

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	10/19/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: newspaper articles on the GOP and younger voters. Articles attached. 4 pgs.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: a "Life" article and young voter registration. Related newspaper article attached. 3 pgs.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Huntsman to Haldeman and Colson RE: McGovern, Muskie, and McCloskey's efforts to woo younger voters. 1 pg.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: publicity for GOP efforts to entice youth voters to supporting the party. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	9/30/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: Rietz's efforts to target youth voters in Florida. 1 pg.
27	2	9/29/1971	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: new voters in Orange County, Florida. 2 pgs.
27	2	10/20/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: Rietz's activities involving younger voters. 1 pg.
27	2	10/19/1971	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: the status of efforts to register younger voters as Republicans in various states. 3 pgs.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: a Rietz report on GOP efforts to engage youth voters in the election process. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	10/5/1971	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: a report on voter totals in important states. Registration figures from important states attached. 5 pgs.
27	2	10/20/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: Rietz and voter registration on college campuses. 1 pg.
27	2	10/20/1971	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: the lackluster results of college campus voter registration drives in southern states. 1 pg.
27	2	10/14/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: a "Newsweek" youth voter poll showing totals in trial heats involving RN and various Democrats. 2 pgs.
27	2	10/20/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: an article from "The Hartford Times." Article attached. 4 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	10/22/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: information from Rietz on younger voter registration in key states. 5 pgs.
27	2	10/8/1971	<input type="checkbox"/>	White House Staff	Memo	From Magruder to Strachan RE: an attached document. 1 pg.
27	2	10/7/1971	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: a conversation between John Venners and Richard Scammon on youth voters. 1 pg.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE: an attached memo. 1 pg.
27	2	10/7/1971	<input type="checkbox"/>	Campaign	Memo	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.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	10/6/1971	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Mitchell RE: RN's concerns with Republican efforts to reach out to younger voters. 1 pg.
27	2	10/22/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: "Target Registration '72." 1 pg.
27	2	10/20/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: a campaign theme idea generated by Haldeman. Memo from Haldeman attached. 2 pgs.
27	2	10/15/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: Muskie's trip to Cincinnati. 2 pgs.
27	2	10/3/1971	<input type="checkbox"/>	Campaign	Newspaper	Article from "The Cincinnati Enquirer" authored by Tommy West titled "Muskie Says County Needs Kennedy-Roosevelt Economics." 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2		<input checked="" type="checkbox"/>	Campaign	Newspaper	Article published in an unknown periodical by an unknown author titled "Watts Mfg. Corp. Head Raps Muskie's Racial Attitudes." 1 pg.
27	2	10/20/1971	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: attached information on Arlen Specter. 1 pg.
27	2	9/27/1971	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: attached information on Arlen Specter. Response from Magruder to Strachan printed on same page. 1 pg.
27	2	9/23/1971	<input type="checkbox"/>	Campaign	Memo	From Chotiner to Haldeman RE: attached information on Specter. 1 pg.
27	2	9/20/1971	<input type="checkbox"/>	Campaign	Newspaper	Article published in "The Daily Item" titled "Specter Praises Nixon's Action On Economy, Attacks Democrats." 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	10/8/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: CRP office space. 6 pgs.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: the political status of New Jersey, particularly with regard to African-American voters. 2 pgs.
27	2	10/11/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: obtaining a Director of the Farm Vote for the presidential campaign of 1972. 2 pgs.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a potential California mailing. 1 pg.
27	2	9/2/1971	<input type="checkbox"/>	Campaign	Memo	"Talking paper" for Mitchell generated by Haldeman involving a California mailing. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	10/22/1971	<input type="checkbox"/>	White House Staff	Memo	From Finch to Haldeman RE: attached information. 1 pg.
27	2	10/14/1971	<input type="checkbox"/>	Campaign	Other Document	Capitol News Service article titled "GOP Revolution Coming?" authored by Fred W. Kline. 2 pgs.
27	2	10/5/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Ehrlichman's role on a Convention Task Force. Handwritten notes added by unknown. 1 pg.
27	2	10/12/1971	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes detailing campaign activities in various states. 7 pgs.
27	2		<input checked="" type="checkbox"/>	White House Staff	Memo	From Ehrlichman to Haldeman RE: attached information. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
27	2	9/21/1971	<input type="checkbox"/>	Campaign	Memo	From Roy Morey to Ed Harper RE: a meeting of Younger Republican Public Officials, Candidates, and Staff Assistants. 5 pgs.

DETERMINED TO BE AN
ADMINISTRATIVE MATTER
E.O. 12812, DATE 8-10-82
By ep, DATE 3-25-82

October 19, 1971

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

CONFIDENTIAL

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 that 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 a sense, the GOP's undercover answer to Democrat Allard K. Lowenstein, the 42-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 darting 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 one-man GOP 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 25 million potential new voters made eligible by the lowered voting age of 18.

The effort is rooted in the Republican conviction — underlined by research recently completed by Reitz — that reports of massive youth registration overwhelmingly favoring the Democrats are unfounded.

1,000 Counties Checked

Nearly 1,000 counties in high population centers around the country have been checked, and the White House has been advised 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 Sunday indicated that 45% of voters age 21 and older consider themselves Democrats, 27% consider themselves Republicans, and the rest—28%—call themselves independents.

The same poll said, however, that a survey of the 18-20 age group found 35% classifying themselves as Democrats, only 14% describing themselves as Republicans and a majority—51%—listing themselves as independents or uncommitted in party preference.

The 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 heavily 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 oldschool political pro.

College Students

Reitz is a partner of Harry Treleaven, one of Mr. Nixon's media masterminds in the 1968 campaign, and spent a year in Tennessee building and nurturing the organization that helped Republican Sen. William Brock oust incumbent Sen. Albert Gore in what probably was the chief GOP victory of 1970.

GOP 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 70% 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 as well as register on campus.

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 GOP politicians that the youth vote is worth going after.

But in such key states

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, three GOP youth organizations — Young Republicans, College Republicans and Teen-Age Republicans—are mobilizing for grass-roots 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, and about 2,800 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 nonstudent 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.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 12, 1971

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 Rietz 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 vote would be overwhelmingly Democratic were overstated when applied to the 25.1 million persons who will be eligible to vote for President next year for the first time.

The political stakes for the Republicans are enormous, especially in view of a recent Gallup Poll showing that GOP party allegiance among persons over 18 is at its lowest level since 1964. Only 25 per cent of the 8,935 persons Gallup interviewed classified themselves as Republicans, compared with 44 per cent Democratic and 31 per cent as Independents. Democrats lost 9 per cent since 1964, while those classifying themselves as Independents increased 9 per cent.

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

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A resolution fiths' has been Senate caler the committe of other busi seeks to ac preoccupator ment's chief Birch Bayh wife's illness delay Senat until next yea

Mrs. Griffin argued that work laws ar to discrimir ployment c women than Rep. Bella served that ted to ser floors at n tectors are

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HORMEL CHILI & BEANS 15 oz. tin 3/99^c

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found that 10 to 15 per cent of new eligible voters had already registered although in some big states it is as low as 2 per cent.

The Nixon campaign hasn't done anything in the way of voter registration pending completion of GOP research. The study found that Democratic, labor and independent voter registration drives so far this year were ineffective and in some cases counterproductive.

Administration sources pointed out that Democrats running in abundance for President have a far greater stake in getting out a primary election vote.

While acknowledging anti-Nixon 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 13.8 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. A male-female breakdown shows 12.7 million women and 12.4 million men.

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

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

DETERMINED
ADMINISTRATIVE
E.O. 13023
By EP

13 AN
100-102
100-3-26-92

CONFIDENTIAL

October 12, 1971

MEMORANDUM FOR:

H. R. HALDEMAN
CHARLES W. COLSON

FROM:

JON M. HUNTSMAN *Jm/h*

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

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 21, 1971

CONFIDENTIAL

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 _____

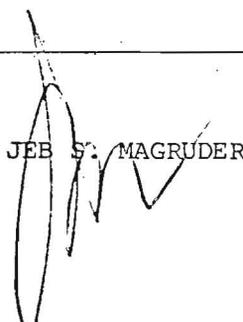
COMMENT _____

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 S. MAGRUDER

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

September 30, 1971

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 _____

JEB S. MACRUDER

Enclosure

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

September 29, 1971

MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ *KR*
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.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12812, Section 6-102
By SP, date 3-25-82

October 20, 1971

CONFIDENTIAL

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 targetted 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

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 19, 1971

MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ *KR*
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.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12066, Section 6-102
By CP Date 3-25-82

October 12, 1971

~~CONFIDENTIAL~~

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

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 5, 1971

MEMORANDUM FOR:

JEB S. MAGRUDER

FROM:

KEN RIETZ *KA*

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

	Registration 1/1/71 to 11/1/71		Total Registration		Potential New Voters	% of Total New Voters That Are Registered
	Democrat	Republican	Democrat	Republican		
Alameda	28,597	10,354	326,641	158,857	186,857	21%
Los Angeles	129,687	67,260	1,753,229	1,193,254	1,061,819	17.5%
San Diego	44,438	31,247	263,372	260,122	283,404	26.1%
Santa Clara	11,644	19,474	273,850	140,649	170,841	18%
Orange	32,652	29,084	252,590	326,459	217,453	27.6%

FLORIDA

	Registration 1/1/71 to 9/1/71			Total Registration		Potential New Voters	% of Total New Voters Registered
	Democrat	Republican	Other	Democratic	Republican		
Hillsborough	6,288	2,741	591	184,158	32,416	75,364	4%
Dade	16,883	5,273		380,774	79,007	170,026	4.7%
Broward	7,588	5,298	969	142,228	106,248	71,332	5.2%
Orange	1,944	1,506		81,868	42,984	53,665	2.7%
Duval	7,716	4,667	411	175,831	23,754	92,039	6%

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

	Registration 1/1/71 to 10/1/71 (No registration by party) (18-20)		Potential New Voters	% New Voters That Have Registered
		Total		
Cook County	not available			
Chicago	48,812	79,812	780,040	1.7%
Lake	7,784	11,281	71,792	2.7%
DuPage	5,817	13,183	64,372	2.9%
St. Clair	not available		40,960	
Kane	not available		36,099	

INDIANA

	Registration 1/1/71 to 10/1/71	Potential New Voters	% of Total New Voters Registered
Marion	7,179	196,680	3.5%
Lake	3,110	80,805	3.7%
Allen	1,241	44,266	2.8%
St. Joseph	not available	41,171	-
Tippecanoe	1,511	29,956	5%

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

	Registration 1/1/71 to 10/1/71			Total Registration		Potential New Voters	% of Total New Voters Registered
	Democrat	Republican	Other	Democrat	Republican		
Multnomah	3,226	808	1,000	164,896	106,309	69,208	7%
Lane	5,573	1,954	598	57,420	40,850	30,343	26%
Clackamas	2,195	1,311	352	43,904	35,110	15,134	23%
Washington	491	307	159	33,804	37,564	16,289	6.2%
Marian	not available						

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

	Registration 1/1/71 to 10/1/71			Total Registration		Potential New Voters	% of Total New Voters Registered
	Democrat	Republican		Democrat	Republican		
Montgomery	2,272	2,372		75,232	209,458	83,833	5.3%
Bucks	5,511	4,098		69,395	93,705	58,131	16.4%
Philadelphia	16,444	6,215		550,719	367,167	283,916	8%
Allegheny	15,261	5,072		510,352	281,997	227,363	4.4%
Delaware	2,301	3,946				87,366	6%

TENNESSEE

	Registration 1/1/71 to 10/1/71 (No registration by party)	Potential New Voters	% of Total New Voters Registered
Shelby	4,634	124,756	4%
Davison	not available	75,045	
Hamilton	3,080	37,480	5.4%
Knox	1,915	49,021	4%
Sullivan	500	18,946	2.7%

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

	Registration 1/1/71 to 10/1/71 (No registration by party)	Potential New Voters	% of Total New Voters Registered
Milwaukee	5,380	161,368	3.3%
Winnebago	not available	25,187	
*Dane	5,019	64,957	7.8%
Racine	1,518	24,182	6.2%
Waukesa	not available	30,098	

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

DETERMINED TO BE AN
ADMINISTRATIVE RECORDING
E.O. 12812, Section 3-102
By EL, dated 10/20/71

October 20, 1971

CONFIDENTIAL

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

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 20, 1971

MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ *KR*
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.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N W
WASHINGTON, D C 20006
(202) 333-0920

October 14, 1971

CONFIDENTIAL

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:

<u>Total Sample</u>		<u>42% Most Likely to Vote</u>	
Nixon	39%	Nixon	35%
Muskie	38%	Muskie	48%
Nixon	39%	Nixon	38%
Humphrey	37%	Humphrey	42%
Nixon	41%	Nixon	40%
Lindsay	33%	Lindsay	40%
Nixon	26%	Nixon	28%
Kennedy	58%	Kennedy	59%

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.

JEB S. MAGUIRE



October 20, 1971

DECLASSIFIED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12958, Section 6-102
By EP NARS, Date 3-25-82

CONFIDENTIAL

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

CONFIDENTIAL

Hartford Times - Front Page
Nixon Leads
October 17, 1971
4 Democrats
In State Poll

Copyright, 1971,
The Hartford Times

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 36 per cent plurality, whereas his margin over each of the

(Continued on Page 20A)

Nixon Leads 4 Democrats In State Poll

(Continued from Page 1A)

others is 2 to 1 or better (Nixon 54 per cent, Kennedy 27 per cent; Nixon 56 per cent, Humphrey 26 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 match-ups 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 30 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 im-

portant, however, the President seems to be controlling the political "center" as well as the right. He is well ahead of all four Democrats among middle-of-the-road and 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 holding his own against Kennedy and Muskie 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 Presidential 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,

TOTAL CONN. PUBLIC

September, 1971

AREA OF STATE

Metropolitan Hartford*
Rest of State

POLITICAL PARTY

Democrats
Republicans
Independents

POLITICAL OUTLOOK

Liberal
Conservative
Middle-of-the-Road

SEX

Men
Women

AGE

Under 30 Years
30 to 44 Years
45 to 64 Years
65 Years or Over

INCOME

Under \$5,000
\$5,000-\$7,499
\$7,500-\$9,999
\$10,000-\$14,999
\$15,000 and Over

GALLUP POLL

August, 1971

	Nixon %	Muskie %	Wallace %	Undecided %
TOTAL CONN. PUBLIC	45	36	4	15
September, 1971				
AREA OF STATE				
Metropolitan Hartford*	36	48	5	11
Rest of State	47	33	4	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 30 Years	45	39	5	11
30 to 44 Years	46	39	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-\$7,499	41	46	0	13
\$7,500-\$9,999	46	34	6	14
\$10,000-\$14,999	46	35	7	12
\$15,000 and Over	50	35	1	14
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?"

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, who runs just about even with Nixon among these voters.

Furthermore, there are indications that the economic issue will loom even larger if things do not improve soon.

tions People Were Asked:

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

"If the November, 1972 election for President were being held today and the Republican candidate was Richard Nixon, the Democratic candidate were Hubert Humphrey and the American Independent Party candidate was George Wallace, which one would you like to see win?"

"Suppose the Republican candidate for President 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?"

Nixon %	Kennedy %	Wallace %	Undecided %	Nixon %	Humphrey %	Wallace %	Undecided %	Nixon %	Lindsay %	Wallace %	Undecided %	Percentage base
54	27	4	15	56	26	4	14	53	25	5	17	(466)
50	34	6	10	47	33	5	15	47	27	8	18	(230)
56	24	4	16	58	24	4	14	54	25	4	17	(236)
30	46	4	20	26	50	3	21	35	39	5	21	(203)
84	7	3	6	86	5	3	6	77	10	3	10	(179)
48	27	9	16	54	20	13	13	41	29	10	20	(74)
43	50	1	6	38	44	4	14	36	50	1	13	(96)
66	11	7	16	67	15	7	11	64	10	7	19	(104)
58	24	4	14	58	24	3	15	58	22	5	15	(235)
57	27	5	11	54	30	5	11	53	26	5	16	(233)
52	26	4	18	55	23	4	18	51	25	6	18	(233)
47	43	2	8	53	29	4	14	45	31	5	19	(102)
57	27	5	11	58	24	6	12	53	29	6	12	(155)
56	21	5	18	52	27	3	18	54	23	4	19	(158)
57	10	5	28	54	24	7	15	57	11	5	27	(50)
42	33	8	17	35	43	12	10	38	27	8	27	(41)
46	34	3	17	51	27	0	22	44	23	3	30	(50)
49	29	6	16	50	29	6	15	54	20	9	18	(93)
55	29	7	9	58	24	8	10	57	28	8	7	(125)
70	23	1	6	64	25	1	10	61	31	0	8	(88)
43	38	10	9	43	37	11	9	45	30	12	13	(1054)

*Hartford County

**Question asked only of people who say they are at least fairly sure they will vote in the November, 1972 Presidential election.

With the possible exception 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, again 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.

DETERMINED TO BE AN
ADMINISTRATIVE WORKING
E.O. 12958, Section 6-102
By CP NARS, Date 3-25-82

October 22, 1971

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Voter Registration

Attached for your information are some statistics on voter registration which Ken Rietz 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. MAGRUDER

Attachment

bcc: Mr. H. R. Haldeman

CONFIDENTIAL

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: 11,00 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.

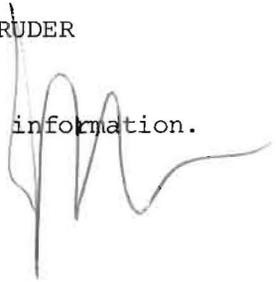
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

October 8, 1971

FOR: GORDON STRACHAN

FROM: JEB MAGRUDER

Attached is for your information.

A handwritten signature in dark ink, appearing to be 'JEB MAGRUDER', written over the typed name. The signature is stylized with a vertical line on the left and several loops.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 7, 1971

MEMORANDUM FOR:

JEB S. MAGRUDER

FROM:

KEN RIETZ *KR*

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."

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

October 12, 1971

FOR: GORDON STRACHAN

FROM: JEB S. MAGRUDER

A handwritten signature in dark ink, appearing to be 'Jeb S. Magruder', written over the printed name.

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

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 7, 1971

MEMORANDUM FOR: COUNSELOR RUMSFELD
FROM: KEN RIETZ **KA**

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 (Wisc.)
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 (Pocatell, 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 Manse College (Toledo, Ohio)
University of Michigan (Ann Arbor, Michigan)

Michigan State University (East Lansing, Michigan)
Universtiy 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)

HIGH SCHOOLS

Arenac Eastern High School (Omece, 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.)
Clobber 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.)
McKill 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)
Wakefield 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 Date, 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)
Sandusky High School (Sandusky, Ohio)
Saxe Jr. High School (New Canaan, Conn.)
Starmont 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.

HRH:BK;elr:BK;elr

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE N W
WASHINGTON, D C 20006
(202) 333-0920

October 22, 1971

CONFIDENTIAL

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.

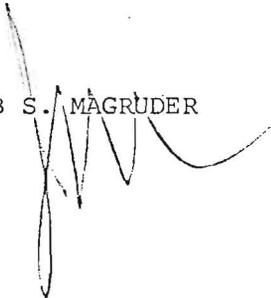
It is important for you to attend a portion of this meeting, and it would seem appropriate for you to speak at lunch.

AGREE _____

DISAGREE _____

COMMENT _____

JEB S. MAGRUDER



DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12063, Section 6-102
By EP, Date 3-25-82

October 20, 1971

CONFIDENTIAL

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. MAGRUDERA

Attachment

bcc: Mr. H. R. Haldeman

CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

September 30, 1971

MEMORANDUM FOR:

THE ATTORNEY GENERAL

FROM:

H.R. HALDEMAN *HRH*

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 Mas

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

JRM



CONFIDENTIAL

October 15, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12812, Section 6-102
By ep, Date 3-25-82

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 WATTS 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 Go 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

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. MAGRUDER

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 FDR's "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 Milicron. They could hire more workers and make more machine tools. But they cannot manufacture more



Senator Muskie

... hits Nixon economics

consumer demand—consumer demand for the products machine tools build."

Muskie, looking fresh in a dark suit despite a busy day that included an appearance in Columbus, sat through an hour of dinner and an hour of local speech-making before he rose at 9:30 p. m. to speak.

His early statements sounded

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 as a vice-presidential running mate.

The Cincinnati Enquirer



6-A Sunday, October 3, 1971

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-bussing" 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 bussing.'

"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

10/20

~~10/4~~

September 27, 1971

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.

10/4 - to see AG this week,
good in Rhl

10

GS:lm

THE WHITE HOUSE
WASHINGTON

FO
11/1

Administratively Confidential

September 27, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN **G**

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.

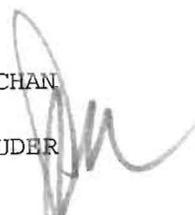
Please advise me if there has been any change in attitude toward Mr. Specter.

October 4, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

JEB S. MAGRUDER 

There is no change in our attitude toward Specter. We still plan to use him in the campaign in Pennsylvania. He will be meeting with the AG sometime in the near future.

1.

From the desk of . . .

MURRAY M. CHOTINER

September 23, 1971

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.

A handwritten signature in black ink, appearing to read "Murray". The signature is written in a cursive, flowing style.

Enclosure

SUITE 500
1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D.C. 20006
TELEPHONE 202 298-9030

Snyder County

DAVID H. FERROLD, Manager

PHONE: 374-2421

OFFICE: 26 N. Market St., Selinsgrove, Pa. 17870



AS A REPUBLICAN — Arlen Specter, Philadelphia District Attorney, was the main speaker at the Republican Rally held Saturday at the 80th annual McClure Bean

Soup celebration. The event was attended by several thousand people. (Staff Photo by Glen Maynard.)

In County GOP Rally

Specter 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 president's entire economic Schuck, for prothonotary and criticism of the Shapp adminis- package next week. The con- clerk of courts; Richard tration were the dominant gressman predicted quick Nornhold, for sheriff; Mrs. Sara themes of speakers at a passage of the president's pro- Waiter and Leroy Gabel, for Republican rally at the McClure gram. county auditor; John Robert Bean Soup Festival Saturday. Sen. Davis loosed a scathing Moore, for district attorney; Philadelphia District Attorney attack on the Shapp adminis- Dr. Robert A. Grubb, for cor- Arlen Specter was the featured tration during his brief speech. oner. speaker at the rally which kick- Davis recalled that he had Others introduced were ed off the Republican campaign warned his constituents that the James R. Ramer, state com- mitterman; Mrs. Sara Shara- Herman T. Schneebeli, Sen. ap" if Shapp were elected. He Preston Davis and Rep. Reno said the administration had vin- County GOP Committee, and Thomas also spoke to a crowd dicated his prediction and said Mrs. Betty Weaver, president of the Snyder County Republican of elderly middle-aged and Shapp's party would continue to Women's Club. "mess things up" in the future

Specter called for a "vote of if something is not done to stop confidence" for Snyder County them. Republican candidates in No- Davis scored the governor's venber. Specter said even tax burden on business as "un- though many candidates are conscionable," and said the running unopposed a resounding "voter registration mess is in- Republican vote will show GOP tolerable."

dissatisfaction with the Shapp Rep. Thomas reserved most administration at the some of his criticism for the increas- time the stage is set for the re- ing costs of welfare. Citing the election of Richard M. Nixon in tremendous piles of paper with

Specter attacked a 8000- large bureaucracy, he pro- duced on the people of Pennsylvania. He praised what he call- to cut welfare costs by eli- ed "dynamic action" by Presi- minating red tape and deal "now to restore balance and saving welfare recipients. to the national economy. Thomas said that the problem "Then, when you see his topic is how large is not that the

AD - R. R. ... Philadelphia District Attorney, was the main speaker at the Republican Rally held Saturday at the 80th annual McClure Bean

... The event was attended by several thousand people. (Staff Photo by Glen Maynard.)

In County GOP Rally

Specter Praises Nixon's Action On Economy, Attacks Democrats

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Specter called for a "vote of if something is not done to stop confidence" for Snyder County them.

Republican candidates for Gov. Davis scored the governor's November. Specter said even tax burden on business as "un- though many candidates are conscionable," and said the running unopposed a resounding "voter registration mess is in- Republican vote will show GOP tolerable."

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Specter attacked Shapp and connected as a symptom of the his fellow Democrats for looking overgrown bureaucracy, he pro- down on the people of Pennsylv- mised to do everything he could vania. He praised what he call- to cut welfare costs by eli- ed "dynamic action" by Presi- minating red tape and dent Nixon to restore balance underserving welfare recipients. to the national economy. Thomas said that the problem

Then, choosing as his topic is Harrisburg is not that the the danger of drugs. Specter programs are no good, but that proposed a four-point 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 in- gram for young people is need- troduced by County Chairman ed. Second, he advocated the Stanley R. Saylor, who also in- strengthening of investigative troduced the principal speakers. machinery by giving the su- Candidates introduced were districts' attorneys. Third, he Paul T. Heeter and Harry E. Shambach, candidates for coun- ty commissioner; T. W. Erdley, favored tougher sentences for pushers, and finally, he recom- mended that persons caught with large quantities of drugs be treated as pushers instead of as possessors

Can Happen Here

Specter 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 cited rapidly rising death rates from drug overdoses as proof of the growing proportions of the drug problem.

Preceding Specter on the platform was Rep. Schneebell- who emphasized his support for President Nixon's policy of paced withdrawal from Vietnam and the president's economic policies. Schneebell predicted that the powerful House Ways and Means Committee, of which

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

*H needs
see
6/10/22*

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 8, 1971

CONFIDENTIAL

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 _____

CONFIDENTIAL

CONFIDENTIAL

2

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.)

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3

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 _____

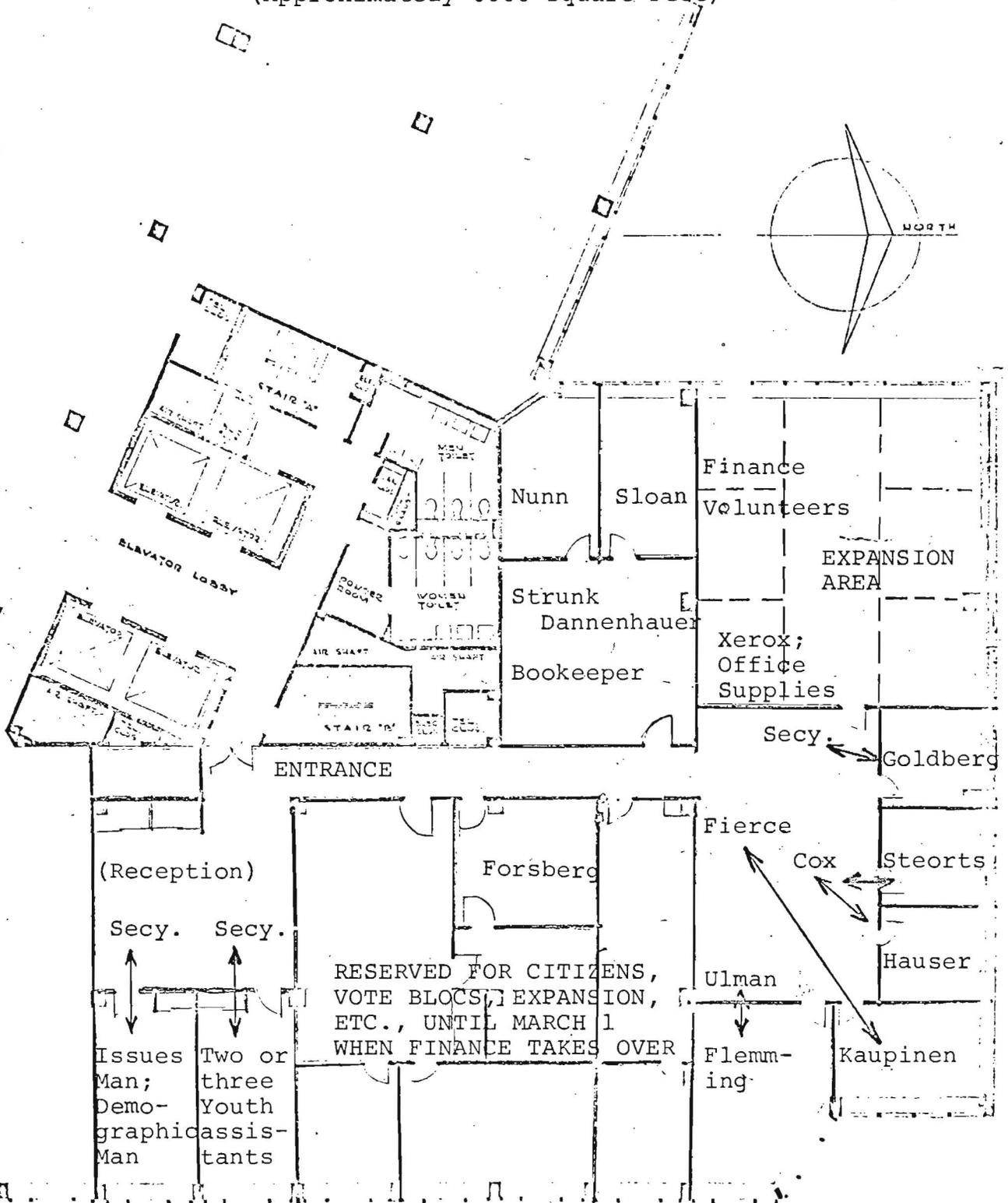
ROBERT C. ODLE, JR.

cc: Mr. Peter M. Flanigan

✓ bcc: Mr. H. R. Haldeman

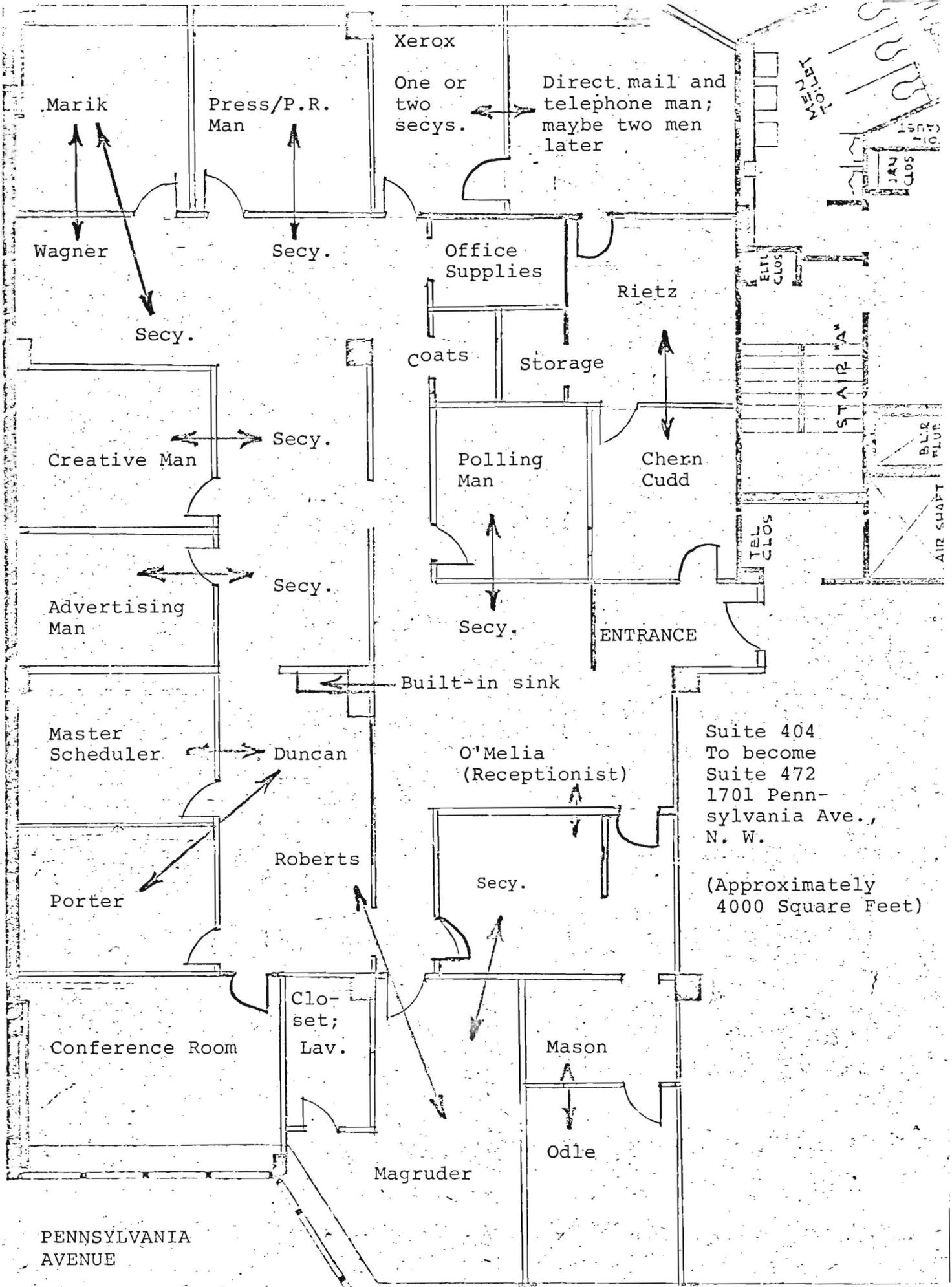
CONFIDENTIAL

SUITE 272
 1701 PENNSYLVANIA AVENUE, N. W.
 (Approximately 6000 Square Feet)



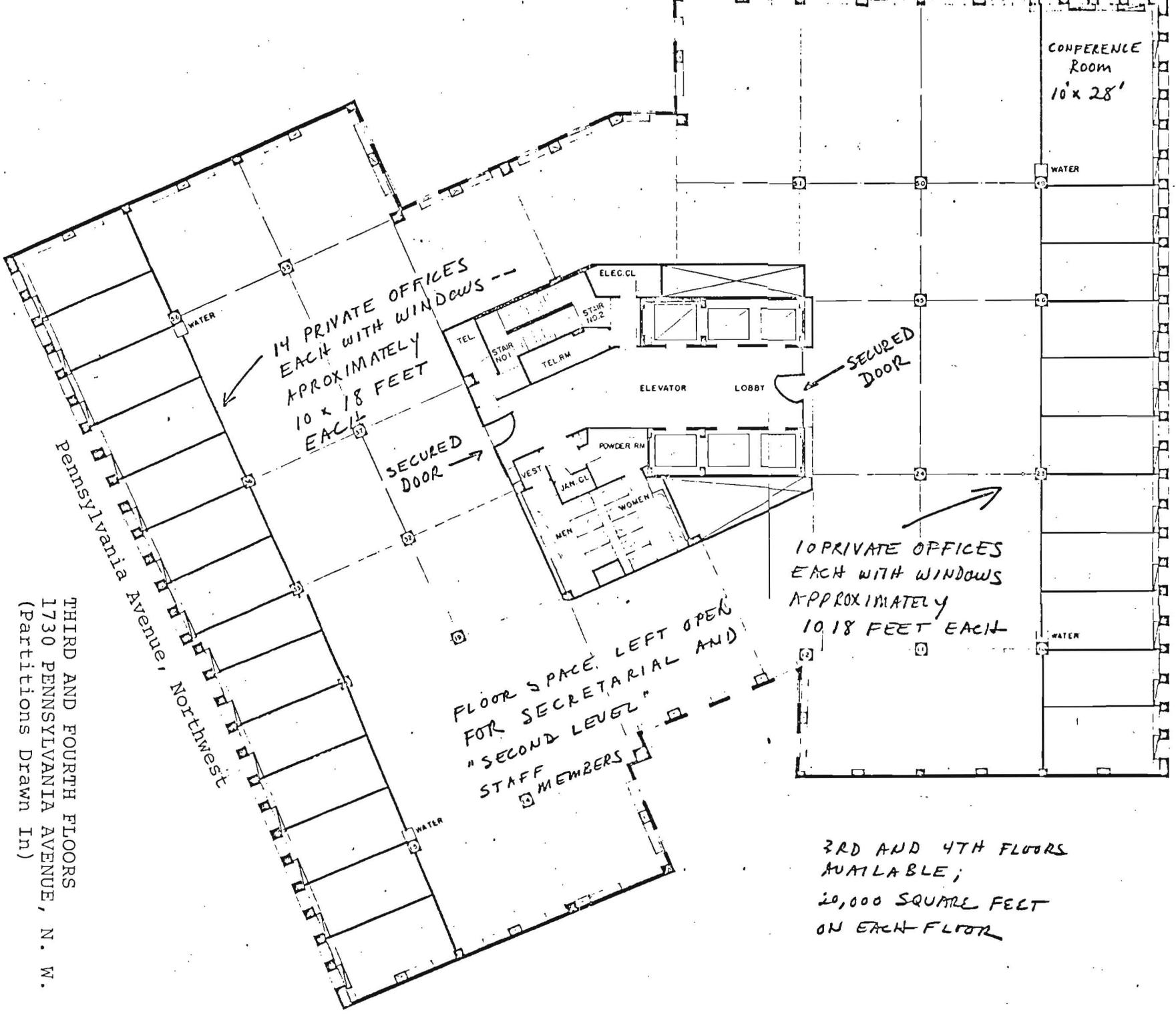
SEVENTEENTH STREET, NORTHWEST

TYPICAL FLOOR PLAN



Suite 404
 To become
 Suite 472
 1701 Penn-
 sylvania Ave.,
 N. W.
 (Approximately
 4000 Square Feet)

PENNSYLVANIA
 AVENUE



(Approximately 20,000 Square Feet)

THIRD AND FOURTH FLOORS
 1730 PENNSYLVANIA AVENUE, N. W.
 (Partitions Drawn In)

10 PRIVATE OFFICES
 EACH WITH WINDOWS
 APPROXIMATELY
 10' x 18' FEET EACH

FLOOR SPACE LEFT OPEN
 FOR SECRETARIAL AND
 "SECOND LEVEL"
 STAFF MEMBERS

3RD AND 4TH FLOORS
 AVAILABLE;
 20,000 SQUARE FEET
 ON EACH FLOOR

G Street, Northwest

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 12, 1971

CONFIDENTIAL

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.

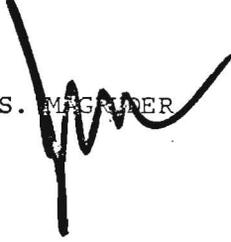
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2

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. MAGRUDER



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DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.S. 120x6, Section 6-102
By EP Date 8-25-82

October 11, 1971

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 under-graduate 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

GS

THE WHITE HOUSE
WASHINGTON

Administratively Confidential

October 12, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN **G**

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 + AG*

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. HALDEMAN

FROM: ROBERT FINCH

*H needs
see
6/14/23*

FYI XX

COMMENT _____

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. Petersburg 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 feed back 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 any body in charge of this party anymore?"

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

State Chairman Putnam Livermore's man Daryl Woid 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 doldrims 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.

###

Cole Magruder

FO
~~10/7~~
10/11

THE WHITE HOUSE
WASHINGTON

October 5, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY *L*
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. He 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 deal
E + give me read re
programming groups*

*Ken 10/7 - H → John E +
Ken will cover + along lines of Morgan*

G → note Pak

10/12

Flemming - St Ann

Ala - Blount - will probal run,
but doubts chances good
- none set, tho Frank Parsons
on Deseg Comm a possibil
- yet to see Blount-

was Reg Lopez
Corp Vegas
this wk
Alaska - Hicel + Stans lunch today,
Fe → Hic personally + Stans

Bob Mardian / Dent / Harold

Ariz - prob Sam^{bro} (Bob) Mardian
former 2 term ~~mayor~~ Mayor of Phoenix

Ark - Rockefeller - ~~Bob~~ Bernoul ← dispute +
Rocke to get part time
post for Kingsley
Tom Rowotony - a R but
maybe trying to get Dem

① Colo - definitely Gov. Love
+ Flem will make the write
to head up Comm

Conn - AG wants ethnic + Mastillagras
rather Agostonelli - Hartford,
St Controller of Comm + Stopped v c fl

Del - nothing yet Lee/Boggs
has been considering not running
w/ would mean chaos

D.C. - good black - possibil. Willy
leftwitch.

Fla - w/party to Mar 14 + then
Mar 15 w/Conseu + Ind
better post Mar 15.
- Probab paid full time Exec
Dir fr/out of st to organize
party types before 3/15.

Ga - promin all bus type; party
in disarray, not Bo Calaway

Hawaii - Mayor a Dem Hon + feedings +
may end up w/us, not set

Idaho - a bus, outside formal party
murdian suggesting names

② Ill - Tom Houser, began 10/1
fulltime in Jan!
Essee Dir - Gaylord Freeman - front
name

Ind - nothing until after Nov.
majority race - sugar

Iowa - need farmer, nothing yet

Kansas - no names for role yet

Key - until after gubernatorial
race, working w/ house comm.
losses

La - Feb 1 gubern race, nothing

③ Me - Ned Harding - '68 chm,
accep for '72

Mo - none set, tho by 10/31 a look

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

Mich - Milliken seen by AG + HF
on Thur + agree but no name
Griffin - serious

Merit - Mac G → John Pillsbury
AG not decided.

Miss. - Some name will head
it up then ~~no~~ Exec Dir
to be set later.

④ Mo - Larry Roos ← Conty Exec
in St Louis cnty ~~no~~ agree no
- will add Dem fr K.C.,
John Hatshaw, probab
HF will approach

Mont - no one set

⑤ Neb - Geo Cook = 68 Chem
level for 72

⑥ Nev. - Paul Baralt - chmn
HF will level this wk

⑦ N.H. - Lane Dwyll
allen Walker

N.J. - Leges races under
HF → Cahill pers + agree later

N.M. - nothing

N.Y. - AG + Roche - agree later

⑧ NC - Charlie Jonas Jr. | Co-Chm
Willis Smith Jr. |
Rep Dem

ND - nothing

⑨ Ohio - Ray Bliss - will begin
as Nixon St Chm soon

⑩ Ore - Wendell Wyatt - locked as
St Chm
McC strongest in Ore
than any other St, no prob.

Run
1st Rep

Pa - AG + Aulen Specter + AF
met this morning + no
agreement but Bill Swanton
all ~~was~~ want but not set
not it

Rhode Is - Chafee will run for
Sen seat + win
will see Di Simone next wk,
nothing set

SC - interparty prob, working w/ Dent

SO - W. E. "Olvie" O'Brien -
probab set but HF will
name later
Jack Gibson - our man now

Tenn - AG + HF to meet w/ Buel +
Baker

Tx - Rep party deep trouble but
working for Tower
HF seen Bush + nothing
AG working pers w/ Connally

Utah - Bill Richards probab
but not set

Ut. - Randolph - Prouty's death
so everything up in air

Nc - HF → Volton 3 times +
then Volton saw AG +
look ~~next~~ new guy after
Nov races (Lt Gov + legis)

Wash - HF → Dan Evans, probab
a St Hegis, except up
for re-elec.

W Va - HF → Bud Moore, no name
W

⑫ Wisc - John McJuer - 1968+
ready for 72, locked.

W go - HF to see Gov Hathaway+
will set some name
later

THE WHITE HOUSE
WASHINGTON

H -
neednt
see

Date _____

CC

For

HRH

From John Ehrlichman

FYI

THE WHITE HOUSE
WASHINGTON

September 21, 1971

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.

6. 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.

3. 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