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16	16	11/11/1970	<input type="checkbox"/>	Campaign	Other Document	Notes Regarding Political Organization and Problems. 5 pgs.

November 11, 1970

NOTES

RE : Political Organization and Problems

Specific problem areas requiring immediate intensive attention are:

Suburbs - Rumsfeld to ride herd on developing a new strategy.

Farm - Need a whole look at political necessities in this area.

Economy - Can't do anything on this directly but must keep a close eye.

Regions - Don't write off these areas - particularly New England and the South. We'll go after all regions in almost all states - even Massachusetts unless Teddy Kennedy is on the ticket.

Population Groups - Blue Collar, Catholics, etc. Colson in charge of overall program.

Specific states requiring immediate attention and overall plans:

California

Illinois

Ohio

Wisconsin

Missouri

Texas

Florida

Pennsylvania

All of these must be organized not around the Republican Party but on a Committee for Nixon. This especially applies in the South. Committees should also be set up in :

Georgia

North Carolina

Virginia

A fresh approach must be established.

Immediate thought must be given to plans for a number of backers must be prepared to move in and this should be explored thoroughly and scientifically. Colson should be on top of this.

We must be prepared for the Democratic strategy in Congress which will probably be to introduce a number of major programs that we can't approve in the area of education, health and pollution. Their plan will be to force us to veto these popular programs and thus put us in the worse possible light. To counteract we need our own legislative program on a positive basis with a few really good measures. Also we must develop an expansive budget for 1972 - not based on the HEW giveaways, but in the areas that create jobs - not the areas that take care of the poor.

We also have to recognize we can't blame the Democrats anymore for what we inherited, everything from here on is our problem.

General strategy on the Democrats should be to build up all the Democratic candidates so that there is no unifying factor behind any one front leader. We need to develop a program to pin every Democratic Senator in Congress on the compulsory integrated housing issue. This should be done by letters to each candidate and by questions and press conferences to get them on the record at this early stage. One individual must be assigned to get this done. We need to develop immediately a plan for polling activities leading up to 1972. Specifically we should have a program for quickie polls in key states to keep a continuous benchmark reading. We don't need very many huge polls in depth.

We also need an analysis of what happened to the polls in 1970, particularly why they didn't show the significant shift that took place in the West.

The general strategy has got to include a major run at New York and Pennsylvania especially because of the softness in Illinois and California. Also we need a very careful analysis of the way to approach Texas.

We need to make a decision on the general approach to the convention fairly soon. On an overall basis our convention should be second and it should be late. We should work for a short campaign with Presidential participation limited to three weeks maximum.

The convention should be cut down to approximately two days - certainly not four and we should look for a new approach to the whole thing. The city should not be the same as that of the Democrats. First choice is probably Chicago, if Illinois is winnable. Second choice would be to take one of the states that we need - New York, Cincinnati, Philadelphia, would be the prime contenders.

The whole approach to the convention should be based on how to make it a good television program.

We have to set up a man to man operation on each of the Democratic candidates with full follow through. Ed Morgan should be in charge of this. There should be full research with a desk man on each candidate.

We need a systematic study of all the publishers who will be important in terms of endorsements and are worth going after. We need to lock up the good ones that are with us such as Annenberg but also pursue those who are doubtful. This would include Knight, Cowles, all the Chicago papers, Cleveland, Columbus, Cincinnati, Newhouse, Miller, Copley, Hearst, Chandlers.

We can't let any of these get away and we've got to determine at each paper who will be making the editorial endorsement decision and then work on him.

In the area of television we've been working on the wrong targets. We haven't gained much ground with Sarnoff, Paley and Goldenson. We should be working on the real power people that are on the air such as Reasoner and Smith, Kaplows, etc. Colson should be riding herd on the TV, not just the networks, but to be sure we're covering all the major independence.

We should start work immediately on a documentary for television. The one done by the RNC missed the point cause it didn't build the enormous importance of the key things such as the November 3rd speech. The new one must be done much better.

We've got to stay on top of the mock conventions at universities, also develop a program for reaching professors and intellectuals and a program for reaching and maintaining contact with our columnists. Also we need to develop a real youth thrust to make sure that we dont leave youth to the opposition.

Dent should move now on the South but not as a Republican just a Nixon organization. Also he should develop his regional plan.

We have to have plans immediately for New York, Pennsylvania, Illinois, Ohio, California, and Texas. At the second level, Missouri, Indiana, Wisconsin, New Jersey, Connecticut and Florida. At the third level, the Southern states, the Mountain states, and the farm states. Each state must be handled differently and a plan developed for each one fitting its particular situation.

In addition to having one man in charge of each state - and we should start setting that up now so that we do have a key person assigned to each one of these individual states and reporting directly to the President when he wants a report - we should also plan for polling state by state - these will be much more helpful than national polls.

We should investigate bringing in Bob Price to put him in charge of New York. Also the question of what Mitchell thinks about Bob Lee and Cliff White. Also Mitchell should talk to O'Daugherty regarding the true story of who really put the New York victory together.

The Ripon Society has succeeded in getting a lot of play with their stuff. Can't we set up an opposing force to get equal mileage? Maybe something under Jim Buckley's banner.

Something has to be done on the selection and bringing in of a finance chairman quickly.

A lot of thought has got to be given to campaign scheduling - the question of whether a dog and pony show really does any good - or whether we should simply concentrate on television with only enough public exposure to make the point.