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<td>Memo</td>
<td>From Magruder to Mitchell RE: newspaper articles on the GOP and younger voters. Articles attached. 4 pgs.</td>
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<td>From Magruder to Mitchell RE: a &quot;Life&quot; article and young voter registration. Related newspaper article attached. 3 pgs.</td>
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<td>From Huntsman to Haldeman and Colson RE: McGovern, Muskie, and McCloskey's efforts to woo younger voters. 1 pg.</td>
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<td>From Magruder to Mitchell RE: publicity for GOP efforts to entice youth voters to supporting the party. 2 pgs.</td>
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<td>From Magruder to Mitchell RE: Rietz's efforts to target youth voters in Florida. 1 pg.</td>
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<td>From Rietz to Magruder RE: the status of efforts to register younger voters as Republicans in various states. 3 pgs.</td>
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<td>From Magruder to Mitchell RE: a Rietz report on GOP efforts to engage youth voters in the election process. 1 pg.</td>
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<td>From Rietz to Magruder RE: a report on voter totals in important states. Registration figures from important states attached. 5 pgs.</td>
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<td>From Rietz to Magruder RE: the lackluster results of college campus voter registration drives in southern states. 1 pg.</td>
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<td>From Magruder to Mitchell RE: a &quot;Newsweek&quot; youth voter poll showing totals in trial heats involving RN and various Democrats. 2 pgs.</td>
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<td>From Magruder to Mitchell RE: information from Rietz on younger voter registration in key states. 5 pgs.</td>
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<td>From Rietz to Rumsfeld RE: 1968 college mock conventions and the use of RN administration figures as speakers to entice young voters to register. List of colleges which held mock conventions attached. 5 pgs.</td>
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CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Articles have appeared in the Los Angeles Times and MONDAY concerning our youth activities. Both have received a very positive reaction.

Jules Witcover's piece, which ran nation-wide, is especially interesting considering his usual leftward slant.

JEB S. MAGRUDER

Attachments

bcc: Mr. H. R. Haldeman
YOUTh VOTING STUDY SHOWS THINGS NOT ALL THAT BAD FOR GOP

Facts and figures being compiled by the Committee for the Re-Election of the President show contrary to popular belief the Republican Party prospects with the 25,000,000 new young voters are far from bleak.

"I'd say things are looking better every day," Ken Rietz, Director of the Committee's New Voter Task Force told MONDAY.

The report that makes Rietz feel this way is probably the most complete youth study to date. Based on nationwide data as well as statistics from 16 states considered crucial to President Nixon's re-election, the report shows that the Democratic Party is registering 10-15 percent less young people than the usual rate at which adults register Democratic in some of the larger states. The study indicates that this 10-15 percent of Democrats quite often register Republican or Independent.

The voter analysis also shows that in some of the larger states the Republican Party is registering people at a rate of up to 10 percent above the usual Republican registration rate and this is attributable to the influx of new, young voters.

Positive Campus Opinion

While the study acknowledges that opinion negative to the President runs high on some college campuses, it also notes that college students account for only 20 percent of the newly enfranchised young voters. However, the report states, since the President's announced plans to travel to Communist China and his new economic policies, there has been an upswing in positive feelings among college youth toward the President.

Perhaps the most interesting finding of the study is that more than half of the new voters are presently identified as wage earners, ranging from blue-collar workers to young suburbanites. This group of voters cannot be judged by the same criterion as the college student. The study shows that they are primarily interested in the bread and butter issues and will be inclined to vote their pocketbooks instead of a particular issue.

Other identifiable groups within the 25,000,000 include 5.8 million persons attending college, 900,000 attending high school, 1.9 million serving in the military and 1.8 million unemployed. The male-female breakdown shows 12.7 million women and 12.4 million men.
Long Hair, Mod Dress, but He’s a GOP Pro
Youthful Party Worker Is Trying to Counter Democrats’ Campus Vote Drive

BY JULES WITCOVER
Times Staff Writer

WASHINGTON — Ken Reitz, just turned 30, long of hair and mod of dress, is an unlikely looking Republican Party pro. He would not cause a raised eyebrow at any of the dump-Nixon youth voter registration drives being held by the President’s foes around the country.

But he is, in some ways, the GOP’s undercover answer to Democrat Allard K. Lowenstein, the 25-year-old career campus organizer credited with starting the dump-Johnson movement in 1967 and 1968 and now trying to work the same political magic against Mr. Nixon.

Lowenstein, assisted by Republican Reps. Paul N. McCloskey Jr. of California and Donald W. Riegle Jr. of Michigan, is dashing frenetically from campus to campus exhorting American youth to register.

Billed as Bipartisan
The effort is billed as a bipartisan one, but on-the-spot registration so far has been overwhelmingly Democratic. Reitz is a G.O.P. task force trying to counteract this effort by spurring registration of Republicans who will vote for the President.

Working out of the Committee for the Re-election of the President, the skeleton operation for the 1972 Nixon campaign, Reitz is spending three or four days a week on the road, urging Republican county leaders to turn their attention and energies to the 21 million potential new voters who would be eligible by the lowered voting age of 18.

The effort is rooted in the Republican conviction — underlined by research recently completed by Reitz — that contrary to the general assumption, youth registration is relatively low. Also, this check concludes that party choice follows the same ratio shown by their elders.

A Gallup poll released Monday indicated that 45% of voters age 21 and older consider themselves Republicans, and the rest — 55% — call themselves Independents.

The same poll said, however, that report of the 18-20 age group found 60% classifying themselves Independents or Uncommitted in party preference.

This Republican research, according to party sources, has found that the dump-Nixon registration efforts of Lowenstein, McCloskey and Riegle have been effective among pockets of young voters and that college students are registering more hastily than nonstudent youth.

But on balance, the White House has been told, the overall registration pattern is such that it warrants a strong Republican effort in pursuit of the young between now and the November, 1972, election.

Reitz, although he is only 30 and looks younger, is not cut from the mold of Lowenstein, who has been working campus politics for more than a decade. Rather, the young Republican is an old-school political pro.

College Students
Reitz is a partner of Harvey Troelove, one of Mr. Nixon’s media researchers, minds in the 1968 campaign, and spent a year in Tennessee building and nurturing the organization that helped Republican Sen. Al Gore in what probably was the chief G.O.P. victory of 1970.

G.O.P. leaders are being told that for all the publicity about heavy Democratic registration among college students, only 5 million of the 25 million potential first-time voters are attending college, and 10% of them go to institutions within 100 miles of their home towns.

This statistic is being interpreted by Republican researchers as minimizing the importance of rulings in California and 16 other states that students may vote where they are attending college.

According to Republican National Committee sources, the rulings in favor of on-campus voting will be more of a factor in local elections than in the presidential election.

Domination of local community politics by the campus electorate is a real possibility now, they say.

But with 70% of students going to school within 100 miles of home, the expectation is that the popular vote in any state in the presidential election will not differ too much, whether a student casts his ballot on campus or back home.

While the evidence fails to support the impression that youth registration means a huge Democratic registration, the Republican researchers contend, the widespread publicity given to that impression is itself a problem in persuading G.O.P. politicians that the youth vote is worth going after.

In any key state for Mr. Nixon in 1972 as Ohio, New Jersey and Illinois — all carried by him in 1968 but considered major 1972 battlegrounds — an influx of new voters could be pivotal.

While Reitz is traveling the country spreading the word that youth registration is not necessarily bad news for Republicans, these G.O.P. youth organizations — Young Republicans, College Republicans and Teen-Age Republicans — are launching grassroots sign-up efforts next spring.
Supported by the Republican National Committee, the focus is first on selling the record of the Nixon Administration toward youth and then on registering those who buy the argument that the record has been good. Pamphlets such as one entitled, "Is Anyone Listening? Does Anyone Give a Damn?" stress the Administration's efforts to wind down American involvement in the Vietnam war and to end the draft, and Mr. Nixon's signature of the 18-21 vote legislation.

"One thing we've made a very large mistake about," Carl Rove, executive director of the College Republicans said, "is we haven't trumpeted our accomplishments for youth."

Nearly 1,000 colleges are on the college mailing list, about 2,500 receive weekly reports from a special Washington campus news service.

The Young Republicans, according to Cindy Shelton, their 22-year-old executive secretary, are in the process of trying to identify all the 18-25 first-time voters in the nonstuent category in five key states. In Wyoming, which is not one of the five, 70,000 first-time voters have been identified and 700 of them canvassed by phone as a prelude to voter registration.

Miss Shelton acknowledges that if youth's party affiliation follows past patterns, Republicans will trail not only Democrats but also independents. But she expresses a conviction that the trend toward independent voting will benefit the GOP, whether youth registers Republican or not.
MEMORANDUM FOR THE ATTORNEY GENERAL

This week an article on young voter registration appeared in Life magazine. Because this article seemed to suggest greater activity in the area of young voter registration than we have indicated, we checked its content against our findings with the following results.

The Life article, "Young Voters Surge to Enroll in the System," is extremely short on facts. The statement -- "as recently as two months ago, less than 10% of those from 18-21 had registered. But now the figures have jumped to 25%, 50%, and even 75% in some cities" -- is true, but deceptive. Registration figures for the new voter on a national level are still ranging from 10 to 15%. There are very definitely some cities with new voter registration as high as 60%. These cities also had extremely high registration figures two months ago because there has been a concerted registration drive aimed at the new voter in these cities. These high youth registration areas are very few and far between, and in fact Life confirms one of the findings of the Rieptz report: that young people when confronted with an organized registration drive will register, and usually in favor of whomever is running the registration effort.

The Lowenstein registration rallies, which were mentioned in the report, have been notably unsuccessful in actually registering anyone. The one truly successful registration rally, as noted in the article, was held in Pittsburgh. This rally was sponsored by every leader of note in both the Republican and Democratic parties and was attended by 15,000 to 25,000 people. The Supervisor of the Allegheny County Bureau of Elections says that 2,600 people (note the 4,000 that Life reported) signed up at this rally.

JEB S. MAGRUDER

bcc: Mr. Haldeman
GOP Finds
Solace in
Youth Vote

By Ken W. Clawson
Washington Post Staff Writer

President Nixon's campaign strategists are happily digesting a study of the nation's potential first-time voters that shows the Republican Party holding its own in registration.

Concentrating on 16 key states whose combined electoral votes would re-elect President Nixon, the study shows GOP registration by new voters in the 18- to 25-year-old brackets varying only 5 to 10 per cent from the usual Republican-Democratic ratio.

Administration sources said yesterday that the independent category of voters "is the only real gainer," despite widespread Democratic claims of success in registration drives aimed at the youth vote.

"Our research shows that in some states the Democrats are losing, proportionately, to the independents and we are holding close to our normal ratio," an administration source said.

The President's campaign strategists see evidence in the study that early claims and predictions that the youth could vote would be overwhelmingly cast Democratic were overstated said.

Mr. Nixon's campaign aides do not quarrel with the Gallup ratio. But they point out that their chances for success increase as the pool of independent voters gets larger.

Administration officials said their research on potential new voters was based on reports nationally as well as from 16 states the Republicans consider crucial to Mr. Nixon's 1972 bid for re-election. In the key states, which they refused to identify except to say that they are "the states the President must have to win," they
While acknowledging antinixon sentiment on campuses, the Administration officials said they found those opposed to the President were not necessarily in favor of a Democrat. More often, sources said, an anti-Nixon sentiment translated to a gain for the independent category.

"Even on the campuses, we found that young people are more interested in the President since his wage-price freeze and the announcement of his China visit," an official said.

Ratification of the 26th Amendment to the Constitution expanded the electorate by 11.4 million persons between the ages of 18 and 21. Another 13.7 million persons between 21 and 25 will be eligible in 1972 to participate in their first presidential election, bringing the potential first-time voters to 25.1 million.

The GOP study identified a target bloc comprising more than half of these new voters. A total of 12.8 million men and women were identified as wage earners, ranging from blue collar workers to young suburbanites. Here is a category of potential voter who is interested in bread and butter issues," said an administration source.

"These are people who will vote their pocketbooks instead of the (Vietnam) war. We will also do better among the young blue collar workers because they are not political party oriented as were their parents."

Other identifiable groups within the 25.1 million total include 5.8 million persons attending college; 900,000 attending high school; 1.9 million serving in the military and 1.8 million unemployed.

The young voter study was prepared for the Committee for the Re-election of the President by a research team headed by Kenneth Rietz, a political consultant with close ties to the Nixon administration.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 12, 1971

MEMORANDUM FOR: H. R. HALDEMAN
CHARLES W. COLSON

FROM: JON M. HUNTSMAN

SUBJECT: Women

It was reported in the October 11, 1971 News Summary that:

"McGovern and Muskie have done away with the traditional women's division -- setting up a women's rights committee and staffing females throughout their organization...GLOBE and MONITOR both report on the bust of the 18 year old vote registration rally in Boston. Only 2-3,000 of an expected 30,000 turned up -- only 536 registered. And in Cambridge, a grand total of 30 came to a "mass registration". Muskie, McCloskey, McGovern all spoke at the Boston affair -- their pleas were unheeded."

The President asked if we could top this? It was pointed out that it, of course, is all staged (and can be).

Please submit your report to the Office of the Staff Secretary.

Thank you.

cc: Alexander P. Butterfield
MEMORANDUM FOR THE ATTORNEY GENERAL

The reaction to the positive publicity we have received on voter registration has been excellent. We have received at least 20 calls from interested people ranging from Senators to newsmen wanting to see our report.

Congressional Quarterly called to ask if the figures used were accurate so they could use them, and the Republican Congressional Campaign Committee is going to use the articles. NBC called Ken Rietz to request an interview (he refused) and check the accuracy of the statistics.

Jules Witcover claims his article has caused quite a reaction from the Lowenstein organization. They first doubted the statistics, criticized Witcover for giving us such good publicity, and then asked if he could get them a copy of the report.

We should be able to continue this kind of good publicity with background sessions for carefully selected newsmen. It would seem appropriate to get into some actual statistics with several nationally syndicated columnists.

AGREE

DISAGREE

COMMENT

CONFIDENTIAL
In addition, we should do some "for the record" sessions with leading correspondents. There has been substantial pressure for this. Senator Brock, as Chairman of the Youth Advisory Committee, should be thoroughly briefed on this subject and allowed to speak on the record.

AGREE  ___________________________________  DISAGREE  ___________________________________

COMMENT  ___________________________________

JEB F. MAGRUDER
CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Youth Campaign Plan

In Ken Rietz's youth campaign plan he requests permission to begin registration activities in certain states. Because it is necessary to initiate this activity in the fall, we have begun our planning even though you have not had a chance to approve his report.

Recommendation

That you approve the enclosed memorandum from Ken to begin registration activities in Orange County, Florida.

Approve [ ]  Disapprove [ ]  Comment

Enclosure

CONFIDENTIAL
MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ
SUBJECT: Voter Registration Drive in Orange County, Florida

Orange County (Orlando) ranks fifth in the number of new voters in Florida counties with 53,665.

We have selected this county for a demonstration project. Our reasons are:

1) The large number of new voters.
2) The statistics on current registration indicate we are presently registering more than 40% in the Republican Party.
3) There is no current activity.
4) The county Republican organization is very strong.
5) It has a very popular Congressman who is easy to work with - Lou Frey.
6) While the President received only 48% of the vote, indications are now that he is very strong.

We plan to conduct during November a complete canvass of Orange County to identify and register new voters who support the President. During my visit to Orlando Monday, all of the various GOP organizations in the county agreed to the drive.

Organized under Congressman Frey, the tentative schedule for the drive is:

October 9 - Planning session in Orlando with all concerned parties.
November 1 - Drive kickoff with Senator Brock as the main speaker at a mass rally.
November 20 - Drive closes with a thank-you party.
With the proper organization and publicity, we hope to demonstrate to Republican leaders throughout the country that the new voters are an asset, not a liability if the approach is proper.
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Youth Activities

Enclosed is Ken Rietz’ latest report on youth registration. Of particular importance is the fact that Ken and I met with Tom Evans at the RNC and got an agreement that they would begin their activities in this area earlier than they had planned. As you know, the RNC felt that the President was not in a strong enough position for this activity and they also felt it was too early. They have now agreed to begin work as soon as possible, and they plan to hold a seminar for the primary and key state GOP leaders on November 11. At that time, we will set up targeted registration drives for later this year and early next year.

You will note that Ken would like you to attend the luncheon and speak to the group so that they understand the importance of our youth registration activities. We also plan to use Senators Brock and Dole at this seminar.

JEB S. MAGRUDER

Enclosure

bcc: Mr. H. R. Haldeman
MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ
SUBJECT: Voter Registration

RNC. Growing out of our discussion with Tom Evans, the RNC has agreed to invite the Executive Directors, State GOP Chairmen, and/or key state GOP leader from the key states to a voter registration seminar on November 11. At the seminar we will discuss our research and ask these state leaders to set up targeted registration drives this year and be ready to kickoff state-wide drives early next year. Hopefully, the Attorney General will be the luncheon speaker and urge them to devote their time and resources in their major counties to voter registration.

New Hampshire. The kickoff for our signature canvass on nominating petitions which will be combined with a voter registration drive is scheduled for November 1. We will have young people in the major counties going door to door asking for signatures. Those who sign will be asked if they are registered, and those who are not will be assisted.

Tennessee. We are conducting a canvass now of the dormitories at the University of Tennessee in Knoxville. Students are being asked if they support the President or one of the Democrats, and those who support the President are being assisted in registering.
We are attempting to set up a drive in the Knoxville high schools. There have been some problems with this, but we are hopeful the November 1 deadline for a kickoff will be met.

A Memphis precinct voter canvass and registration drive is in the formative stage and will probably not get underway until early next year.

Florida. Our demonstration voter registration drive in Orlando will start on November 1. The entire metropolitan area will be canvassed to locate new voters and determine their Presidential preference. Those who support the President will be assisted in registering. This drive will run three weeks and will cover 150,000 homes. It is well organized, thanks to our staff man who has been down there two weeks. All of the factions of the party are finally working together. Senator Brock will speak at a workers' rally November 1 to kickoff the drive.

New Mexico. A demonstration voter registration drive will be conducted in four wards of Albuquerque during November.

Illinois. The College Republicans are organizing voter canvasses and registration drives this year on all the major campuses in the state. We will be checking their results on December 1.

Wisconsin. I meet with John McGiver Monday on youth registration.

California. The state is still doing little. The only way we will get anything started is by hiring a fieldman, and I hope to accomplish that task in California next week.

Texas. The state has not decided that registering new voters is a worthwhile project. The seminar should help change their minds, but we will need staff help. I am looking for someone now.
House and Senate. Senator Brock will meet with GOP Members of the House and Senate to urge them to begin selective registration drives in their districts.

I am working now to set up meetings in Oregon, Ohio, Pennsylvania, Indiana, and Virginia. The other states will follow.
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: New Voter Registration

Enclosed is Ken Rietz' monthly report on new voter registration in key states.

He has noted that new voter registration is continuing to mirror the percentage of older voters.

JEB S. MAGRUDER

Enclosure

bcc: Mr. Haldeman

CONFIDENTIAL
MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ

Attached is our October 1 report on new voter registration in key states. These figures indicate registration is still very low, and except in some areas, we are maintaining our percentage of Republican registrants within 10% of the older voters. (For example, of the 404,437 new voters registered in the two parties in these California counties, 61% have registered Democratic. Among older voters, 57.5% are registered in the Democratic Party. In Florida, where 77% of those registered in the counties we've checked are Democrats, only 67.6% of the new voters have registered as Democrats.)

The impact of our voter registration drives should begin to be reflected in the November 1 report.
### CALIFORNIA

<table>
<thead>
<tr>
<th>County</th>
<th>Democrat</th>
<th>Republican</th>
<th>Total</th>
<th>Democrat</th>
<th>Republican</th>
<th>Potential New Voters</th>
<th>% of Total New Voters That Are Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>28,597</td>
<td>10,354</td>
<td>326,641</td>
<td>158,857</td>
<td>186,857</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>129,687</td>
<td>67,260</td>
<td>1,753,229</td>
<td>1,193,254</td>
<td>1,061,819</td>
<td>17.5%</td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>44,438</td>
<td>31,247</td>
<td>263,372</td>
<td>260,122</td>
<td>283,404</td>
<td>26.1%</td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>11,644</td>
<td>19,474</td>
<td>273,850</td>
<td>140,649</td>
<td>170,841</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>32,652</td>
<td>29,084</td>
<td>252,590</td>
<td>326,459</td>
<td>217,453</td>
<td>27.6%</td>
<td></td>
</tr>
</tbody>
</table>

### FLORIDA

<table>
<thead>
<tr>
<th>County</th>
<th>Democrat</th>
<th>Republican</th>
<th>Other</th>
<th>Total</th>
<th>Democrat</th>
<th>Republican</th>
<th>Potential New Voters</th>
<th>% of Total New Voters Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillsborough</td>
<td>6,288</td>
<td>2,741</td>
<td>591</td>
<td>184,158</td>
<td>32,416</td>
<td>75,364</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Dade</td>
<td>16,883</td>
<td>5,273</td>
<td>380,774</td>
<td>79,007</td>
<td>170,026</td>
<td>71,332</td>
<td>4.7%</td>
<td></td>
</tr>
<tr>
<td>Broward</td>
<td>7,588</td>
<td>5,298</td>
<td>969</td>
<td>142,228</td>
<td>106,248</td>
<td>71,332</td>
<td>5.2%</td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>1,944</td>
<td>1,506</td>
<td>81,868</td>
<td>42,984</td>
<td>53,665</td>
<td>2.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duval</td>
<td>7,716</td>
<td>4,667</td>
<td>411</td>
<td>175,831</td>
<td>23,754</td>
<td>92,039</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

Registration closes in Florida October 2 through November 2. We hope to have final Florida registration totals for 1971 by our 11/1/71 report.

### ILLINOIS

<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Potential New Voters</th>
<th>% New Voters That Have Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cook County</td>
<td>48,812</td>
<td>79,812</td>
<td>780,040</td>
</tr>
<tr>
<td>Chicago</td>
<td>7,784</td>
<td>11,281</td>
<td>71,792</td>
</tr>
<tr>
<td>Lake</td>
<td>5,817</td>
<td>13,183</td>
<td>64,372</td>
</tr>
<tr>
<td>DuPage</td>
<td>not available</td>
<td>40,960</td>
<td></td>
</tr>
<tr>
<td>St. Clair</td>
<td>not available</td>
<td>36,099</td>
<td></td>
</tr>
<tr>
<td>Kane</td>
<td>not available</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
INDIANA

<table>
<thead>
<tr>
<th>County</th>
<th>Potential New Voters</th>
<th>New Voters Registered</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marion</td>
<td>7,179</td>
<td>196,680</td>
<td>3.5%</td>
</tr>
<tr>
<td>Lake</td>
<td>3,110</td>
<td>80,805</td>
<td>3.7%</td>
</tr>
<tr>
<td>Allen</td>
<td>1,241</td>
<td>44,266</td>
<td>2.8%</td>
</tr>
<tr>
<td>St. Joseph</td>
<td>not available</td>
<td>41,171</td>
<td>-</td>
</tr>
<tr>
<td>Tippecanoe</td>
<td>1,511</td>
<td>29,956</td>
<td>5%</td>
</tr>
</tbody>
</table>

Registration closes the first week in October. The final 1971 registration figures for Indiana should be included in the 11/1/71 report.

IOWA

Iowa law requires permanent registration in cities over 10,000 and counties over 50,000 only. Because registration is not compulsory, no figures are available until after election day 1971. Complete registration report for new voter population centers of Iowa should be completed by 12/1/71.

NEW YORK

No further registration figures are available for New York new voter population centers until 10/11/71. Will be included in the 11/1/71 report.

NEW JERSEY

No further registration figures are available for New Jersey new voter population centers until 10/8/71. Will be included in the 11/1/71 report.
NEW HAMPSHIRE

No accurate registration figures available until after the first week in November. The final state registration figures for key population areas will appear in the 12/1/71 report.

OREGON

<table>
<thead>
<tr>
<th></th>
<th>Registration 1/1/71 to 10/1/71</th>
<th>Total Registration</th>
<th>Potential New Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Democrat</td>
<td>Republican</td>
<td>Other</td>
</tr>
<tr>
<td>Multnonah</td>
<td>3,226</td>
<td>808</td>
<td>1,000</td>
</tr>
<tr>
<td>Lane</td>
<td>5,573</td>
<td>1,954</td>
<td>598</td>
</tr>
<tr>
<td>Clackamas</td>
<td>2,195</td>
<td>1,311</td>
<td>352</td>
</tr>
<tr>
<td>Washington</td>
<td>491</td>
<td>307</td>
<td>159</td>
</tr>
<tr>
<td>Marion</td>
<td>not available</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OHIO

Registration in Ohio is optional except in cities with a population of 16,000 inhabitants or more. Since registration is not required in all areas, no meaningful figures will be available until after the November 1971 local elections.

PENNSYLVANIA

<table>
<thead>
<tr>
<th></th>
<th>Registration 1/1/71 to 10/1/71</th>
<th>Total Registration</th>
<th>Potential New Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Democrat</td>
<td>Republican</td>
<td>Democrat</td>
</tr>
<tr>
<td>Montgomery</td>
<td>2,272</td>
<td>2,372</td>
<td>75,232</td>
</tr>
<tr>
<td>Bucks</td>
<td>5,511</td>
<td>4,098</td>
<td>69,395</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>16,444</td>
<td>6,215</td>
<td>550,719</td>
</tr>
<tr>
<td>Allegheny</td>
<td>15,261</td>
<td>5,072</td>
<td>510,352</td>
</tr>
<tr>
<td>Delaware</td>
<td>2,301</td>
<td>3,946</td>
<td></td>
</tr>
</tbody>
</table>
### TENNESSEE

<table>
<thead>
<tr>
<th>County</th>
<th>Potential New Voters</th>
<th>% of Total New Voters Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelby</td>
<td>4,634</td>
<td>124,756</td>
</tr>
<tr>
<td>Davison</td>
<td>not available</td>
<td>75,045</td>
</tr>
<tr>
<td>Hamilton</td>
<td>3,080</td>
<td>37,480</td>
</tr>
<tr>
<td>Knox</td>
<td>1,915</td>
<td>49,021</td>
</tr>
<tr>
<td>Sullivan</td>
<td>500</td>
<td>18,946</td>
</tr>
</tbody>
</table>

### TEXAS

No new registration figures are available in Texas until 11/1/71. Registration did not reopen until 10/1/71. Texas registration law has been changed, however, and starting in October, registration will continue until 30 days before the 1972 election rather than closing in January as in past years.

### VIRGINIA

No new registration figures are available in Virginia until 10/11/71 because of local elections. We will have final Virginia registration figures for new voter population areas by the 11/1/71 report.

### WISCONSIN

<table>
<thead>
<tr>
<th>County</th>
<th>Potential New Voters</th>
<th>% of Total New Voters Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>5,380</td>
<td>161,368</td>
</tr>
<tr>
<td>Winnebago</td>
<td>not available</td>
<td>25,187</td>
</tr>
<tr>
<td>Dane</td>
<td>5,019</td>
<td>64,957</td>
</tr>
<tr>
<td>Racine</td>
<td>1,518</td>
<td>24,182</td>
</tr>
<tr>
<td>Waukesa</td>
<td>not available</td>
<td>30,098</td>
</tr>
</tbody>
</table>

*Registration statistic of 7,500 for Dane County shown in the 1/1/71 report was incorrect. It included registration from August 1970.*
MEMORANDUM FOR THE ATTORNEY GENERAL

Enclosed is additional information from Ken Rietz on voter registration on college campuses. You will note the particularly low registration figures that are being recorded on these campuses.

JEB S. MAGRUDER

Enclosure

bcc: Mr. H. R. Haldeman
MEMORANDUM FOR:  JEB S. MAGRUDER
FROM:        KEN RIEZ
SUBJECT: Voter Registration

A fourteen day long nonpartisan registration effort conducted by the Student Government Association was just completed on the University of Tennessee Knoxville campus with a noticeable lack of success. Only 1,500 out of a possible 29,000 students bothered to register even though an extensive advertising campaign was carried out, and buses were provided every half hour from 8:00 a.m. to 5:00 p.m. for 10 days. A major part of the 1,540 students who did add their names to the rolls did so only after the Knoxville Baptist community began calling for a vote to abolish the sale of liquor in Knoxville County.

Some registration efforts on other campuses throughout the country are also showing little success. On the Virginia Commonwealth University campus students have ignored an extension of the registration deadline and continue to fail to register. Also, students attending Virginia Polytechnic Institute, Washington and Lee, and William and Mary are also showing little interest in registration despite active registration efforts on their campuses.

Registration is now closed in Jacksonville, Florida where Jacksonville University is located, and the results are surprising. Only 18% of the potential new voters have registered, and the percentage of new voters registering as Republicans was much higher than that of the regular electorate. Of the 5,800 new voters who registered, 3,140 (53%) signed as Democrats, 1,000 as Republicans (17%), and the rest as independents. The regular registration breakdown for Jacksonville is 186,369 Democrats (86%), 25,982 Republicans (11%), and 5,094 independents.
MEMORANDUM FOR THE ATTORNEY GENERAL

Next week's Newsweek Magazine will include an extremely interesting survey on the youth vote. The survey sample was a national cross-section of young people from age 17 to 23. The results appear very favorable to the President and seem to support our recent findings.

The survey first asked the entire sample for their choices for President in hypothetical races with President Nixon running against Muskie, Humphrey, Kennedy, and Lindsay. The second phase dealt with the 42% of the new voters which Gallup feel will actually go to the polls and vote. This 42% were asked for their preference in Presidential races with President Nixon running against Muskie, Humphrey, Kennedy, and Lindsay.

The findings for the first and second segments of the Newsweek Gallup poll are as follows:

<table>
<thead>
<tr>
<th>Total Sample</th>
<th>42% Most Likely to Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nixon</td>
<td>39%</td>
</tr>
<tr>
<td>Muskie</td>
<td>38%</td>
</tr>
<tr>
<td>Nixon</td>
<td>39%</td>
</tr>
<tr>
<td>Humphrey</td>
<td>37%</td>
</tr>
<tr>
<td>Nixon</td>
<td>41%</td>
</tr>
<tr>
<td>Lindsay</td>
<td>33%</td>
</tr>
<tr>
<td>Nixon</td>
<td>26%</td>
</tr>
<tr>
<td>Kennedy</td>
<td>58%</td>
</tr>
</tbody>
</table>
The final segment of the poll dealt with party identification. This segment asked two questions. First, how many of the 17-23 year olds would register as Democrats or Republicans. Second, how many actually consider themselves Democrats or Republicans.

The findings for this segment of the Newsweek Gallup survey are:

22% of the 17-23 year old voters would register Republican; while 18% consider themselves Republicans;

48% of the 17-23 year old voters would register Democrat; while only 38% consider themselves Democrats.
MEMORANDUM FOR THE ATTORNEY GENERAL

Attached for your information is an article which appeared in The Hartford Times on Sunday, October 17, 1971. Of particular interest are the positive results of the youths who were polled.

JEB S. MAGRUDER

Attachment

bcc: Mr. H. R. Haldeman
People in the state prefer President Richard Nixon to each of four prominently mentioned possible Democratic nominees — Senators Edmund Muskie, Edward Kennedy, Hubert Humphrey and New York City Mayor John Lindsay.

Muskie, however, clearly shows to better advantage against the President than does any of the other three, according to the Connecticut Poll conducted exclusively for The Hartford Times by Becker Research Corporation of Boston.

The poll, conducted by telephone between Sept. 16 and 18 among 466 Connecticut voters 18 years of age or older, finds Nixon ahead of Muskie by a relatively narrow 45 per cent to 38 per cent plurality, whereas his margin over each of the

(Continued on Page 20A)
Nixon Leads 4 Democrats in State Poll

Nixon Muskau Wallace Undecided
TOTAL CONN. PUBLIC
September, 1971 45 35 4 15
AREA OF STATE
Metropolitan Hartford* 30 48 5 11
Rest of State 47 33 3 16
POLITICAL PARTY
Democrats 19 61 3 17
Republicans 76 14 3 7
Independents 38 32 10 20
POLITICAL OUTLOOK
Liberal 31 61 1 7
Conservative 53 22 6 19
Middle-of-the-Road 49 33 4 14
SEX
Men 45 37 4 14
Women 45 35 4 16
AGE
Under 20 Years 45 39 5 11
20 to 44 Years 46 33 5 10
45 to 64 Years 43 34 3 20
65 Years or Over 47 29 5 19
INCOME
Under $5,000 29 42 10 19
$5,000 to $9,999 41 49 6 13
$10,000 to $14,999 46 31 6 14
$15,000 and Over 46 35 7 12
GALLUP POLL
August, 1971 42 36 11 11

"Suppose the Republican candidate for President was Richard Nixon, the Democratic candidate was Edmund Muskie and the American Independent Party candidate was George Wallace. Then which one would you like to see win?"

Nixon Leads 4 Democrats In State Poll

(Continued from Page 1A) Nixon is 2 to 1 or better (Nix­ on 54 per cent, Kennedy 27 per cent; Nixon 56 per cent, Humphrey 25 per cent; Nixon 53 per cent, Lindsay 25 per cent).

Gov. George C. Wallace of Alabama does not appear to be a major factor, capturing only 4 per cent in three-way matchups with Nixon and Muskie, Nixon and Kennedy and Nixon and Humphrey, and 5 per cent in a three-way "trial heat" against Nixon and Lindsay.

Thus, the President's leads over Kennedy, Humphrey and Lindsay are noticeably greater in Connecticut than in the nation overall. A Gallup Poll taken in late August showed him topping Kennedy by 43 per cent to 38 per cent, Humphrey by 43 per cent to 37 per cent and Lindsay by 45 per cent to 35 per cent.

However, his margin over Muskie is not significantly greater here than in the country generally, where the same Gallup survey found Nixon ahead of the Maine senator by 42 per cent to 36 per cent.

Also, Gov. Wallace seems to be having less impact in Connecticut than in the nation overall — he gets between 10 per cent and 12 per cent on a national basis, but only between 4 per cent and 5 per cent in Connecticut.

Nixon's strong showing is based on overwhelming Republican support and, except against Muskie, a substantial edge among Independents and relatively good-sized inroads among Democrats.

Possibly even more important, however, the President is controlling the political "center" as well as the right. It is well ahead of all four Democrats among middle-of-the-road, conservative voters, and this more than offsets his deficit among liberals.

Furthermore, even among liberals the President exhibits, perhaps, surprising strength against Kennedy and Humphrey, trailing each by only a few points.

Against Lindsay the deficit is somewhat more pronounced, and against Muskie the President is behind by about 2 to 1 among liberals.

As might be expected, Nixon is doing better among upper-income bracket voters, who tend to be more heavily Republican, than among those in the more predominantly Democratic lower-income groups.

In fact, the President lags behind both Muskie and Humphrey among voters with household incomes of less than $5,000 a year.

Nixon also seems to be doing slightly better than Kennedy among younger voters, a group with which some critics of the President say he is unpopular. Furthermore, he has a substantial margin over Humphrey and Lindsay among these voters.

The nation's economic slump seems to be a definite factor in the President's picture, but not enough at this time to cause the Connecticut public to reject Nixon in favor of Muskie, Kennedy, Humphrey or Wallace. As against Kennedy, Humphrey and Lindsay, voters who are very seriously concerned about inflation and unemployment are not as heavily behind the President as are those who are less worried about these problems.

Pretty much the same difference is present between voters who say their own economic situation has worsened over the past year and those who say their lot has improved, with the President not showing as strongly among the former as the latter. Nevertheless, even among voters who are very worried about inflation and unemployment and those whose financial circumstances have suffered as compared with 12 months ago, Nixon is ahead of Kennedy, Humphrey and Lindsay.

This is not the case, however, when the President is matched against Muskie or Lindsay, who ran just about even with Nixon among these voters.

Furthermore, there are indications that the economic issue will loom even bigger if things do not improve.
"If the November, 1972 election for President were being held today and the Republican candidate was Richard Nixon, the Democratic candidate was John Lindsay and the American Independent Party candidate was George Wallace. Then which one would you like to see win?"

<table>
<thead>
<tr>
<th>Nixon</th>
<th>Kennedy</th>
<th>Wallace</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>25%</td>
<td>14%</td>
<td>10%</td>
</tr>
</tbody>
</table>

"Suppose the Republican candidate for President was Richard Nixon, the Democratic candidate was Hubert Humphrey and the American Independent Party candidate was George Wallace. Then which one would you like to see win?"

<table>
<thead>
<tr>
<th>Nixon</th>
<th>Humphrey</th>
<th>Wallace</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>25%</td>
<td>14%</td>
<td>10%</td>
</tr>
</tbody>
</table>

"Suppose the Republican candidate for President was Richard Nixon, the Democratic candidate was George Wallace. Then which one would you like to see win?"

<table>
<thead>
<tr>
<th>Nixon</th>
<th>Wallace</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Hartford County**

With the possible exceptions of Lindsay, all the Democratic possibilities are keeping pace with Nixon among voters who expect their situation to decline over the next six months.

An examination of the accompanying table makes it clear that in addition to showing greater overall strength than the other three Democrats, Muskie is consistently stronger among the various major voter groups. He holds a 3 to 1 lead over Nixon among Democrats, which is a significantly greater margin than any of the others are able to manage. In fact, Mayor Lindsay, who has recently switched from the Republican to Democratic ranks, is barely ahead of the President among members of the mayor's new party.

In this connection, although all four Democratic contenders do better in more heavily Democratic Metropolitan Hartford than in the rest of the state, Muskie is the only one ahead of Nixon there. Also, as noted, Muskie trails by only a few points among Independents, while the others are well behind. Comparatively speaking, Gov. Wallace also generally does best among Independents and the poor. Furthermore, as noted, the Maine senator does substantially better than his three potential rivals among liberals, conservatives and moderates alike.

The same pattern generally holds true among the various age and income groups, except that Kennedy does as well or perhaps slightly better than Muskie among voters under age 30 and Humphrey makes almost as good a showing among the poor.

**EPA Grant**

WASHINGTON (UPI) — The Environmental Protection Agency has granted to the town of Fitchburg, Mass. $6.9 million for construction of the West Fitchburg waste water treatment plant, the office of Sen. Edward W. Brooke (R-Mass.) has announced.

**Percent-age base**

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<th>Nixon</th>
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Question asked only of people who say they are at least fairly sure they will vote in the November, 1972 Presidential election.
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Voter Registration

Attached for your information are some statistics on voter registration which Ken Riets has taken from newspaper clippings. Many of the articles checked in the past were inaccurate, but this at least gives us an idea of trends, etc.

JEB S. MAGRIDER

Attachment

bcc: Mr. H. R. Haldeman
New York:

In Oneida County 3,660 have registered out of a possible 13,400.

In Chenango County only 915 out of 3,000 eligible young voters have signed up.

In Jefferson County approximately 1,500 persons between 18-21 have registered.

In Franklin County 619 young persons have registered - 245 as Republicans, 211 as Democrats, 132 as no party preference, and 31 as others.

In Syracuse and Onondaga counties a youth voter registration drive was conducted. 9,647 new voters are registered. There are still about 10,000 unregistered new voters in these counties.

Half of Nassau County's eligible youth have registered. Although their parents are mostly Republican, Nassau's 32,669 young voters registered this way -- 15,500 Democrats, 8,235 Republicans, 7,598 independents, and 1,336 others. Republican officials attribute this 2 to 1 Democratic registration to the intense drive by the Democrats to register young voters.

New York officials put state-wide registration at 250,000, or about 1/4 of the potential. Some exceptions were noted. Nassau County registered about 50%, as did Suffolk County (21,400 of 44,000). New York City also registered about 50%.

In New York City it is reported that 221,000 out of 383,000 18-20 year olds had registered. This is about 57.7% and the same percentage as the adult registration figure.
Florida:

The registration drive at the University of Florida in Gainesville turned out only 1,400 students to register instead of the expected 14,000.

College students 18 years and older may register in their campus towns even if the parents live in another city or another state. Florida Attorney General Robert Shevin said Wednesday the ruling has no binding effect on the legally autonomous county election supervisors.

Pennsylvania:

In Montgomery County, as of August 21 after a twelve week summer registration period, the GOP registered 829 voters and the Democrats registered 757. The total number of 18-20 year olds registered was 1,822. 226 of the new voters registered as independents.

In Pittsburgh, Allegheny County, the largest registration rally to date was held on September 9. Between 15,000 and 25,000 attended the rally and 2,600 names were added to the rolls. The total 18-20 year old registration in Allegheny County now stands at more than 50,000. The county potential is estimated to be 90,000.

The Pennsylvania Attorney General has ruled that college students may register and vote where they attend school.

Indiana:

Both party chairmen for Lake County are planning on holding youth registration drives and running young people for county offices.
Ohio:

Only 20% (3,300) of the potential 15,200 18 to 20 year old voters have registered thus far in Mahoning County, Ohio. Election board officials expect, however, that over 50% should be registered by the November 2 elections.

An estimated 25,000-30,000 newly enfranchised 18-21 year olds joined the ranks of voters by registering in Franklin County. There are 54,000-60,000 potential 18-20 year old voters in Franklin County.

NOTE: 11,000 of these 18-20 year olds were registered in one day by holding registration in all 31 of the county's public schools.

Arizona:

Arizona has not specified voter requirements for students, allowing county recorders to decide for themselves how to deal with the potential student voters.

North Carolina:

Fewer than 10,000 North Carolinians have registered to vote since the ratification of the 26th amendment. Alex Brock, Secretary of State of the Elections Board, said that there are about 314,000 potential 18-20 year olds. Brock thinks that from 65,000 to 75,000 will ultimately be registered in time for the 1972 elections.

Missouri:

The 260,000 students attending college in Missouri may register and vote where they go to school according to a recent ruling of the state attorney general.
Nebraska:

Only 2,869 18-20 year olds have registered out of a potential 86,000. This is only 3.3% of the potential vote.
October 8, 1971

FOR: GORDON STRACHAN
FROM: JEB MAGRUDER

Attached is for your information.
MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ

John Venners of ACA had a recent conversation with Richard Scammon. Several of the quotes are worth noting:

"75-80% of the young people will vote the same as their parents."

"Republicans should not be too startled at the lopsided registration figures since the rest of the electorate is also registered very heavily Democrat."

Scammon thought "most of the Democrats are wasting their time fighting for the students' right to vote from their college addresses. Half of the students go to college in their home towns, and the other half, two million among the 18-20 year olds, make up only two percent of the total electorate."
October 12, 1971

FOR:       GORDON STRACHAN
FROM:      JEB S. MAGRUDER

Attached for your information is a copy of Ken Rietz' memorandum to Mr. Rumsfeld on mock elections.

We are beginning precise planning on mock elections per this memorandum.

Attachment
MEMORANDUM FOR:  COUNSELOR RUMSFELD
FROM:  KEN RIEZ

Attached is the initial list of colleges and high schools that held mock conventions in 1968. There is no announced schedule for 1972, but it should be safe to assume most of these will hold them again.

As you suggested in Dallas, in addition to working on the organizational aspect at these schools, we should supply Administration speakers to at least the larger ones this year or early next year. Although these speakers should be supplied on a "non-political" basis, through good advance work and informal sessions before or after the speech we should be able to have both a positive impact from the standpoint of the President's accomplishments and program and a maximum political impact in terms of recruiting, inspiring, etc.

I suggest we go over the list at your convenience early next week and decide which schools to concentrate on, discuss possible speakers, and begin to develop a schedule.

cc:  Jeb Magruder
     Bart Porter
     Jamie McLane
     Tom Bell
COLLEGES

Alfred University and SUNY Agricultural Institute of Alfred (N.Y.)
Augusta College (Ill.)
Barat College (Ill.)
Bloomsburg College (and a number of other colleges) (Pa)
Brandeis University (Mass.)
Brigham Young University (Provo, Utah)
Cardinal Stritch College (Wis.)
Case Institute of Technology (Ohio)
University of Dayton
University of Denver
Dickinson College (Carlisle, Pa.)
Loras College, Clark College, University of Dubuque
Florida Atlantic University
Harvard University (with Boston College, Holy Cross, Boston University, Northeastern, Simmons, Wellesburg and Smith)
University of Hawaii
Hiram College (Hiram, Ohio)
Idaho State University (Pocatello, Idaho)
Illinois State University (Normal, Ill.)
John Carroll University (Cleveland, Ohio)
Kansas State University (Manhattan, Kansas)
Kent State University (Ohio)
King's College (Bristol, Tenn.)
University of Louisville (Louisville, Ky.)
Macalester College (St. Paul, Minn.)
Mary Baldwin College (Staunton, Virginia)
Mary Washington College (Toledo, Ohio)
University of Michigan (Ann Arbor, Michigan)
Michigan State University (East Lansing, Michigan)
University of Missouri (Columbia, Mo.)
Muskingum College (New Concord, Ohio)
University of North Dakota (Grand Forks, N.D.)
University of Notre Dame (Notre Dame, Indiana)
Oberlin College (Oberlin, Ohio)
Ohio State University (Columbus, Ohio)
Ohio University (Athens, Ohio)
University of Oregon
Purdue University (Indiana)
Queens College (Queen, N.Y.)
Rutgers (N.J.)
St. Francis (Loretto, Pa.)
South Dakota (Brookings, D.D.)
Southern Oregon College (Ashland, Oregon)
Taylor University (Upland, Indiana)
Texas Technical (Lubbock, Tex.)
Upper Iowa College (Fayette, Iowa)
University of Utah (Salt Lake City, Utah)
Vanderbilt University (Nashville, Tenn.)
University of Washington (Seattle, Wash.)
Washington and Lee University (Lexington, Virginia)
Washington State University (Pullman, Washington)
Willamette University (Salem, Oregon)
Arenac Eastern High School (Owend, Mich.)
Arlington Height Senior High School (Ft. Worth, Texas)
Bergen County (Bergen County, New Jersey)
Bremerton School District (Washington)
Briarwood High (East Point, Ga.)
Buck Lodge Jr. High (Adelphi, Md.)
Charles Ellis School (Newton Square, Pa.)
Choate School (Darien, Conn.)
Clayton High (Clayton, Mo.)
Clover High School (Tacoma, Wash.)
Concord Academy (Concord, Mass.)
Crossland High (Camp Springs)
Des Moines Tech. High School (Des Moines, Iowa)
Fairbault High School (Fairbault, Minn.)
Hamburg Central School District #1 (Hamburg, N.Y.)
Immaculata Academy (Hamburg, N.Y.)
Indian Hills High School (Oakland, N.J.)
J.F. Kennedy High (Cedar Rapids, Iowa)
Kellam High School (Virginia Beach, Va.)
McKillop High School (South Shore, Ky.)
Mahomet-Seymour High School (Mahomet, Ill. - 40 High Schools)
Mahwah Jr-Sr High (Allendale, N.J.)
Marshfield Sr. High (Marshfield, Wisc.)
Morton High (Morton, Washington)
Mount Diablo Unified School District (Contra Costa County, Calif.)
Neshaminy High School (Langhorne, Pa.)
Paradise High School (Paradise, Cal.)
Northampton Area Sr. High (Northampton, Pa.)
North Fremont High School (Ashton, Idaho—area wide)
Olympus High School (Salt Lake City, Utah)
Wakesfield High School (Arlington, Va.)
Walnut Ridge High (Columbus, Ohio)
Wentzville High School (Wentzville, Mo.)
Wilbraham Academy (Wilbraham, Mass.)
Yough School District (Herminie, Pa.)
Pius High School (South Gate, Cal.)
Seaside High School (Seaside, Oregon)
Revere High School (West Richfield, Ohio)
Idaho Statewide at Ricks College
Riverside High School (Elwood City, Pa.)
Rochester High School (Rutherford, N.J.)
Rutherford High School (Rutherford, N.J.)
St. Helens High School (St. Helens, Oregon)
St. Mary's Academy (Alexandria, Va.)
St. Xavier High School (Ohio)
Snadusky High School (Sandusky, Ohio)
Saxe Jr. High School (New Canaan, Conn.)
Stamont High School (Arlington, Iowa)
Stonewall Jackson High School (Manassas, Va.)
University City High School (University City, Mo.)
October 6, 1971

MEMORANDUM FOR: THE ATTORNEY GENERAL
FROM: H. R. Haldeman
SUBJECT: Youth Efforts

The President continues to raise with me the youth question. He is aware, generally, of how we are coming including some of the significant things that have been set up in the past two months. Most of them related to the White House efforts, however, and the President's principal concern seems to be with youth registration. He said that every time he picks up the News Summary he reads about a registration drive being conducted by the other side.

The President seems distressed that we are not doing more effective work in the registration area. He did like the outline of the Magruder/Rietz plan as I explained it. The problem is that he feels that nothing is being done; it is all planning.

The RNC, according to White House youth man, Jamie McLane, is not gearing up for anything yet; they are "still planning." Anne Armstrong says she does not have the go-ahead from Tom Evans on the youth registration program because Evans believes we should wait until the President is in a more favorable posture with youth.

The Citizens Committee has a plan that calls for some activities to take place during the month of October, but if we are going to get anything going, someone had better get it going quickly. I assume that the Committee is now staffing and gearing up for this effort, but wanted to let you know about the President's concern.
MEMORANDUM FOR THE ATTORNEY GENERAL

"Target Registration '72" is the title selected for the special RNC program aimed at 20 states. This program will involve creating target registration drives in key areas of these states and conducting drives in early 1972.

Ken Rietz is working with the RNC to select states, set timetables, establish tight deadlines, and set an agenda for a meeting to be held November 11. Attending the meeting will be the State Chairman, the Party Executive Director and key workers from each of the 20 states. After they have received a thorough briefing, they will all be supplied with a manual which outlines the program.

It is important for you to attend a portion of this meeting, and it would seem appropriate for you to speak at lunch.

AGREE ___________________________ DISAGREE ___________________________

COMMENT ________________________________________________________________

JEB S. MAGRIDER
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: RNC Mission 70 Theme

Regarding Mr. Haldeman's memorandum to your of September 30 (copy attached), and your note to me, I have talked with Tom Evans and Ed DeBolt at the RNC and they think the idea is exceptional. They have agreed that all supplemental material will emphasize Mission 72, and they will carry this theme each two years through the end of the decade. They will still keep the materials already printed under Mission 70.

JEB S. MAGNUDEFA

Attachment

bcc: Mr. H. R. Haldeman
The White House
Washington

Administratively Confidential

September 30, 1971

MEMORANDUM FOR: THE ATTORNEY GENERAL
FROM: H.R. Haldeman
SUBJECT: RNC Mission 70 Theme

As you probably know, the RNC plans on putting a great deal of party promotional emphasis on their theme "Mission 70's". Since the focus should be on November 7, 1972, maybe you should have Tom Evans consider changing the theme to "Mission 72" before all the orders are placed for materials. Just a thought.

To Jeb Marby
Will you check this out and if HRH is right make the suggestion to Evans. If Evans has problems let me know.

[Signature]

Office of the
Received
Oct. 5, 1971
Attorney General
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Muskie Trip to Cincinnati, Ohio, October 2, 1971

It has been reported that on a recent trip to Cincinnati, Senator Muskie was met at the airport by several people moving about with hand-painted signs which, in turn, caused the local press to ask questions about his campaign comments on a black running mate. Muskie spent the best part of three minutes answering the questions and this was carried later that evening on local Cincinnati television. It has also been reported that the Senator looked and sounded embarrassed and that his cool demeanor was gone. It was obvious he did not expect this reception.

At a Democratic dinner for 500 persons that evening, several white and black pickets were in evidence at the hotel entrance. The Blacks were observed carrying signs that said "Muskie has a Black and White Mouth" and "Muskie Says a Black Veep Can't Make It." The white demonstrators carried signs reportedly saying "Muskie Co Home" and "This is Nixon Country." In addition, a white couple was seen distributing the attached flyer to the diners as they entered the Hotel for dinner. Two TV stations, together with local newspapers, were seen covering the demonstration.

During the dinner, one of the demonstrators was seen walking the entire length of the ballroom carrying the "Muskie has a Black and White Mouth" sign. After a small commotion, she was hustled out.

WCPO-TV, Channel 9, covered the airplane arrival. The demonstration and the arrival at the hotel were broadcast on the 11:00 news that evening. In addition, the Enquirer ran the attached article (see last paragraph).

CONFIDENTIAL
When asked by the news media what organization they represented and how they got there, the demonstrators were heard to answer, "We are representing the Committee for Responsible Candidates."

JEB S. NAGRUDER

Attachment

bcc: Mr. H. R. Haldeman
Speaks To Cincinnati Democrats

Muskie Says Country Needs Kennedy-Roosevelt Economics

By TOMMY WEST
Enquirer Reporter

Sen. Edmund S. Muskie, a front-runner for the Democratic presidential nomination, told Cincinnati party loyalists Saturday night that the country needs more of the Roosevelt and Kennedy economics.

The Maine Democrat invoked “eraics” “New Deal” and JFK’s “New Frontier” as he exhorted the crowd to win the local elections as a step to carrying the Cincinnati area in November, 1972.

He advocated “putting money in the wallets and pocketbooks of America’s families ... the way Franklin Roosevelt and John Kennedy built prosperity.”

MUSKIE, speaking to the Hamilton County Democratic “Victory

‘71” dinner in the Sheraton-Gibson Roof Garden, continued the party attack on President Nixon’s economic policies.

“Five million skilled American workers did not go to work last Friday, and they will not go to work on Monday,” he told an audience that interrupted with applause 14 times.

He said President Nixon’s response to economic problems is to offer “the largest single corporate tax cut in the history of this nation. He offers $14 billion to big business, and only $5 billion to workers and consumers.

“I did not suggest, and I will never support, a program like this, a subsidy of the few who are already wealthy at the expense of the many who are still in need ...”

Muskie said the consumer tax credit program he has proposed would return $7 billion to average income Americans, “instead of pumping more and more money into corporations in the hope that some of it will eventually trickle down . . .”

“What business needs is markets, not special privileges—customers, not a tax break—sales, not an $8 billion investment tax credit,” Muskie said.

“Ask the managers at Milicon. They could hire more workers and make more machine tools. But they cannot manufacture more

more as though he had come to support local Democrats in the November election than to campaign for votes for himself.

“For 10 years,” he said, “the divided forces of reform here in Cincinnati split the vote, while the Republican Party happily controlled the City Council.

“But next month, a determined partnership is going to change that.

“You have learned the truth that Democrats and Charterites can fight together, and reshape politics in Cincinnati . . .”

He then put in special plugs for local Democratic candidates for City Council and Hamilton County judgeships, candidates who earlier had been introduced to the fundraiser crowd of about 500 who paid up to $100 each for tickets.

MUSKIE LEFT for Washington immediately after the dinner, and was not available for questions.

A handful of anti-Muskie pickets walked in front of the hotel entrance prior to dinner, but left after about 20 minutes. A man who identified himself as Jeff Tomplins, 23, Cincinnati, said the pickets represented the Committee for Responsible Candidates, who disagreed with Muskie’s recent statement saying he probably could not be elected president if he had a black vice-presidential running mate.
Watts Mfg. Corp.
Head Raps Muskie’s
Racial Attitudes

Watts, Calif. — The following is a letter to the editor from James Woods, Chairman of the Board of Watts Manufacturing Corporation, Compton, California:

"As an American, as a Black American, as a businessman and as a minority businessman, I wish to reflect upon the sad state of affairs and the lack of understanding and tactless manner in which the democratic “front runner for ’72,” Senator Edmund S. Muskie responded to a press conference question here in Watts recently.

"When asked if he would consider a black man as a running mate, the Senator replied that he would not consider a black man because he would lose. Such a statement outrageous and insulting to all black Americans.

"The black man has lost too much in his struggles, too much time, too much value and too much dignity to put up with such a shallow depth of understanding and sensitivity from an avowed presidential candidate. The fact that there is no black politician in the Democratic Party who seems qualified merely to that sad state of affairs.

"The two-party system in America must provide balanced representation of all people and, as has been demonstrated in major cities across our nation, black mayors are indeed politically qualified not only to win the confidence of a majority of the people, but to represent all the people in the same manner and to the same degree as must any leader in the land.

"Equally disappointing is the “ho-hum, let’s get-to-busing” approach by the majority of news media which failed to grasp the significance of the Senator’s anti-black position. But which unhesitatingly and disproportionately denounced President Nixon’s anti-bussing position with all the self-righteous concern at their command.

"Then, while printing and broadcasting Senator Muskie’s criticism of President Nixon’s bussing position, they disregarded the obvious implications of the Senator’s follow-up opinion — ‘Like everyone else, I don’t like busing.’

"I failed to see how conscientious Americans — white or black — can consider such an insensitive man as an arbiter of power in the world of international relations when he repeatedly demonstrated he is not capable of ‘taking care of business’ here at home.”
Administratively Confidential

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN

September 27, 1971

Since Arlen Specter is really within your area of responsibility, I am sure you will enjoy the attached press clipping that Mr. Chotiner forwarded to Mr. Haldeman.

Please advise me if there has been any change in attitude toward Mr. Specter.

104 - to see AG this week,
    good in R
c

GS:lm

10
MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN

Since Arlen Specter is really within your area of responsibility, I am sure you will enjoy the attached press clipping that Mr. Chotiner forwarded to Mr. Haldeman.

Please advise me if there has been any change in attitude toward Mr. Specter.

October 4, 1971

MEMORANDUM FOR: JEB S. MAGRUDER
FROM: GORDON STRACHAN

There is no change in our attitude toward Specter. We still plan to use him in the campaign in Pennsylvania. We will be meeting with the AG sometime in the near future.
MEMORANDUM FOR: H. R. HALDEMAN

The President may be interested in Arlen Specter's comments, which came to me from one of the friends of Arlen.
In County GOP Rally

Specter Praises Nixon's Action On Economy, Attacks Democrats

Snyder County

MCCLURE — Support for him is a member, will vote out for treasurer; Richard G. President Nixon and sharp the president’s entire economic Schuck, for proclamation and critic of the Sharp admom package next week. The con-s seek. Richard
tinction were the dominent grasmans predicted quick Nornhold, for sheriff; Mrs. Sara
tions of speakers at a passage of the president’s pro-Walter and Leroy Gabel, for
Republican rally at the McClure gram, county auditor; John Robert

Specter, Arlen, Philadelphia District Attorney, was the main

Soup celebration. The event was attended

speech at the rally. Arlen Specter made.

the official who introduced were...off the Republican candidates warned his constituents that the James R. Bamber, state co-

Specter Praised the President’s economic action, according to him. Republican vote will show GOP ‘tolerant.’

Republican candidates in No- Davis scored the governor’s

his fellow Democrats are seeking overwhelm bureaucracy, he pro-

speeches of the rally. Spectermale Davis revealed that he had

at a meeting with the company, Republican vote will show GOP ‘tolerant.’

disatisfaction with the Sharp Rep. Thomas reserved most

Adams, for speaking out publicly in the Illinois newspaper. The admom’s he will cut welfare costs by elimi-

replaced the stage in set for the remaining costs of welfare. Citing the election of Richard M. Nixon in tremendous polls.”

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though many candidates are contesting, and said the

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In County GOP Rally

Spector Praises Nixon's Action On Economy, Attacks Democrats

MCCLURE — Support for he is a member will vote out for treasurer: Richard G. President Nixon and sharp the present's entire economic package for his enthusiastic. President Nixon and sharp the people were present and positive action on the Whiz and his "must things middle-aged," and the Whiz' party would continue to the Snyder County Republican- elderly. Spector called for a "vote of if something is not done to stop confidence" for Snyder County them.

Spector's speech was the high point of the rally. He told the audience that he would be "must things" and the Whiz' party would continue to the Snyder County Republican-elderly. Spector called for a "vote of if something is not done to stop confidence" for Snyder County them.

Spector attached Sharp and connected as a symptom of the him fellow Democrats for calling enoughAttention, he put down on the people of Pennsylvania to do everything he could. Sharp was praised for doing welfare costs by adding "dynamic action" by Press-Agencies run and dont Nixon to restore balance among welfare recipients. Thomas said that the problem.

Then, choosing as his topic in Harrisburg is not that the danger of drugs. Spector programs are not good, but that that proposed a four-year program they have been undertaken too to help combat drug abuse in soon and too quickly. Pennsylvania. First, he said, a Republican party candidates statewide drug education pro-for county offices were Ingram for young people is mis-taken by County Chairman. Second, he advocated the Stanley B. Saylor, who also re-strengthening of investigative produced the principal speakers. machinery by giving the six candidates introduced were poems power in drug cases to Paul T. Hough and Harry E. districts' attorneys. Third, he Shambaugh, candidates for com-favored tougher sentences for county commissioner: T. W. Erdley, pushers, and finally, he recom-mended that persons caught with large quantities of drugs be treated as pushers instead of as "must things".

Can Happen Here

Spector warned that Snyder County too will become infected with the massive drug problem of Philadelphia if action to avert drug abuse is deferred. The district attorney chided rapidly rising death rates from drug overdoses as proof of the growing proportions of the drug. Proceeding Spector on the platform was Rep. Schaeffer, who emphasized his support for President Nixon's policy of peace withdrawn from Vietnam and the president's economic policies. Schaeffer quoted that the powerful House Ways and Means Committee, of which...
MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Office Space

After reviewing an option paper on office space, you asked us to develop detailed floor plans for "option one" which envisions, as you recall, the campaign being housed in two suites at 1701 Pennsylvania Avenue throughout the campaign with the overflow going to 1730 Pennsylvania Avenue, just across the street, when that building opens on March 1, 1972.

SUITE 272

Suite 272, where we are presently located, would basically house the finance and political divisions of the campaign. Other miscellaneous activities (e.g., youth) would also be in 272 until March 1 when they would move to 1730 Pennsylvania. At about the time those activities vacated Suite 272, that space would be utilized for the expanded needs of the finance and political divisions.

The finance and political people favor this plan and agree that Suite 272 would well serve their needs and also house some secondary activities if space permitted. If it did not, 1730 Pennsylvania would be available for non-finance and non-political activities.

A suggested floor plan of 272 (to be in effect from now until March 1) is attached at Tab A.

Approve ________ Disapprove ________ Comment ____________
SUITE 404

This suite would be taken from November 1, 1971, until December 1, 1972, on a lease identical to that which we have for Suite 272, i.e., $7.50 per square foot per year -- an inexpensive rate for nicely partitioned office space in this area of the city, and one which includes cleaning, electricity, etc. We have an exception­ally good deal here from General Olmstead.

This suite, just down the hall from the office reserved for you in the law firm, would become the administrative headquarters of the campaign, with the Magruder staff moving there along with the top people in the non-finance and non-political areas, e.g., the top man in advertising, polling, research, etc. Until 1730 Pennsylvania is available March 1, the small staffs of our top people and the advertising agency can be housed in temporary space nearby, if necessary. But in all probability, the suites at 1701 Pennsylvania would suffice until March 1.

The top people in all the campaign divisions would permanently be housed at 1701 Pennsylvania, supervising their staffs at 1730 Pennsylvania. In this way, all the heads of the various divisions would be readily accessible to you.

A floor plan of Suite 404 is attached at Tab B. It is well laid out for our needs. Obviously, some changes would be made in March after 1730 Pennsylvania opened, but we would basically keep the suite as it will be in the beginning. We would re-number it to Suite 472.

We recommend that approval be given to lease this fourth floor suite immediately. The space is now vacant and the building is pressing us for an answer.

Approve _______ Disapprove _______ Comment ____________

1730 PENNSYLVANIA AVENUE

The third and fourth floors of the new Oliver Carr office building are available to us on or before March 1. This space would be used by our advertising agency and other overflow from 1701 Pennsylvania. A typical floor plan is attached -- I have, however, sketched in private offices along the perimeter of the floor, leaving the center areas of the floor open for secretarial space and staff members who do not require private offices. (The floor plan is at Tab C.)
Our security people feel this building would be excellent from their standpoint since all public areas (elevators, lavatories, stairs, etc.) can be separated from the rest of the floor space by one or two secured doors.

It is recommended that our entering into serious negotiation with Carr for the third floor, and an option on the fourth, be approved at this time so that we can nail down the rates and the option. Before your approval of option one, we did not think it appropriate to enter into "hard bargaining" for this space -- although we did ascertain we could have it if we want it.

Approve _________ Disapprove _________ Comment _________

ROBERT C. ODLE, JR.

cc: Mr. Peter M. Flanigan

bcc: Mr. H. R. Haldeman
SUITE 272
1701 PENNSYLVANIA AVENUE, N. W.
(Approximately 6000 Square Feet)

Nunn Sloan
Strunk Dannenauene
Bookeeper

Finance Volunteers
EXPANSION AREA

Secy. Goldberg

Fierce Cox Steorts
Ulman Hauser
Plenn Ing.
Kaupinen

Reserved for Citizens, Vote Blocks, Expansion, ETC., until March 1, when Finance Takes Over

Issues Two or three
Man; three
Demo- Youth
graphic assis-
Man tants

SEVENTEENTH STREET, NORTHWEST

(Reception)
Secy. Secy.
Marik
Press/P.R. Man
Wagner
Secy.
Creative Man
Advertising Man
Secy.
Master Scheduler
Porter
Conference Room
Closet; Lav.
Xerox
Secy.
Office Supplies
Rietz
coats
Storage
Polling Man
Chern Cudd
Secy.
ENTRANCE
Built-in sink
O'Melia (Receptionist)
Duncan
Roberts
Secy.
Mason
Odle
Magruder
Suite 404
To become Suite 472
1701 Pennsylvania Ave., N. W.
(Approximately 4000 Square Feet)

PENNSYLVANIA AVENUE
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: New Jersey

The following information with regard to New Jersey, and particularly congressional redistricting in New Jersey, has recently been brought to our attention:

New Jersey's present congressional delegation is nine Democrats and six Republicans. At the present time Governor Cahill and others are working on maps for the redistricting of New Jersey. The Governor has said that a lame duck legislature should not act on redistricting, but that it should be done in January or February of next year.

A major issue is whether or not to create a black district in Newark which would be carved out of the tenth and eleventh districts, represented by Congressman Rodino and Congressman Minish, both of whom are Democrats. Cahill is very close to Rodino and the word is that a deal has been made to protect Rodino's seat. It is also rumored that the Governor has agreed to save seven safe seats for the Democrats.

If no black district is given to Newark this time, the black city leaders are prepared to make a national issue out of it since the population of the area is 70% black. In attempting to make a national issue of the failure of the state to give Newark a black district, those opposing the President's re-election would be expected to attempt to draw him into the controversy. Senator Case, running next year, and a sure winner, would undoubtedly side with the blacks.
Therefore, it has been recommended that it would be a good idea for you to meet with Governor Cahill and impress upon him the need for
(1) a black district in Newark; and (2) fast, direct action to solve the problem by the Republican Governor and the Republican Legislature.

JEB S. HARTER
MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Director of the Farm Vote

We have interviewed several people for the position of Director of the Farm Vote for the 1972 campaign staff and have agreed on a candidate.

Clayton Yeutter (pronounced like "lighter"), Administrator, Consumer and Marketing Service, Department of Agriculture, has talked with and is acceptable to Bryce Harlow, John Whitaker, Jeb Magruder and Bart Porter and appears to be the best candidate for this position. He is very interested, and we would like to have him talk with you later this week, if that is possible.

Clayton is forty years old and a native of Nebraska. In addition to his undergraduate degree, he has a law degree and a Ph.D. in agricultural economics. On and off during the last fifteen years, he has helped manage a family farm in Nebraska. While not being an ivory tower academician, Clayton was formerly on the staff of the University of Nebraska. From 1966 to 1968 he was the Administrative Assistant to Governor Tieman (R-Neb.). From 1968 to June 1970, he directed the University of Nebraska educational program in Bogota, Colombia. As a result of this experience, he is fairly fluent in Spanish.

In June of 1970, Clayton talked with John Ehrlichman about the position of "White House Farmer." John told him that there was "no need at this time" for such a person. He then found his way to the Department of Agriculture where he became Administrator, Consumer and Marketing Service. He still holds this position. As Administrator, he directs some ten thousand people in various activities including meat and poultry inspection and marketing orders involving commodities.
Clayton is currently at a Level V, earning $36,000. He is financially independent and his family still lives in Nebraska.

JEB S. MAGRUDER
October 12, 1971

MEMORANDUM FOR: H.R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Finch Telephone Call - October 7

On October 7 Bob Finch called you to ask about the status of a mailing -- presumably in California because Finch wanted to inform Firestone.

A talking paper you used with the Attorney General indicated that "(t)he President does want to move ahead on the California mailing as soon as possible". A copy of this talking paper is attached.

You indicated to Bob Finch that you would "get to the Attorney General" and get an answer.

The question is whether you reached the Attorney General, settled the question about the mailing, and informed Finch.

_______ Yes, project complete
_______ No, awaiting Haldeman action
_______ Forget project

leave it to F etc.
TALKING PAPER FOR THE ATTORNEY GENERAL

The President does want to move ahead on the California mailing as soon as possible.

Also, he wants to get the Committee set up out here right after Labor Day. He doesn't feel we should delay any longer on this.

HRH
9/2/71
The White House
Washington
Oct. 22, 1971

TO:  H. R. Halderman
FROM:  Robert Finch

FYI  XX

COMMENT

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GOP REVOLUTION COMING?

By Fred W. Kline

Capitol News Service

SACRAMENTO (Capitol) -- The Republican State Central Committee meeting last week in Los Angeles was something akin to the Court of St. Petersberg just before the 1917 Revolution.

It was becoming "perfectly clear" to the rank and file Republicans that their party lost the last election in California. The leadership has apparently not awakened to the fact it re-elected the governor only to lose both houses of the legislature and one of the party's top vote getters, former Superintendent of Public Instruction Max Rafferty. In addition, the Democrats took both U.S. Senate seats and the Secretary of State post for the first time in the 20th Century.

The general consensus of the GOP volunteer leadership was that things were actually going to become worse in the coming year. The announced visit of President Richard Nixon to Red China, the wage-price freeze, Nixon's Keynesian economics advocacy, the family assistance program, and revenue sharing have caused a withdrawal of right wing support from the President.

Many volunteer state committee members were frustrated by the seeming unwillingness on the part of party leadership to accept the feedback of dissatisfaction. Action taken against President Nixon by the California delegation to the National Young American's For Freedom Convention (which dominates the leadership of the Young Republicans and the College Republicans) and the state board meeting of the United Republicans of California hung as a dark cloud over the meeting and the Reagan-Nixon "game plan" for '72.

(more)
California Young Republican President Emil Franzi and California Republican Assembly President Hugh Koferd were having trouble keeping local units from bad-mouthing the President.

Both have had to fight off anti-Nixon resolutions at several meetings. United Republican's of California Chairman Walt Hintzen actually led his organization's call for an uncommitted state delegation, while California Young Americans For Freedom State Chairman Bill Saracino led the Ronald Reagan for president move several months ago at his state convention, then joined the Agnew swing at his national convention.

In addition to the defections from the right, Nixon backers worried over the lack of fundamental party organization exhibited by the present leadership and staff of the state GOP. One high-ranking southern California women's leader summed it up at the Biltmore Bar when she asked, "Is there anybody in charge of this party anymore?"

Part of the difficulty has arisen over staff factionalism and a bitter infight over control of dwindling patronage at this time of economic drought. It has started a three-way battle for important staff positions and future party direction.

State Chairman Putnam Livermore's man Daryl Wolf has been pitted against his former employee and current co-equal Jan Anton, who belongs to State Vice Chairman Gordon Luce of San Diego. The third force led by State Senator H. L. Richardson is waiting on the outside for an opportune opening in spite of previous failures to take over the party machinery.

Even U.S. Attorney General John Mitchell's attack on Democratic Senators Edward Kennedy and Vance Hartke could not relieve the strong case of doldrums which had dampened the meeting. Mitchell took many messages back to the White House which all called for a new and dynamic California leadership.

Many saw the return of Bob Finch to California or a stumping tour by Nixon or Reagan as the only solution to the troubles of the party.

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October 5, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY
SUBJECT: Convention Task Force

One of the key people who should be working on the Convention Task Force, and this is something that you need to handle subtly, is John Ehrlichman. It doesn't really have anything to do right now with regard to it to my knowledge and it is an excellent way to use his abilities since he obviously played a major role in '68 in this area.

G = Ken 10/5 will check E + give me read on programming groups
Ken 10/7 - H = John E + Ken will cover along lines of merger

G = note Rock
Fleming - St Ann
Ala - Blount - will probably run,
but doubts Daniels good
- none set, do Frank Parson
- on reply Conn a possible
- yet to see Blount.

was Regiment Alaska - Hickle + Stan lunch today,
Fe -> He personally + Stan

AuJ - prob Sam (Bob) Martin
former 2 term Mayor B'ham

Arik - Rockefeller - Arik Berman + despute +
Rockefeller to get part time
post at Kingsley

Tom Rosentony - a R but
- maybe trying to get Dem

1. Cole - definetely Gov. love
- Flem will make the invite
to head up Comm

Conn - A Gu wants ethnic + Middlegates
Nathan Agostonelli - Hartford,
St controller of Comm stomach 7-8
Del - nothing yet Lee/Roggs has been considering not running and would mean chaos

D.C. - good luck - possible Willy leftwrist.

Fla - w/party to Mar 14 then Mar 15 w/Conner and better post Mar 15 - Probol paid full time Eric Dir fill out of st to organize party types before 3/15.

Ga - prominent Atl Bus type party in disarray, not Bo Calloway

Hawaii - Mayor a Dem then Feurings may end up w/ us, not yet

Idaho - a bus, outside formal party median suggesting names

Ill - Tom Houser, began 10/1 fulltime in Jan! Gaylord Freeman - front exec dir name
In - nothing until after Nov.

Mayo = wealthy race - Sugar

10 ppm - need Parmee, nothing yet

Kansas - no names RL. Dole yet

Key - until after gubernatorial
race, working in house seat,

loss cap

ha - Feb 1. guben race, nothing

Me - Ned Harding - is 8 chin,
accept for '72

Me - none set, tho by 10/31 a local

Mass - Sargent wants to work for us
so looking for young leader

Mich - Milliken seen by AG+HF
on Thu + agree but no name

Griffin - serious

Minn - Mac G = John Pillsbury
A G not decided.
Miss. - Some name will lead
it up then no Escalpe
be set later.

0) No - Larry Roos Cnty Esc Cnty
will add Dem & K. C.
John Hatshull proba
HF will approach

Next - no one set

5) Neb - Geo Cook -68 Chem
look for 72

6) Ohio - Paul Lavall - Ethv
HF will level this all

8) NH - Lane Druskell
Allen Walker

n J - leges races under
HF sets Calhills pers nape later

n M - nothing

n NY - AG + Rocke - nape later
\textbf{NC} - Charlie Jones Jr. | Co-Am
Willie Smith Jr.
Rep
Dem

ND - nothing

\textbf{OH} - Ray Bliss - will begin
as Dixon 1st Cam 1st term

\textbf{OR} - Wendell Wyatt - looked as
as St. Aprox

\textbf{PA} - A G + Allen Specter + H F
met this morning + no
agree but Bill Swanson
all two want but not set
not set

\textbf{RI} - Cheffee will run for
Sen seat + win
will see hi someone next week
nothing set

SC - interstate prob, working w/Dan
SO - W. E. "Obie" O'Brien - prob abt but HF will name later
Jack Gibson - our man we

Tenn - AG + HF to meet w/ Broder & Weeker

TX - Rep party in deep trouble but working for Tower
HF seen Apley + nothing
AG working pers w/ Connally

Utah - Bill Richards prob abt but not set

Ut. - Randolph - Party's death
So everything up in air

NV - HF = Bolton 3 times +
Then Bolton saw A6 +
Well, next new guy after
Now, needs (1st Gen + legis)

Wash - HF = Dan Evans, probab
A St. Legis, except up
for re-elec.

W Vic - HF = Bob Moore, no name
W
Wise - John Miller - 1968
ready for 72, locked.

Age - HF to see Goo Hathaway
we'll set some name
later
Date

For

From John Ehrlichman

FYI
MEMORANDUM FOR: ED HARPER
FROM: ROY MOREY
SUBJECT: Notes on a Meeting of Younger Republican Public Officials, Candidates and Staff Assistants Held at the Windsor Park Hotel, September 11, 1971

Lance Tarrance
Special Assistant to the Director
US Census Bureau

1. The ethnic block in this country is still highly stable and there are still as many Americans as ever who are willing to identify themselves with some particular nationality or ethnic group.

2. In looking at the Census data we should especially keep our eye on the South. For the first time since the 1870s there are more moving into the South than moving out. The metropolitan areas in the South are growing twice the rate as those in the North. Mean education level has increased significantly as have education expenses and family income. One-third of the nation now lives in the South. Today only 19 percent of the Blacks live in the South, and Blacks are just as likely to live in the North as the South.

Steven Horn
President
Long Beach State College

1. The Republicans should be interested in looking at the youth vote and should not assume that it is necessarily going to go Democrat.
2. There is a tremendous diversity among university type students. In California, for example, there is a great difference between students in the university system and those in the state college system.

3. Republicans should be especially interested in going after students in the nation's junior colleges.

Tulley Plessner
Consultant and Pollster
Cambridge Marketing Group, Inc.
New York

1. Predicting turnout is a major problem for political researchers. This will be a problem in '72, predicting the turnout for first time voters, labor union members and white middle class suburbanites.

2. There seems to be an absence of major substantive issues for most voters. Most people readily admit that problems exist, but what is important to them is not always of importance to the nation, and vice versa. There seems to be a localization of focus. For example, voters will argue that unemployment is a problem that is primarily localized in certain areas within this country.

3. Also in line with the notion of localization of issues, is the fact that most people may not hold the President directly responsible for what the Democrats describe as national problems.

4. There should be an emphasis on extra issue considerations in looking at 1972.

5. When there is no major cluster of issues, the basis on which a vote will be cast will depend more on the perception of the candidate. Under these circumstances, the incumbent has a definite advantage. He has already been selected to deal with the problems and is expected to do so. When the perception of the candidate is emphasized, a person like Lindsay may be a more viable candidate than might otherwise be expected. When there is a heavy emphasis on perception of the candidate and not on a cluster of issues, a Teddy Kennedy - Lindsay ticket is not out of the question.
One of the largest and potentially more movable voting blocks is the Catholic vote. Here I am speaking mainly of adult, middle income types. Our ability to win this voting group depends to a certain extent on the opposition. Kennedy is more popular among Catholics than Muskie and Lindsay does not appear to be popular at all for this voting group.

Issues of concern to Catholics seem to be issues of concern to other middle income types; particularly, taxes, tax increases, and problems of the environment. Public aid to parochial schools is not necessarily a major issue in the minds of most Catholic voters.

Fred Currier
Market Opinion Research, Inc.
Detroit, Michigan

1. Our marketing research indicates that very little information is getting through to the buyer until the actual involvement event. This may also hold true for voters in 1972. There is an overload of information directed to each person, and for the message to get through the words must be clear and the message must be simple for both old as well as young.

2. It must be clearly recognized that this country is going through a tremendous social change, as well as a value change. There are numerous cross pressured groups.

3. Trust and conveying a feeling of trust is a commodity in great demand.

4. People generally distrust the Federal Government and would like to see more power returned to the states.

5. One to one communication, or at least the feeling of one to one communication is highly desired.

6. People are looking for someone who could pull it all together.

7. A run down on the issues seems to be as follows:
Consumerism - up
Pollution and Ecology - holding its own
Concern about jobs - holding its own
Problems of individualism and alienation - very big
Education - holding its own
Welfare - The taxpayer's side on this issue is very big
Government performance - coming up

John Deardourff
Chairman
Bailey, Deardourff and Bowen

1. It is obvious that major problems exist in this country, and candidates must be willing to recognize and face these problems. Realism is obviously needed, because promises and glittering generalities are now discounted in advance by most Americans.

2. There is a definite shift in issue clusters for most, but not all. The quality of life syndrome is becoming more important for those who are more affluent, but this isn't necessarily the case with those who are less affluent. What is needed is a two level strategy for the affluent and the non-affluent and what each is interested in.

3. We must learn to penetrate the over saturation of information that is heaped on most people through their normal working day. This is complicated and increased by suburban living. People want a candidate in the flesh and blood, and TV and the mass media is serving as an extension of one's personality.

Sid Gardner
San Francisco, California

1. The saturation and turn-off factors, especially high among young people.

2. At Berkeley the young people seem to be demoralized over the system change, with the experience of the Berkeley City Council experiment. The radicals have now become Establishment types.
I agree strongly with Steve Horn that we should get into the junior college market. The young people, even college kids, could well be up for grabs. They are not history oriented, they are instant oriented. Unlike older voters, they are not going to feel that it is unpatriotic if they do not vote. In fact, they may use non voting as a means of expressing themselves.

cc: Gordon Strachan
Ray Waldmann
Peter Michel
Vicki Keller