Nationwide Telephone Poll #1
Polling Dates: Sep 29-Oct 1, '72
Respondents: Total -980
Registered - 842

This package includes all the requested materials from the first Nationwide Telephone Poll:

- 1) Tab A is the receiving memorandum;
- 2) Tab B is Tom Benham's analysis of the poll;
- 3) Tab C is the detailed demographics including the crossbreaks tabbed on the second page of each question;
- 4) Tab D is the complete questionnaire.

October 2, 1972

MEMORANDUM FOR : H. R. HALDEMAN
FROM : GORDON STRACHAN
SUBJECT : TV One-Half Hour
October 4

MacGregor and Colson indicated before the 10:00 a.m. Political Meeting that they were going to argue for keeping the one-half hour Connally was scheduled to use and put "The Nixon Years - Change Without Chaos" on instead. The cost would be \$36,000. Dailey is still trying to find out how much it would cost to drop the spot.

If the decision was reached to run "The Nixon Years", I have the finished 30 minute version in my office. Dailey proposes to merely drop the Russia/Tanya section - a total of 1:40 seconds.

Who will inform Dailey of the decision on retaining or dropping the one-half hour?

_____ Drop time

_____ Keep it and do "The Nixon Years"

GS:LH:pm