

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	8	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign advertising. 1 pg.
15	8	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: ratings for Connally's television spots. 1 pg.
15	8	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of a Sindlinger Poll. 1 pg.
15	8	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a press conference involving MacGregor and Bob Dole, an idea opposed by many White House figures. 1 pg.

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15	8	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of the latest National Telephone Survey. 1 pg.
15	8	12/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: information on Davies breaking down voting trends among key demographics in the latest Gallup Poll. 2 pgs.
15	8	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Magruder, MacGregor, and Dailey's recommendations for campaign advertising. 2 pgs.
15	8	10/21/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: political advice and reactions to advertisements provided by John Davies, as well as information on the Gallup organization. 2 pgs.
15	8	10/21/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: whether or not to run television spots involving Tom Kuchel in California. 1 pg.

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15	8	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: whether or not to have Teeter brief Chapin and Parker on the Rolling Wave polls. 1 pg.
15	8	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: television spots based on a Connally speech. Handwritten edits added by unknown. 1 pg.
15	8	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Chapin's advice that the November Group purchase radio spots. 2 pgs.
15	8	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: state and Senate races in 1972. Handwritten notes on same subject attached. 4 pgs.
15	8	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: key states in the 1972 campaign. List of close state and Senate races attached. 7 pgs.

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15	8	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Boggs' Congressional district. 1 pg.
15	8	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Boggs' district. Handwritten notes added by unknown. 1 pg.
15	8	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: endorsement letters for California and New York Republican candidates. 1 pg.
15	8	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: John Davies' election season observations. 2 pgs.
15	8	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Nofziger's report on a California Field Poll. 1 pg.

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15	8	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: White House and Democratic television ads. 1 pg.
15	8	10/16/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Strachan to Haldeman RE: television plans of the November Group and the Democratic Party. Handwritten notes on original added by Haldeman and Higby. 1 pg.
15	8	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: reactions to a documentary on RN. 1 pg.
15	8	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of the third National Telephone Survey. 1 pg.
15	8	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: polling information from Teeter on Delaware, Massachusetts, Michigan Minnesota, and Rhode Island. 2 pgs.

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15	8	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Nielsen ratings for a documentary on RN compared to those for McGovern's speech. 1 pg.
15	8	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: White House and Democratic televised campaign material. 1 pg.

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

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

According to Magruder, Clark MacGregor agreed this morning to run the DFN attack ads - Turnaround and Welfare - 60-second spots beginning tomorrow night.

Connally gave Magruder a carte blanche on shifting the spots. Magruder is working out the financial transfers with Stans.

The 5-minute spots will not be all Connally. MacGregor is reviewing the schedule and will decide later on the percentage of Connally and CRP positive ads.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Connally Overnight Ratings

The New York Overnight rating for the Connally 1/2 hour last night was 1.9. This compares with Friday's rating of 30.5.

The Los Angeles Overnight was 4.7. This compares with 21.0 on Friday.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Sindlinger Poll

Dick Howard called with the Sindlinger data:

	<u>RN</u>	<u>McG</u>	<u>Un</u>
S-Oct 20-23, '72	61.2	23.5	15.3

The drop from the previous result

	<u>RN</u>	<u>McG</u>	<u>Un</u>
S-Oct 17-19, '72	60.6	21.5	17.9

is less than 2%.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: MacGregor/Dole Press  
Conference

Clark MacGregor and Bob Dole are scheduled to have a Press Conference tomorrow at 11:30 a.m. to discuss the Get-Out-the-Vote program with Fred Malek.

All in the 9:15 meeting, including Colson, Abrahams, Clawson, Chapin, were opposed because the press will focus the Press Conference on Watergate, etc. Magruder and Abrahams cannot convince MacGregor that this Press Conference is a bad idea.

An alternative to the MacGregor/Dole Press Conference would be a Malek Press Conference since he could better keep the focus on the Get-Out-the-Vote.

You may want to cover this with MacGregor tomorrow at 8:15.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

National Telephone Survey #4  
Polling Dates: Oct 20-22, '72  
Respondents: Total - 1,059  
Registered - 917

The package includes all the requested materials from the fourth 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; and
- 5) Tab E is the demographic comparison of Presidential popularity, handling of Vietnam, and the trial heats.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

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

Discussion with John Davies tonight developed several interesting items. To summarize:

- 1) The next Gallup Trial Heat Release will appear Thursday, October 26. The final figures are 59-36-5, based on October 13-18 polling dates. The last Gallup poll was 60-34-6 based on September 29-October 9 polling dates;
- 2) Davies confirmed that the only other trial heat poll before the election will be conducted November 2-4 for release on November 6;
- 3) The President's support among Democrats has moved from 32% to 33%, a statistically insignificant change except that it indicates the President's support among Democrats has not begun to drop;
- 4) Manual Workers are not any longer supporting the President as they were. Early in the campaign the President led 68-32. Now the lead is down to 49-45. Davies speculates that the labor leaders are beginning to increase the pressure and that the best issues to hold manual workers to the President are law and order, amnesty, and Vietnam;
- 5) Although Gallup has done no recent polling on the Vietnam settlement rumors, a poll conducted in September indicated that the people do not expect an end to the war before the end of the year;

6) Davies warns against a settlement before the election because the public regards last minute foreign policy decisions as so political as to work against the President. Davies cites the Gallup post-1968 election survey which showed that the public objected to LBJ's bombing halt 4 days before the election. The effect of the public's objection did not appear in four days and Humphrey benefitted. Davies recommends that if a settlement is reached that it be explained as the culmination of four years of struggle, well-documented;

7) Although an underdog candidate usually begins closing the gap in the last two weeks, it is Gallup's opinion that McGovern cannot now close a gap this wide; and

8) Davies is prepared to bet the President will win 58-42.

A transcript is attached.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

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

CRP/DFN Spot Advertising

The scheduled Budget Meeting to review advertising recommendations and expenditures was cancelled. I advised Magruder and Dailey of your "view" that all positive CRP 60-second ads on Older Americans, Passport, Record, etc., scheduled for the Week of October 23, should be replaced with the DFN attack ads - Turnaround and Welfare - and that the 5-minute spots should be the Connally 5 minutes'.

Clark MacGregor decided that in spite of your "view" that the CRP positive 60's should be run this week and the DFN attack spots should be run next week. He agreed that the Connally 5-minute spots should be run.

Magruder and Dailey believe the MacGregor decision implements the worst of the two arguments. Dailey's theory is that McGovern has been driven down to 34 points by three months of attack. He doubts he can be driven lower by further attack. Instead, Dailey argues that the positive material should be run to hold the President's 60% by giving Democrats and Independents as many positive reasons for continuing to support the President as possible. Dailey's argument is a little more sophisticated than whether voters are voting for the President or against McGovern. Dailey also argues that running the positive material counters the effect of the Watergate attack from McGovern by indicating to the public that any President involved in the great issues and trips for peace couldn't be involved in the political espionage.

Magruder and Dailey now recommend running the DFN 60-second attack ads - Turnaround and Welfare - this week and then running the CRP positive ads next week. All agree that the Connally 5's should be run through to November 7.

Dailey could replace all the network CRP 60's from Tuesday, October 24 with the DFN attack ads if a decision were reached quickly.

Before you decide, you should review the new McGovern attack spots. One quotes Baldwin of Watergate fame saying that Bill Timmons received transcripts of taped telephone conversations. Also, you indicated you wanted to view the three Connally 5's cut from the 30-minute spot.

The President meets with Rogers and Kissinger Tuesday at 10 a.m., if you want to view these materials and make the decision regarding advertising for the last two weeks of the campaign.

- \_\_\_\_\_ Set viewing at 10 a.m.
  - \_\_\_\_\_ Set viewing at 11:30 (President meeting with Dr. Kraemer).
  - \_\_\_\_\_ No need for Haldeman to view materials.
  - \_\_\_\_\_ Let MacGregor's decision stand.
- 
- Other.

#### Connally 1/2 Hour

MacGregor decided not to run the Connally 1/2 hour on Thursday. Instead, the Connally 5 will be run Thursday between 9:55 and 10 p.m. The Connally 5 is also scheduled on Saturday at 10:55-11 p.m. on all three networks.

#### Local Advertising

MacGregor decided to cancel all local TV advertising except for California and Michigan. In California and Michigan, 1/3 of the available spots will be the DFN attack ad Turnaround. The other 2/3 in Michigan will be the CRP Busing spot. The 2/3 in California will be the 60-second Record.

GS/jb

October 21, 1972

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

Discussion with John Davies today developed several interesting items. To summarize:

- 1) The next Gallup trial heat release is scheduled for Thursday, October 26. The polling dates were Oct 14-15. A standard 1500 sample was used and the results will be within one or two points of 60-34-6, the figures released on October 15 based on the Sep 29- Oct 0 Gallup Poll;
- 2) The next Gallup trial heat field survey is scheduled to be conducted November 2, 3 and 4. The results are scheduled to be reported November 6, the Monday before the election. (Bob Teeter has obtained conflicting information - that Gallup is in the field this weekend - Oct 21-22 and will have results on Tuesday, Oct. 24).
- 3) There will be more Gallup issue releases than originally planned. Because Gallup is using the regular 1500 sample there will not be the demographic releases based on the Oct 14-15 survey. Instead, Gallup will consolidate three surveys and release information on particular ethnic groups, such as Irish, Italian, Middle Europeans, etc.
- 4) Dr. Gallup Sr's theory is that the issue questions - which political party is better able to handle peace and prosperity - lead the trail heat figures. This shoed Dr. Gallup in 1968 that Humphrey was moving up. However, in 1972 the only movement is in our favor;

- 5) Davies believes the Connally 30 minute was "one of the most devastating political shows that I have seen in a long time." He thinks that it covered all bases and that we do not need to do anything on the economy. The only change Davies would suggest is re-emphasize that Connally is a Democrat at the end. This will help hold the 32% Democrats who have left McGovern for the President. Many Democrats are under pressure to return to the fold, but as long as they believe that they have company they will stay with the President.
- 6) Davies thinks the Connally speech should be run in segments. He thinks we should avoid the sarcasm of the Democrats for Nixon attack spots because it will look like the President is nit-picking and kicking the guy when he is down.
- 7) He could not say whether the President was holding his position with Catholics because the samples are too small to permit statistically significant comparisons.
- 8) He believes the Frank Rizzo contact is excellent because of the positive effect on Italians everywhere. However, he thinks the Revenue Sharing Signing Ceremony was a dud;
- 9) Davies believes the President should spend more time in controlled TV situations to prevent the news shows from using uncomplimentary material from stump events. He cites the TV news film of the President jerking Agnew around to get him on camera.
- 10) Although he recognizes the political fact that it would be wrong to debate McGovern, Davies suggests that it be considered because the President would cream McGovern and the people want debates.

A transcript of the conversation is attached.

GS:car

October 21, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Kuchel Radio and T.V.  
Spots in California

Maury Stans received information from California people that radio and T.V. ads by former Senator Tom Kuchel would be effective among the liberal element in California.

Bob Finch does not think Kuchel would be effective. Kuchel doesn't mean much anymore in California.

Herb Klein thinks radio and T.V. spots by Kuchel would be effective in Northern California and the San Joaquin Valley.

Fred Malek thinks Kuchel would have a positive effect. However, he does not think the Kuchel spots would be worth sending new money into California to pay for them in light of the strict budget situation. Malek does not think it would be worth shifting some of the money already allocated to California to the Kuchel spots. Malek says his view would be supported by Nofziger, who was not personally contacted.

RECOMMENDATION:

That Kuchel radio and TV spots not be prepared and run in California to appeal to the liberal element.

AGREE \_\_\_\_\_ DISAGREE \_\_\_\_\_

COMMENT \_\_\_\_\_

I will advise Stans of your decision.

ADMINISTRATIVELY CONFIDENTIAL

October 20, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Teeter Briefing for  
Chapin and Parker

After the CRP Waves I, II, and III, Bob Teeter has orally briefed Chapin and Parker and prepared written materials to assist in scheduling. Teeter has not discussed the Rolling Wave materials with Chapin and Parker. The guidelines would be the same as with previous briefings @ no discussion of the specific trial heat results.

Recommendation:

That Teeter brief Chapin and Parker regarding the Rolling Wave polls' effect on scheduling with no discussion of specific trial heat results.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comments \_\_\_\_\_

GS/jb

October 19, 1972

MEMORANDUM FOR : H. R. HALDEMAN  
FROM : GORDON STRACHAN  
SUBJECT : Connally 5 Minute Spots

The three 5 minute spots that Bill Carruthers made from the 30 minute Connally speech are available for your review.

~~MacGregor needs the three spots tape for an hour at 4 p.m. today to show to some prominent Dems.~~

One of the three spots is scheduled to go on network TV on Oct. 28.

H to see Connally spots today

H to see Connally spots over week-end

Other \_\_\_\_\_

GS:pm

ADMINISTRATIVELY CONFIDENTIAL

October 19, 1972

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

Chapin indicated that the November Group (Joanou) should buy two 15-minute radio segments on Saturday, October 21 at 12 noon and Sunday, October 22 at 10 a.m.

Saturday at 12:02-40, CBS, NBC, and Mutual can clear most of their stations at a total cost of 18,000. This is almost identical with the October 7 buy:

\_\_\_\_\_ Buy Saturday 12:06:40 on CBS, NBC, Mutual.

\_\_\_\_\_ Other.

Sunday at 10 a.m. only CBS will clear stations. NBC and Mutual will not pre-empt their religious programming. However, at 12:15 CBS and NBC will clear their stations. Mutual could run a delay at 12:35.

\_\_\_\_\_ Proceed with CBS 10 a.m. buy.

P \_\_\_\_\_ Proceed with CBS and NBC at 12:15 and Mutual at 12:35.

\_\_\_\_\_ Other.

Two questions remain: whether the speeches will be live and from Camp David.

\_\_\_\_\_ Saturday and Sunday speeches live from  
Camp David.

\_\_\_\_\_ Other.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 18, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Key States and Senate Races

Clark MacGregor has approved a list of Key States which includes the crucial areas for the President as well as local candidates. The document attached at T&A A divides the President's Key States into four levels indicating the amount of effort.

Presidential Race

- I = California, Massachusetts, Michigan, New Jersey, New York and West Virginia
- II = Illinois, Ohio, Pennsylvania
- III = Maryland, Missouri, Oregon, Washington, Wisconsin
- IV = Minnesota

Local Races

The attached document uses a key to describe the situation in states where effort on behalf of local candidates is being directed:

- NP = No effort necessary for the President
- \_\_\_\_\_ = incumbent
- ( ) = House race
- \* = Maximum support
- NG = Net gain in House or Senate
- RO = Republican Open

For example, the situation in Illinois is: number II level of activity for the President; Percy is the incumbent Senator; Madigan is the Republican House candidate in the 21st trying to keep a Republican seat; Young is the Republican candidate who would be a net gain if he won the 10th seat.

Senate Races

The updated chart of the Senate Seats, with all available polling data and comments, is attached at Tab B. MacGregor will receive a copy.

You may want to discuss Key States and the Senate Races at tomorrow's Political Meeting.

GS/jb

I = all out for P

III - mo - 3rd run

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NP = not for P.

~~B~~  
— = incurr

w/o ( ) = Senate  
race  
Blount

\* = max support

NG = net gain

RO = Republican Open

THE WHITE HOUSE  
WASHINGTON

Date: \_\_\_\_\_

TO:

FROM:

GORDON STRACHAN

THE WHITE HOUSE

WASHINGTON

October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY 

We need to do a revised list of the states that we need to worry about or those that are close for Chapin. Chapin needs this for redoing the surrogate schedules.

Also, Bob should have the latest information available as to what our **priority** states really are. In putting together the list we should look at those states that are close. For example Texas where we are something like 40 points ahead should not be included, although it would certainly be a key state.

Alabama NP

Blount

\*(Dickinson - 2nd) Montgomery and S. E. Corner

Alaska NONE

Arizona NONE

Arkansas NONE

I

California

\*(Mailliard - 6th) San Francisco

\*(Snider - 38th) NG San Bernardino - Riverside

Colorado NP

\*(Johnson - 4th) NG Fort Collins and N. W. Corner

(Armstrong - 5th) NG Denver, Aurora

(McKevitt - 1st) Denver

Connecticut NP

\*(Sarasin - 5th) NG Waterbury, Wallingford, Meriden

(Rittenband - 1st) NG Hartford

Delaware NP

Boggs

Florida NONE

Georgia NP

\*Thompson

\*(Cook - 5th) RO Atlanta

Hawaii NONE

Idaho NP

\*McClure

II Illinois

Percy

(Madigan - 21st) RO Decatur, Champaign, Bloomington  
(Young - 10th) NG Cook County  
(Hoellen - 11th) NG Cook County

Indiana NP

\*(Dennis - 10th) Muncie and Richmond  
(Hudnut - 11th) NG Kokomo and Marion  
?(Landgrebe - 2nd) Lafayette and North (not Gary or S. Bend)?  
(Hillis - 5th) North of Indianapolis

Iowa NP

\*(Schwengel - 1st) Iowa City, Burlington, Davenport  
\*(Kyl - 4th) Des Moines

Kansas NONE

Kentucky NP

\*Nunn  
\*(Jackson - 6th) NG Frankfort, Lexington

Louisiana NONE

Maine NP

\*(Cohen - 2nd) NG Bangor, Lewiston and North

III Maryland

(Holt - 4th) NG Annapolis

I Massachusetts

?(Cronin - 5th) RO Middlesex County - Lowell ?  
\*(Weeks - 12th) RO Weymouth - Plymouth County  
\*(Linsky- 4th) NG Newton, Brookline, Framingham

I Michigan

Griffen

\*(Esch - 2nd) Ann Arbor and South

IV Minnesota

Hansen

\*(Zwach - 6th) St. Cloud and S. W. Corner

\*(Haatan - 7th) NG Moorhead and N. W. Corner

Mississippi NP

(Butler - 2nd) NG Columbus to Greenville

(Cochran - 4th) NG Vicksburg and South

III Missouri

\*(Sloan - 6th) NG St. Joseph

Montana NP

Hibbard

Nebraska NONE

Nevada NP

(Towell - ALL) NG at large

New Hampshire NP

Powell

I New Jersey

\*(Maraziti - 13th) NG Phillipsburg, Boonton

(Dowd - 3rd) NG Long Branch, Monmouth

New Mexico NP

\*Domenici

I New York

\*(Gilman - 26th) NG Newburg  
\*(Koldin - 32nd) NG Syracuse  
(Peyser - 23rd) Bronx and Southern Westchester  
(Vergari - 24th) NG White Plains and Yonkers

North Carolina NP

\*Helms  
\*(Martin - 9th) RO Charlotte  
\*(Hawke - 4th) NG Raleigh-Durham

North Dakota NONE

II Ohio

Oklahoma NP

\*Bartlett  
\*(Hewgley - 1st) RO Tulsa

III Oregon

II Pennsylvania

Rhode Island NP

\*Chaffee

South Carolina NP

(Limehouse - 1st) NG Charleston

South Dakota NP

\*Hirsch  
\*(Abdnor - 2nd) NG Western two thirds  
(Vickerman - 1st) NG Eastern Third

Tennessee NP

\*(Beard - 6th) NG Clarksville - Columbia

Texas NP

\*Tower

\*(Price - 13th) Amarillo, Wichita Falls  
(Steelman - 5th) NG Dallas

Utah NONE

Vermont NONE

Virginia NP

~~SECRET~~

III Washington

(Bledsoe - 4th) NG Yakima and North

I West Virginia

III Wisconsin

(Thomson - 3rd) La Crosse, Eau Claire  
(Froelich - 8th) RO Green Bay and North

Wyoming NP

(Kidd - ALL) NG at large

SENATE SEATS

	<u>STATE</u>	<u>CANDIDATES</u>	<u>POLLS</u>	<u>COMMENTS</u>
			<u>INCUMBENTS</u>	
	Michigan	Griffin (R) Kelley (D).	10/16 - 47-37-2-14 9/21 - 42-36-22	Lead still very soft, Detroit area still key, needs P visit.
	Texas	Tower (R) Sanders (D)	10/3 - 53-30-17 9/12 - 46-41-13	Tower pulling away as organization improves -- needs another showing of P interest. Still a lingering anti-Tower sentiment among voters.
	Delaware	Boggs (R) Biden (D)	8/15 - 63-18-19 9/15 - 41-29-31 10/15 - 46-40-14	Biden <u>very</u> attractive and running well. Boggs badly in need of P assist. TV & radio tapes will help.
			<u>REPUBLICAN SEATS</u>	
	Kentucky	Nunn (R) Huddleston (D)	10/3 - 53-30-17 9/12 - 46-41-13	Field reports organization needs pick-up. Nunn thinks campaign going well.
	Idaho	McClure (R) Davis (D)	10/9 - 47-30-23	Field reports encouraging.
	South Dakota	Hirsch (R) Abourezk (D)	8/1 - 38-44-18 10/6 - 39-44-17	Needs \$ and help in western part of state. Also Butz & Mrs. N. wanted.
			<u>NON-INCUMBENTS</u>	
<u>PROBABLE</u>	New Mexico	Domenici (R) Daniels (D)	39-24-37	Organization closely tied into P's. Needs \$ -- looks good.
	Rhode Island	Chaffee (R) Pell (D)	9/22 - 49-34-17 10/12 - Chaffee +8	Needs Mrs. N. visit, organization now working w/P's.
<u>POSSIBLE</u>	Georgia	Thompson (R) Nunn (D)	No good data	Field reports close race, running poor campaign. P's visit a real boost.
	Oklahoma	Bartlett (R) Edmondson (D)	Due 10/20	Campaign improving, still needs identity w/P.
	North Carolina	Helms (R) Galifianakis (D)	No good data	Running poor campaign -- too conservative, organization now improving w/ tie-in to P. Considered close enough to win.
	Alabama	Blount (R) Sparkman (D)	28-47-2-23	Well organized -- P coattails will be strong w/straight ticket. Needs more P involvement -- TV tapes.
<u>LONG SHOT</u>	Montana	Hibbard (R) Metcalf (D)	No good data	Needs \$ but now very doubtful and our resources should not be wasted here.
	Louisiana	Toledano (R) Johnston (D) McKeithen (I)	No good data	3-way race -- needs \$ and organizational help.
	Virginia	Scott (R) Spong (D)	No good data	Poor candidate, totally dependent on P landslide.
	New Hampshire	Powell (R) McIntrye (D)	10/16 - 30-58-15	Very conservative candidate, but trying to tie race in w/P's.

ADMINISTRATIVELY CONFIDENTIAL

October 18, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Boggs' District

There is no Republican candidate for Boggs' district, according to Dent. In the redistricting Boggs' district was made so safe that David Treen, who had tried to defeat Boggs previously, decided to seek the Congressional seat in the adjoining district.

There will be a special election held for Boggs' seat. This would probably be held in February or March.

GS/jb

THE WHITE HOUSE  
WASHINGTON

October 17, 1972

H  
FU  
10/18

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY C

Find out if we have a candidate in Boggs' district and what his calibre is and get a report in to Haldeman by close of business Wednesday.

10/17 Dent - no Rep cand;  
Redis  
- Treen running in next district  
Challenge whether get cand in  
- Hold special elec but wouldn't  
be held until Feb/Mar.  
- no way we can run a man in.

ADMINISTRATIVELY CONFIDENTIAL

October 18, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: New York and California  
Legislature Endorsements

The New York and California GOP and CRP organizations have asked for endorsement letters for some of their state legislature candidates. The general rule, enforced by Dent and Price, is that blanket letters of endorsement do not go out to unselected local office holders.

In New York 10 of the requested 108 have been done by special appeal. The balance should receive a standard endorsement letter according to Harry Dent, the New York GOP, the New York CRP, and the CRP Regional Director.

In California, Nofziger and the CRP Regional Director have asked for endorsement letters for the 18 "Cal Plan" candidates. According to Nofziger on October 17, Reagan is actively pushing for these letters.

Because there are only 19 days left, telegrams would be better than letters. Nightletters cost \$3.20 each, one-third that of a telegram.

Alternative language for the endorsements appears in the attached. One is a full, warm endorsement; the other is a "Best Wishes" message.

Recommendation:

That the "Best Wishes" nightletter be sent to the New York and California state legislature candidates.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comments \_\_\_\_\_

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 17, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Gallup Surveys -  
John Davies Discussion

In a long conversation with John Davies of Gallup he made the following points:

- 1) There is some indication the President's vote among Youth is softening, but the sample is too small for a public release on that point;
- 2) Gallup will continue releasing information during the campaign regarding likelihood of voting which indicates the President does much better than McGovern among those voters who will vote;
- 3) Davies and those at the New York Times using the Yankelovich survey are in contact regarding comparative results;
- 4) Dr. Gallup, Sr. distrusts telephone polling. In 1968 Davies directed a political polling operation to run simultaneously with the field polls. Davies says, "I would look extremely carefully at what the telephone polls show". The result was that telephone polling showed the President 5% above the field poll results;
- 5) Davies disregards Sindlinger entirely, indicating that the Sindlinger attempt to pick up subjective trends is a lot of crap. Whether the comments are coming from Nixon or McGovern supporters and whether the vote is influenced is crucial and Sindlinger doesn't show this;
- 6) Although the "corruption" charge will "make some difference", the public believes "all politicians are corrupt", so it doesn't have much effect;

7) Dr. Gallup, Sr. believes that the questions on handling peace and prosperity lead trial heat changes. In 1968, the Democrats began improving in both of these categories before Humphrey began moving up in the trial heats;

8) In 1972 the only shift on handling peace and prosperity has been "away from the Democrats ... the Republicans for the first time have a pretty substantial lead on both of those questions of keeping the country out of a major war and keeping the pursestrings in sensible shape".

9) Davies believes it cannot be determined this early whether it would be helpful for a heavy or a light turnout. The question is whether the Democrats who now support the President might just sit out the election rather than vote for the President or McGovern;

10) The President's economic policies and McGovern's screwball plans are holding the Democrats for the President. The main issue for the President's Democrats is not national defense. For every Democrat Gallup interviewed who opposed busing or amnesty, there were 2 or 3 Democrats who couldn't stand the welfare plan and giveaway programs;

11) National defense is not a burning issue any more; and

12) In Davies' opinion, McGovern has to convince the people that the war is still going on at full steam in order to win. He also has to do something with his position and perception on the economy.

GS/jb

October 17, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: California Field Poll

Nofziger called late last night with the results of the Field Poll, to be released soon in California:

	<u>RN</u>	<u>McG</u>	<u>Others</u>	<u>Un</u>
Sep 29-Oct 6	50	36	2	12

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

TV Buys

Peter Dailey had the answers this afternoon to the questions you asked on the attached memorandum. To summarize:

Democrats:

Friday, October 20 - 10:30-11:00 p.m. - ABC  
McGovern on Economics  
Wednesday, October 25 - 7:30-8:00 p.m. - ABC  
McGovern on Unknown Subject  
Monday, November 6 - 8:30-9:00 p.m. - ABC  
Subject Unknown

Connally's 1/2 hour:

Friday, October 20 - 7:30-8:00 p.m. - NBC, ABC, and 34 CBS  
local TV markets  
Monday, October 23 - Negotiating; nontime or network set

GS/jb

THE WHITE HOUSE  
WASHINGTON

MS  
Answer today  
please  
L

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN **S**

SUBJECT:

TV Buys

Joanou reports that the Democrats have cleared 10:30-11:00 p.m. on Friday, October 20 for McGovern's speech on Economics.

*what network*

The November Group is buying Friday, October 20 at 7:30 p.m. for the Connally 1/2 hour,

The Democrats have also cleared October 25, 7:30-8:00 p.m., for a McGovern speech. Subject and network are not yet known.

*what cleared Monday*

*They can't clear it w/o network*

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Reaction to the  
President's Documentary

Peter Dailey received three calls with comments on the documentary that ran on Saturday, October 14.

Bart Cummings of Compton Advertising thought the film was excellent. His view was confirmed by Tom Adams of Campbell.

John Gavin, President of the Screen Actors Guild, called Dailey and told him that the vignettes on the President were particularly effective. Also, Gavin said that the use of "the President" several times with infrequent use of "Nixon" was effective.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 17, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

National Telephone Survey #3  
Polling Dates: Oct 13-15, '72  
Respondents: Total - 1,056  
Registered - 922

This package includes the requested materials from the third 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.

The demographic comparison of Presidential popularity, handling of Vietnam, and the trial heats have just been computed and will follow as soon as possible.

GS/jb

October 14, 1972

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

Bob Teeter called with polling information from several states:

Michigan

The Detroit News will release their MOR poll on October 15:

	<u>+RN</u>	<u>McG</u>	<u>Schmitz</u>	<u>Un</u>
MOR - Oct 8-11	50	37	1	12
ORC - Spt25-Oct5	63	26		11
MOR - Spt17-21	52	37		11
MOR - Spt 1	54	38		8

A review of previous Michigan elections shows that the Democratic candidate will pick-up 6-8 points from the undecided.

Massachusetts

Teeter learned that Becker will release a poll tomorrow showing the President with a 4 point lead in Massachusetts. Teeter does not have any more information.

Minnesota

MacGregor told Teeter that tomorrow Minnesota's poll will show the President with a 22 point lead. No more information is available.

Delaware

MOR just did a survey which shows Senator Boggs in trouble in Delaware. The final figures will be available late tonight. The President is doing well in Delaware.

Rhode Island

A Becker Poll conducted last weekend shows Chaffee with an 8 point lead. No other figures are available. Newspaper polls have shown Chaffee with an 8-12 point lead. Chaffee is anxious to have Mrs. Nixon visit the state.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

N.Y. and L.A. Nielsen Overnights

President's Documentary

N.Y.	10/5	9.6
L.A.	8.6	

McGovern's Speech

N.Y.	5.9	7.7
L.A.	9.5	

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

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FROM:

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