

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>
28	4	2/2/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb Magruder to The Attorney General. RE: New Hampshire Fact Book. 1 pg.
28	4		<input checked="" type="checkbox"/>	Campaign	Report	From Research Staff to Recipient Unknown. RE: New Hampshire (4 Electoral Votes). 38 pgs.
28	4	2/4/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb Magruder to The Attorney General. RE: Revised media plan for the New Hampshire and Florida Primaries. 2 pgs.
28	4		<input checked="" type="checkbox"/>	Campaign	Report	Tab A. Author Unknown. Recipient Unknown. RE: New Hampshire Media Plan - Summary.9 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>
28	4	1/13/1972	<input type="checkbox"/>	Campaign	Report	Tab B. Author Unknown. Recipient Unknown. RE: Florida Media Plan - Summary. 8 pgs.
28	4	1/27/1972	<input type="checkbox"/>	Campaign	Newspaper	Author Unknown. Recipient Unknown. RE: Newspaper Coverage in Florida. 4 pgs.
28	4	1/28/1972	<input type="checkbox"/>	Campaign	Financial Records	Author Unknown. Recipient Unknown. RE: Major Market Radio Coverage and Costs - Florida. 1 pg.
28	4	1/27/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to The Attorney General. RE: Attached weekly report. 1 pg.
28	4		<input checked="" type="checkbox"/>	Campaign	Report	Author Unknown. Recipient Unknown. RE: Advertising, Agriculture. 15 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>
28	4		<input checked="" type="checkbox"/>	Campaign	Other Document	Chart. Author Unkown. Recipient Unknown. RE: Democratic voter choice of Democrats (Gallup). 1 pg.
28	4	1/24/1972	<input type="checkbox"/>	Campaign	Form	Author Unknown. Recipient Unknown. RE: New Hampshire Speaking Events Prior to March 7, 1972. 2 pgs.
28	4	1/24/1972	<input type="checkbox"/>	Campaign	Form	Author Unknown. Recipient Unknown. RE: Florida Speaking Events Prior to March 14, 1972. 2 pgs.
28	4	2/10/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to Gordon C. Strachan. RE: For your information. 1 pg.
28	4	2/2/1972	<input type="checkbox"/>	Campaign	Memo	From Devan L. Shumway to The Attorney General through Jeb S. Magruder. RE: Monitoring System. 3 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>
28	4		<input checked="" type="checkbox"/>	Campaign	Form	Author Unknown. Recipient Unknown. RE: Weekly Media Report. 2 pgs.
28	4		<input checked="" type="checkbox"/>	Campaign	Report	Author Unknown. Recipient Unknown. RE: Draft on monitoring for press secretaries handbook. 1 pg.
28	4	2/9/1972	<input type="checkbox"/>	Campaign	Form	Author Unknown. Recipient Unknown. RE: Wisconsin speaking events prior to April 4, 1972. 1 pg.
28	4	2/8/1972	<input type="checkbox"/>	Campaign	Form	Author Unknown. Recipient Unknown. RE: Florida Speaking Events Prior to March 14, 1972. 3 pgs.
28	4	2/8/1972	<input type="checkbox"/>	Campaign	Form	Author Unknown. Recipient Unknown. RE: New Hampshire speaking events prior to March 7, 1972. 3 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>
28	4	2/15/1972	<input type="checkbox"/>	Campaign	Memo	From De Van L. Shumway to the Attorney General through Jeb S. Magruder. RE: Audio-video. 3 pgs.
28	4	2/9/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to The Attorney General. RE: Campaign Strategy Group. 2 pgs.
28	4	2/4/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to The Attorney General. RE: Registration activities. 2 pgs.
28	4	1/31/1972	<input type="checkbox"/>	Campaign	Memo	From Ed DeBolt to J.M. RE: RNC Registration Activities. 4 pgs.
28	4	2/3/1972	<input type="checkbox"/>	Campaign	Memo	From Ken Rietz to Jeb S. Magruder. RE: Voter registration in California. 3 pgs.

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28	4	2/3/1972	<input type="checkbox"/>	Campaign	Memo	From Ken Rietz to Jeb S. Magruder. RE: Voter registration in California. 3 pgs.
28	4	2/11/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to The Attorney General. RE: Attached list of California Delegates. 1 pg.
28	4		<input checked="" type="checkbox"/>	Campaign	Report	Author Unknown. Recipient Unknown. RE: California Delegation. 8 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 308

Folder: 16 Campaign-Part I Feb. 2-Feb. 16, '72 [Folder 2]

<u>Document</u>	<u>Disposition</u>
44	Return Private/Political Folder, "New Hampshire," [2-2-72]
45	Return Private/Political Memo, Magruder to the AG, 2-4-72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

H
need
see

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

February 2, 1972

CONFIDENTIAL

MEMORNADUM FOR THE ATTORNEY GENERAL

SUBJECT: New Hampshire Fact Book

Attached for your information and use is the New Hampshire fact book, the first of the state fact books which we will be producing for the key states.

These will be compiled for the use of spokesmen and others who want to familiarize themselves with the state before visiting or working with leaders within the state.

JEB S. MAGRUDER

Attachment

CONFIDENTIAL

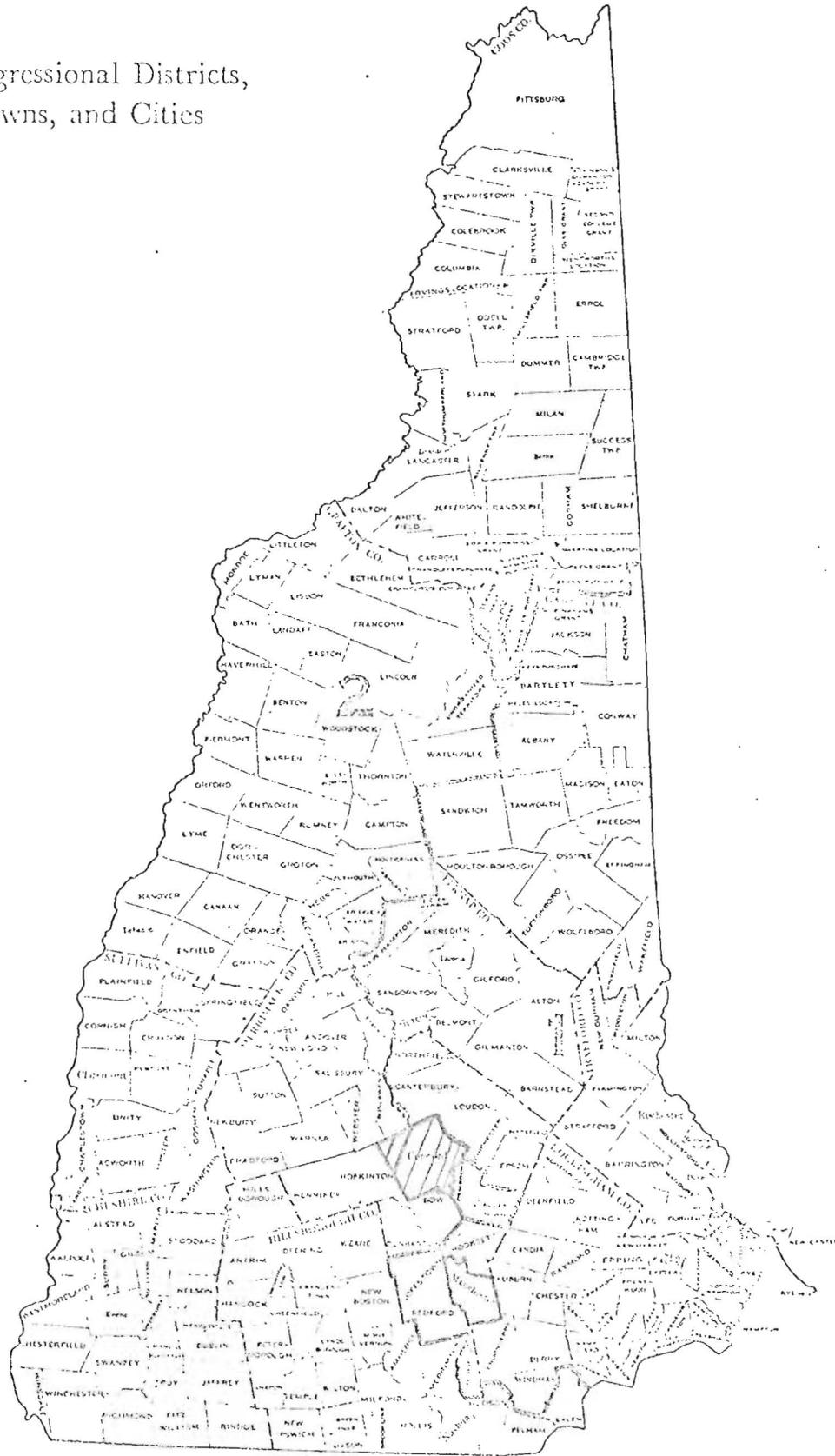
COMMITTEE FOR THE RE-ELECTION
OF THE PRESIDENT

RESEARCH STAFF

NEW HAMPSHIRE

(4 Electoral Votes)

Map of Congressional Districts,
Counties, Towns, and Cities
(2 Districts)



Capital: Concord

Districts Established July 1, 1970

NEW HAMPSHIRE

SPEAKER COMMENT SHEET

NEW HAMPSHIRE

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NEW HAMPSHIREI. BACKGROUND

NEW HAMPSHIRE PRESIDENTIAL PRIMARY: On March 7, New Hampshire will hold the nation's first Presidential Primary (and non-binding Presidential Poll). The major candidates on the Democrat side are U.S. Senators Edmund Muskie, George McGovern, Vance Hartke and Los Angeles Mayor Sam Yorty. President Richard Nixon has opposition from Congressmen Pete McCloskey and John Ashbrook. Recent state legislation more easily enables independent voters to vote in either primary and retain their independent status if they so choose.

1968 PRESIDENTIAL PRIMARY: In 1968, Richard Nixon won the GOP Primary with 77.6% of the vote, and Lyndon Johnson, as a write-in, defeated Eugene McCarthy, 49.4% to 42.2%, although McCarthy picked up 20 of 24 delegate votes. Lyndon Johnson dropped out of the race three weeks later.

1972 CAMPAIGN: President Nixon will not personally campaign in the state. The effects of the McCloskey and Ashbrook candidacies are uncertain. McCloskey has been campaigning substantially in the state since last summer, particularly courting the youth vote, whereas Ashbrook, who will be satisfied with matching McCloskey's total in New Hampshire, is concentrating on the Florida Primary one week later. Ashbrook has the support of William Loeb's influential Manchester Union Leader, the only statewide daily newspaper, and has the backing of 1st District GOP Congressman Louis Wyman's two law partners. However, Wyman has indicated his public and private disavowal of the actions of his law partners, and has come out in support of the President. Ashbrook's candidacy was hurt to some extent by the appointment of extreme right-winger George Gordon to run his New Hampshire campaign.

1972 DELEGATES: Also of note on the GOP side is the fact that there has been the Nixon-pledged slate (of 14 Delegates) with six others that have also filed to run as favorable to the President. McCloskey and Ashbrook also have entered a full slate of delegates, but none of these are being contested by additional unpledged or unfavorable delegates. In addition, a full slate of delegates has been entered pledged to Austin Burton (Chief Burningham). Burton's name appears on the New Hampshire GOP Vice Presidential Preference Poll. In all, more than 60 delegate candidates will appear on the GOP Primary ballot.

VICE-PRESIDENTIAL CAMPAIGN: Be aware that a write-in campaign for Vice President Agnew in the New Hampshire Vice Presidential Preference Poll has been launched by Peter Booras from Keene. The campaign presumably has the backing of William Loeb.

TAX PROBLEM: New Hampshire is the only state without a general sales or personal income tax. In the 1970 campaign, Governor Peterson fought against any tax levies, but later decided that the state's needs and financial problems out-weighed a campaign promise. He was defeated in the recent legislative attempt to push through a 3 percent income tax. During the Special Session of the General Court (State Legislature) beginning on February 8, Peterson intends to propose a 3% personal income tax similar to the one mentioned above. A special feature of the Governor's tax proposal is that approximately 50% of all revenues will be returned to local governments. However, statewide sentiment generally runs against the proposed tax, and there is little chance given for its passage.

Peterson Income Tax Would Place New Burden on N.H. Breadwinners

1/18/93

Who Will Pay for the Tax

Medford Thomson of Oxford, opposing Gov. Walter Peterson in the contest for the Republican gubernatorial nomination, has prepared the following survey of the tax situation in New Hampshire.

By WILLIAM THOMSON

Chances are fair to good that you will pay an extra \$138 for a Peterson income tax in 1972. The head of a family of four,

with a taxable income of \$10,699 will have to pay the state \$129 of his hard-to-company dollars if the governor gets his income tax.

Next month Gov. Walter Peterson will try again to force an income tax on New Hampshire people, despite his personal finances and the Republican platform's promise to avoid a broad base tax.

What, the tax fiddler's gather in the State House concert hall

on February 8 the big question will be who pays for the fiddling if the governor and Legislature can finally manufacture an income tax rate.

First let's look at the size of the proposed income tax bill. It really ask ourselves is it really necessary for New Hampshire at this time, and then see who will pay the Peterson income tax, if passed.

The size of the proposed Peterson income tax with its

various little vote entrepreneurs is much like a Mickey Mouse balloon. Its dimensions differ with each new gubernatorial puff.

No Peterson tax bill has in the past even clearly drawn before it was introduced in the Legislature. Koch bill has been regularly hounded and sniped to meet the oven heat of politics.

However, from the governor's recent speeches we know that he has talked around the state

Union leader

Pi

Fiddling?

about an income tax that would tax from 2 to 2.5 per cent of a person's taxable income.

And he has spoken about a proposal for a family of four that could vary from \$1000 to \$1500.

The governor seems to have dreamed the current bracket feature of his last income tax. If he had it last year by the tax, as the greatest revenue exacting agency since Man-

WILLIAM THOMSON



THOMSON

(Continued from Page One)

murabi crushed the Babylonians with his extortionist taxes.

While Stuart Lamorey has told the House Rules Committee that persons 65 or over should not be required to pay more than 6 per cent of their income for property taxes, and Representative Trowbridge is introducing a 5 per cent income tax at the special session, it now looks like the new Peterson income tax will be little different than the one defeated last May in the House by 60 votes.

At the special session the Peterson administration can be expected to seek a flat rate income tax of 3 per cent with exemptions for a family of four of \$6,000. Variations from this will be few and voter gimmicks scarce.

The Peterson administration hopes to raise from \$50 to 60 millions in revenues by a 3 per cent income tax.

Half of this money would be turned back to cities and towns to gain the support of local officials for the tax measure.

The voters hope to entice property taxpayers' support for an income tax by contending that an income tax would result in relief to property taxes.

But they also know that there is not one single example in the nation where the enactment of either a general sales or income tax brought relief to the property taxpayers. The most that the passage of a broad base tax has ever done was to slow temporarily the rate of acceleration of property taxes.

Actually, not more than 25 cents out of every Peterson dollar tax dollar could possibly be used to help the average home owner. The changes are that it would be much less because any property tax relief would apply equally to the big owners of property—the utilities, corporations and developers.

But why an income tax now?

Do we actually need \$30 million for the state when, in order to get it, we must take it from taxpayers who while having a hard time before the Nixon wage freeze, now have their future earnings limited to a 5% per cent annual increase?

Last June the state was given a bare-bones budget amid much wailing and moaning by bureau-

Who will pay tax

But despite this unseemly display the Commissioner of DRED found it possible to redecorate his offices (potted plants and oil) for more than \$5,000, the Commissioner of Education put \$1,000 carpeting under his weary feet, and the state library had an expensive new carpeting job.

The surplus now increasing each month in the state treasury should be used for needed services. There is enough surplus money to provide raises for state employes and apply some in state aid to our schools.

Let's use the surplus money, and let the taxpayer keep the

precious little he now has in his pockets.

Who'll Pay Tax?

Persons with annual taxable incomes from \$6,000 to \$20,000 would carry the burden of a Peterson income tax.

According to the latest statistics on income by the Internal Revenue Service, 248,600 New Hampshire residents reported a total taxable income in 1969 of \$13 billion. (See table below.)

There were 111,000 persons with taxable incomes of \$6,000 or less. The total of their taxable income was \$168 million.

In the range of \$6,000 to \$20,000 incomes there were 121,000 persons reporting a total taxable income of \$537 million.

Eight thousand persons with individual taxable incomes of \$20,000 or more had a total taxable income of \$231 million.

Thus, if your taxable income or the joint income of you and your wife falls within the range of \$6,000 to \$20,000, you will be one of 111,000 persons in New Hampshire who would carry about 75 per cent of the proposed Peterson income tax burden.

The 121,000 New Hampshire persons whose taxable income falls within \$6,000 to \$20,000 range are the same people who now contribute most of the support to our schools, and the town and county governments.

These are the people who pay the bulk of the Farmers Profits and Meats and Rooms taxes—who pay most of the gas taxes, and who buy most of the liquor and tobacco that returns more than \$50 million in state tax revenues.

These are the breadwinners of New Hampshire, the men and women who build homes, operate businesses and send their children to institutions of higher learning.

Without them—this middle class backbone of America—factories would close, commerce halt, and governments perish.

These are the people whom Governor Peterson would further burden with his promise-broken income tax measure.

cont

Individual Returns, 1969

Adjustable gross income classes	Number of returns	Amount
NEW HAMPSHIRE		
Total	246,394	1,318,882
No adjustable gross income	—	—
Under \$600	—	—
\$600 under \$1,000	—	—
\$1,000 under \$2,000	37,053	20,480
\$2,000 under \$3,000	23,458	51,287
\$3,000 under \$4,000	20,156	45,787
\$4,000 under \$5,000	17,611	51,127
\$5,000 under \$6,000	12,241	37,931
\$6,000 under \$7,000	15,526	53,113
\$7,000 under \$8,000	11,006	51,779
\$8,000 under \$9,000	12,937	61,185
\$9,000 under \$10,000	16,402	108,346
\$10,000 under \$15,000	53,541	445,570
\$15,000 under \$20,000	19,475	170,360
\$20,000 under \$25,000	3,985	63,224
\$25,000 under \$30,000	1,955	41,476
\$30,000 under \$50,000	2,031	61,882
\$50,000 under \$100,000	715	45,174
\$100,000 under \$200,000	127	13,590
\$200,000 under \$500,000	25	6,555
\$500,000 under \$1,000,000	2	855
\$1,000,000 or more	1	1779
Returns under \$5,000	163,887	119,000
Returns \$5,000 under \$15,000	60	10,000
Returns \$10,000 under \$15,000	5,831	15,500
Returns \$15,000 or more	22,338	201,281

NEW HAMPSHIRE

KEY INDIVIDUALS, FURTHER INFORMATION-TAB A

	NAME	PARTY	YR. FIRST ELECTED	ELECTED TO PRESENT TERM YEAR	% OF VOTE
U.S. Senator	*NORRIS COTTON	R	1954	1968	59.3%
U.S. Senator	**Thomas J. McIntyre	D	1962	1966	54.1
Governor	WALTER PETERSON	R	1968	1970	46.0
Lt. Governor	None	----	----	----	----
+ Secretary of State	ROBERT L. STARK	R	1961	1971	100.0
++ Attorney General	WARREN RUDMAN	R	----	----	----

+ Appointed by joint House committee
 ++ Appointed by Governor, confirmed by General Court

* Elected in 1954 to fill term vacated by death of Senator Tobey; elected to a full term in 1956.

** Elected in 1962 to fill term vacated by death of Senator Bridges.

GOP State Chairman ----- Robert E. Whalen
 GOP National Committeeman ----- Stephen W. Smith, Sr.
 GOP National Committeewoman --- Mrs. Mildred K. Perkins
 Nixon Campaign State Chairman---Governor Lane Dwinell

<u>CONGRESS</u>	<u>NAME</u>	<u>% OF VOTE</u>
1st	Louis Wyman (R)	67.3
2nd	James Cleveland (R)	69.6

MAJOR 1972 ELECTIONS -FURTHER INFORMATION TAB B

Senator McIntyre
 Governor Peterson
 Entire General Court
 U.S. House of Representatives delegation

NEW HAMPSHIRECAMPAIGN ACTIVITIES

DATE: JANUARY 22 to FEBRUARY 4

NIXON STATE CHAIRMAN: Governor Lane DwinellEXECUTIVE DIRECTOR: Allan WalkerFINANCE CHAIRMAN: Ric BuzzaNIXON ORGANIZATION: TAB CCURRENT DEVELOPMENTS: FURTHER INFORMATION-TAB DFOUR KEY N. H. OFFICE HOLDERS BACK NIXON.

Gov. Peterson, Sen. Cotton, Rep. Wyman and Rep. Cleveland all have been appointed honorary chairmen. All will serve on our Advisory Committee.

YOUTH REGISTRATION DRIVE - JANUARY 22.

U. S. Sen. Lowell Weicker of Connecticut was guest speaker.

"A SALUTE TO THE PRESIDENT"

This will be a dinner on Friday, February 4, at the Highway Hotel. Tickets will be sent out soon. Sec. of Interior Rogers C. B. Morton will be our speaker

NEW HAMPSHIRESUMMARY OF SPEAKERS' ACTIVITIES
FURTHER INFORMATION-TAB E

CURRENT SPEAKERS' VISITS:

SPOKESMAN: Secretary of Transportation John Volpe

DATE: January 13, 1972

LOCATION: Concord, N. H.

PRINCIPAL EVENT: Opening of Headquarters for the Re-election of the President

SPOKESMAN: Senator Lowell Weicker

DATE: January 21,22, 1972

LOCATION: Manchester, N.H.

PRINCIPAL EVENT: Voter Registration Rally

SPOKESMAN: Secretary of Health, Education, Welfare Elliot Richardson

DATE: January 29, 1972

LOCATION: Concord, N.H.

PRINCIPAL EVENT: New Hampshire State Bar Association

SPOKESMAN: Secretary of Interior Rogers C.B. Morton

DATE: February 4, 1972

LOCATION: Concord, N.H.

PRINCIPAL EVENT: Salute to the President Dinner

DATE: Week of January 29, 1972

NEW HAMPSHIRESUMMARY OF CONTENDERS' ACTIVITIES

On the Democrat side, Edmund Muskie, who has received the backing of New Hampshire Democrat Senator Thomas McIntyre is the decided front-runner in this primary. Evans and Novak predict a landslide for Muskie in New Hampshire, thus burying George McGovern's already very slender hopes. McGovern has been campaigning heavily in the state for almost a year, although he has not improved his position with the voters significantly during this time. In addition, Los Angeles Mayor Sam Yorty also has the backing of Loeb's Manchester Union Leader and has been campaigning extensively in the state and may walk away with a substantial chunk of the vote as the Democrats' only putative conservative.

McGovern has opened campaign offices in Concord and Berlin. Heading the Concord organization is Democrat National Committeeman John Holland. While campaigning in New Hampshire early in January, McGovern struck out at the President's Vietnam policies, claiming that the recent bombing attacks would not bring freedom to American prisoners and would produce "bloody counter offensives from the other side in the coming months." On the following day, McGovern said that if he were elected President, he would confine the CIA to its original duties of gathering information and not allow it to become involved in operations.

Democrat State Chairman Hugh Gallen and attorney Thomas Tessier are Muskie campaign co-chairmen in New Hampshire. Speaking in Concord early in January, Muskie referred to the value-added tax as "more regressive than the property tax." In a statement released in New Hampshire in December, Muskie accused the White House of attempting to mask inequalities in the oil import system with "illusory promises of relief" and said that recently announced increases on oil imports would have little effect on the hard-pressed area of New England. Muskie added that the "entire oil import quota system for the region" must be abolished in order to take care of these inequalities.

Also in December, Sam Yorty was quoted in the Concord Monitor as calling Muskie "naive" for telling Lyndon Johnson in 1968 that if Johnson would stop the bombing in Vietnam, there would be meaningful negotiations.

STATE NEW HAMPSHIRE

DATE OF PRIMARY March 7

1. IMPORTANT DATES

January 6 - last day on which petitions can be filed for candidates for President. NOTE: DECEMBER 23 is first day on which petitions can be filed.

January 24 - last day for candidates for delegate to file.

2. PROCEDURE TO PUT PRESIDENTIAL NOMINEE ON BALLOT

By petition - filed by January 6. Filing fee of \$500 also required.

3. BINDING EFFECT OF PRIMARY ON DELEGATES

Delegates may file and be elected as "pledged to for so long as a candidate."

4. HOW CANDIDATES FOR DELEGATES QUALIFY

Must file by January 24 and pay fee; petition not required. May file as unpledged, favorable to, or pledged to. "Pledged to" requires written consent of person to whom pledged.

5. APPORTIONMENT OF DELEGATES

Two elected in each of the two Congressional districts. Ten elected at-large.

6. DIRECT ACTION REQUIRED BY PRESIDENTIAL NOMINEE

Must approve candidates for delegate who wish to run "pledged to". (NOTE: Any candidate wishing to withdraw his name has to do so within 10 days of notification by Secretary of State that petitions have been filed on his behalf.)

7. PROVISION FOR VICE-PRESIDENTIAL CONSIDERATION

Yes, separate line on ballot for any Vice-Presidential candidates.

8. BALLOT FORMAT

Presidential candidates name appears in preferential primary part of ballot, and presidential candidates name appears along side delegates pledged to him in delegate segment of ballot.

9. REMARKS

NEW HAMPSHIRE
VOTING INFORMATION
 FURTHER INFORMATION-TAB G

PRESIDENT

1968:	NIXON	154,903 (52.1%)
	Humphrey	130,589 (43.9%)
	Wallace	11,173 (3.8%)

PRIMARY

1968:	<u>REPUBLICAN</u>		<u>DEMOCRAT</u>	
	NIXON	80,666	Johnson	27,243
	Rockefeller	11,241	McCarthy	23,280
	Romney	1,743	Kennedy	600
	Stassen	429	Wallace	197
	Reagan	362	Nixon	2,529
	Other	9,497	Rockefeller	248
			Other	1,089

SENATOR

1968:	Norris Cotton (R)	170,163 (59%)
	John W. King (D)	116,816 (41%)
1966:	Thomas J. McIntyre (D)	123,888 (54%)
	Harrison R. Thyng (R)	105,241 (46%)

GOVERNOR

1970:	Walter R. Peterson (R)	102,298 (46%)
	Roger J. Crowley (D)	98,198 (44%)
	Other	22,045 (9%)

REGISTRATION

1970:	Republican	161,916 (41.9%)
	Democrat	100,473 (26.0%)
	Other and Unaffiliated	124,505 (32.2%)

STATELINES: NEW HAMPSHIRE

The following is based on editorial comments and news stories from the Portsmouth Herald, the Manchester Union Leader, the Concord Monitor, the Nashua Telegraph, and Foster's Daily Democrat for December through January 11, 1972.

NATIONAL
ISSUES

The Herald is "suspicious" and "skeptical" of the necessity of recent bombing raids in Vietnam. . . The Monitor is critical of the Administration and supports Jack Anderson's efforts to publish classified documents. . . Citing the "artificially" high prices of oil due to the existing oil import policy, the Monitor is critical of the President for his endorsement of these policies. . . The Democrat cautions that the U. S. is "following the route to prices higher than we can afford" due to the magnitude of U. S. deficits. . . "Saluting his success," the Telegraph endorses the President and pledges continued support of his administration. . . The Herald believes Herbert Hoover should resign as head of the F. B. I. . . The Democrat feels that crucial to Phase Two is how "the issue of a free market versus a controlled economy can be resolved within the framework of a productive free society." . . .

STATE
ISSUES

Governor Peterson's proposed tax program, which will be presented to the legislature convening February 8, contains a 3 percent tax, a repeal of the 6 percent business profits tax and the 2 percent non-resident income tax (non-residents to be taxed at the same rate as residents), and retention of the 7 percent corporate net income tax. Fifty percent of the estimated \$40,000,000 in revenue is to be distributed to cities and towns in the form of block grants that are based on equalized assessed valuation. The two-term Governor says he is "putting my political future on the line" since he probably intends to seek a third term. . . Insurance Commissioner John A. Durkin is attempting to persuade New Hampshire to implement a no-fault insurance plan. . .

STATE
POLITICS

While former Governor Wesley Powell has declared himself a candidate for the GOP Senate nomination, there is widespread speculation that Republicans are pressuring Congressman Louis C. Wyman to run and that GOP'ers would prefer to endorse him. Wyman has announced he plans to seek reelection to a fifth House term. Incumbent Democrat Senator Tom McIntyre is seeking reelection. . . Governor Peterson will probably seek a third term. It is expected that the candidates for the governorship will not announce or be active until after the February 8 legislature session ends. . .

NEW HAMPSHIRE
POLLS

January 29, 1972

Boston Poll Puts Muskie in Lead

BOSTON, Jan. 29 (UPI)—Sen. Edmund S. Muskie (D-Maine) holds a large lead over his four Democratic opponents in the New Hampshire presidential primary, according to a copyrighted poll in the Boston Sunday Globe.

Muskie was the favorite of 65 per cent of those polled while 18 per cent selected McGovern.

Los Angeles Mayor Sam Yorty followed with 6 per cent. Sen. Vance Hartke (D-Ind.) and Edward Coll, a White antipoverty worker from Hartford, Conn., each polled 1 per cent. Eight per cent said they favored other candidates.

NEW HAMPSHIRE

CAPITAL: CONCORD

POPULATION (1970 CENSUS): 737,681
(21.5% increase from 1960)

URBAN: 56.4%
RURAL: 43.6%

WHITE: 733,106 (99.4%)
BLACK: 2,505 (.3%)

AGE
18-20: 40,158
21-34: 134,963
35-44: 81,436
65+ : 78,412

MEDIAN AGE OF TOTAL POPULATION: 28.2 YRS.

MEDIAN AGE OF VOTING POPULATION: 45.6 YRS.

SMSAs in the state:

Lawrence-Haverhill (part)	26,774
Manchester	108,461
Nashua	66,458

NEW HAMPSHIRE

1968

Citizens for Nixon

Mrs. Warren B. (Marie) Baker

Republican State Chairman

National Committeeman

National Committeewoman

Robert E. Whalen

Stephen W. Smith, Sr.

Mrs. Mildred K. Perkins

Congress:

Sen. Norris Cotton

Cong. Louis C. Wyman

Cong. James Cleveland

Presidential Appointees:

U.S. Attorney

U. S. Marshal

Assist. Adm. for Administration, AID

Ambassador to Spain

Chairman, Federal Power Commission

EDA, Federal Co-chairman, New England

David Brock

Victor Cardosi

Lane Dwinell

Robert C. Hill

John Nassikas

Chester Wiggin, Jr.

Additional:

Former National Committeeman

'68 RN Finance Chairman

Perkins Bass

Stewart Lamprey

Governor Peterson

NEW HAMPSHIRE



Sen. Norris Cotton
of Lebanon
 Republican—Nov. 8, 1954
 b. May 11, 1900—Lawyer



Sen. Thomas J. McIntyre
of Laconia
 Democrat—Nov. 7, 1962
 b. Feb. 20, 1915—Lawyer



Louis C. Wyman
of Manchester (1st Dist.)
 Republican—Jan. 3, 1967
 b. Mar. 16, 1917—Lawyer



James C. Cleveland
of New London (2d Dist.)
 Republican—Jan. 3, 1963
 b. June 13, 1920—Lawyer

NEW HAMPSHIRESTATE ELECTION CANDIDATES

1972 SENATE: Democrat Senator Thomas McIntyre will be up for re-election in 1972, and recent polls show McIntyre to be very strong throughout the state and that he would likely be very difficult to defeat. The only avowed Republican candidate at this time is former GOP Governor Wesley Powell, who has the backing of William Loeb. Despite speculation that 1st District GOP Congressman Louis Wyman and former Ambassador to Spain Robert Hill have been prominently mentioned as potential Senate candidates, both have disclaimed any interest in running.

1972 GOVERNOR: GOP Governor Walter Peterson is expected to seek a third two-year term, but will likely receive a GOP challenge from Robert Hill; however, the Gubernatorial contest will likely not firm up at least until after the Special Session of the General Court (State Legislature) beginning on February 8. (Peterson's tax proposal)

NEW HAMPSHIRE

REPUBLICAN CANDIDATE ALIGNMENT WITH NIXON

ENDORSEMENT: Governor Peterson
Representative Wyman
Representative Cleveland

NEW HAMPSHIRE
NIXON CAMPAIGN COMMITTEE
STATE ORGANIZATION

NIXON STATE CHAIRMAN: Governor Lane Dwinell

EXECUTIVE DIRECTOR: Allan Walker

FINANCE CHAIRMAN: Ric Buzza

TREASURER: T. Truxtum Brittan

YOUTH DIVISION: CHAIRMAN: David Gagen
FIELD MEN: Mike Scully
Ted Wigger
COLLEGE DIRECTOR: George Gorton

PRESS-P. R.: John Sias

SOME COUNTY CHAIRMEN:

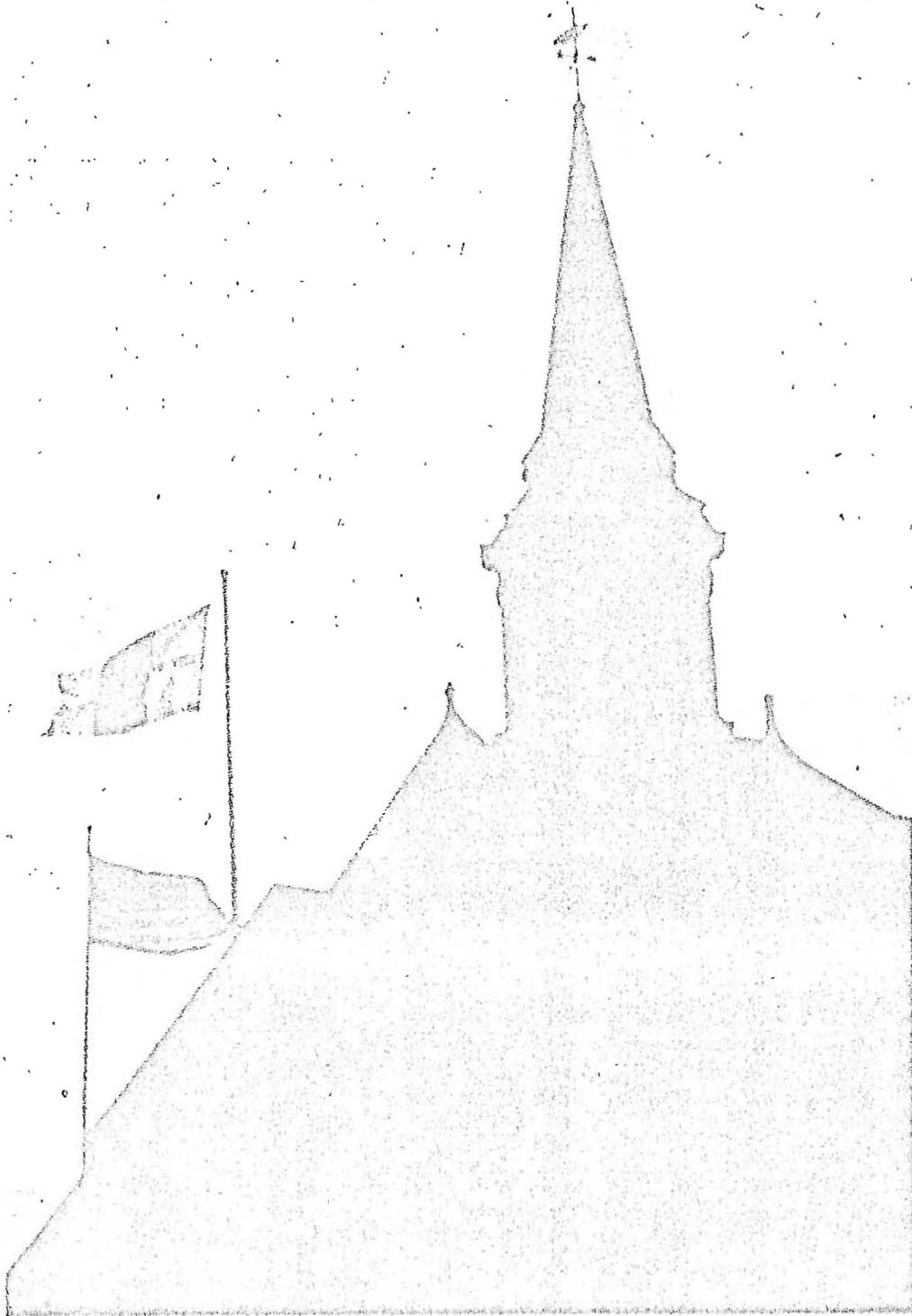
BELKNAP CO.:	Dick Brouillard
	Hazel Tilton
CHESHIRE CO.:	Barbara Rogers
GRAFTON CO.:	Allan Whatley
HILLSBOROUGH CO.:	John Chislett
	Dave Kimball
MERRIMACK CO.:	Chuck Douglas
ROCKINGHAM CO.:	Paul Brown
STRAFFORD CO.:	Clyde Coolidge
SULLIVAN CO.:	Charlie Puksta

SOME MAJOR CITY CHAIRMEN:

CONCORD:	Pat Davis
MANCHESTER:	Roland Roberge
NASHUA:	Bert Kieley
	Bill Sanford

16 — CONCORD MONITOR, Monday, January 17, 1972

Winds Of Change Blowing?



The date was Jan. 6 — last day for candidates to file in New Hampshire's 1972 presidential preference primary — and you'd think the winds of change were already blowing. That's what amateur photographer Carl Berris, of S Charles St. thought, as he focused his camera on City Hall and captured the U.S. and city flags blowing in different directions at the same

Interior Secretary Morton to Address 'A Salute to President' Dinner Feb. 4

Media Telegraph p. 11 11/7/72

CONCORD — Secretary of the Interior Rogers C. B. Morton will address "A Salute to the President" dinner on Friday night at 7:30, Feb. 4, in the New Hampshire Highway Hotel here.

Lane Dwinell, chairman of the New Hampshire Committee for the Re-election of the President, said "This will be an excellent opportunity for supporters of President Nixon to gather to express their support of our nation's chief executive."

Secretary Morton, prior to his appointment in January 1971, was a Maryland congressman and was first elected to the House in 1952. He is a native of Louisville, E. Y., and is owner of a farm and commercial cattle feeding station near Easton, Md.

During his first three terms in the House he served on the Interior and Insular Affairs Committee and on the Merchant Marine and Fisheries Committee. He was a member of the House Ways and Means



ROGERS MORTON

Committee before becoming Secretary.

In the 91st Congress, Secretary Morton was a House sponsor of President Nixon's comprehensive environmental program. As Secretary of the

Interior charged with the responsibility of managing, preserving and restoring America's natural resources, he has continued his leadership role in environmental affairs.

Secretary Morton was graduated from Yale University in 1937. In 1943 he entered the army as a private in the field artillery, served in the European Theater and attained the rank of captain.

In 1968 he was floor manager for President Nixon at the Republican National Convention in Miami. In April 1969 he became chairman of the Republican National Committee, a post which he held until he became secretary.



OPENING HEADQUARTERS for Young Voters for Nixon in Manchester this morning was Sen. Lowell Weicker (D-Conn.), who addressed a crowd of 400 at the event. The Nixon youth headquarters is at 1277 Elm St. (Photo by Nancy Meersman)

Youths Open Nixon Drive

More than 400 youthful voters carrying signs and placards bearing photos of President Nixon overflowed Elm Street sidewalks for the official opening of the Young Voters for the

President headquarters Saturday morning.

After speeches during the outdoor ceremonies at 1277 Elm St., the young Nixonites disbanded to canvas homes throughout the state. A portion of the Nixon supporters came in two busloads from New York State. Others said they were from various New Hampshire colleges.

No "over 30" voters were visible at the opening other than newsmen and two participants in the ceremonies, former governor Lane Dainell, state chairman of the Committee for the Re-election of President Nixon, and U.S. Sen. Lowell P. Weicker of Connecticut.

Dainell introduced the state chairman of the Young Voters for the President, David Gagen, 23, of Milford who urged Nixon's reelection. Also on hand for the opening of the headquarters was 20-year-old Sarah

youngest member of the U.S. Senate, lauded his candidate for his accomplishments in office and debunked the promises of Nixon's opponents as mere "wind."

Concord Monitor 1/13/72



(Monitor Photo by Ken Williams)

Volpe — A 'Rousing Victory'

Thomas Nixon Drive

His campaign, Volpe said, "will be dedicated to peace and prosperity at home."

Asked whether he thought Nixon would drop Vice President Spiro Agnew on the ticket, Volpe said he had "heard nothing that would indicate that Ted Agnew would be on the ticket... nor that he will be on the ticket."

He said that "as President announces what he will do about his running mate will be at the convention," and that Nixon would not campaign and after the Republican election.

Volpe said he would not know whether any other Republican would state on Nixon's behalf. However, Volpe's press secretary, Chris Winston, said Volpe would return Jan. 21, and that there were plans for Nixon's daughters Lorna and Julie as well as Rockefeller to visit the state.

Volpe's activities in the state today included stops at N.T. Technical Institute and Concord High School.

Volpe stated on a path of remaining "a" in the primary, "I would like to see it be as close as possible to the 1968 contest."

Volpe noted that in 1968 Nixon had no direct opposition in the primary, except for write-in efforts for then Lt. Gov. George Romney, now secretary of Housing, and Green H. Ackerman, a J. New York City. Volpe also noted that he had no direct opposition in the primary, except for write-in efforts for then Lt. Gov. George Romney, now secretary of Housing, and Green H. Ackerman, a J. New York City. Volpe also noted that he had no direct opposition in the primary, except for write-in efforts for then Lt. Gov. George Romney, now secretary of Housing, and Green H. Ackerman, a J. New York City.

Volpe credited Rep. Paul K. McClellan, R-Calif., the liberal

challenger in the primary as "a young and vigorous candidate" and Rep. John A. Anderson, R-Calif., for conservative, as having the support of the state's only statewide newspaper, The Manchester Union Leader.

"If Nixon gets 'substantially more than a majority,'" Volpe said, "I will consider it a victory."

Nixon, he added, "believes you don't take anything for granted. He's been in politics a long time."

Volpe stressed that Nixon "acted boldly and imaginatively to reduce the destructive inflation that the Vietnam conflict had produced" and that

CONCORD MONITOR 1/18/72 p.1

Ashbrook Director Quits, Peeved At State Chairman

By ROD PAUL

The appointment today of a state chairman for the presidential candidacy of U.S. Rep. John M. Ashbrook, R-Ohio, has provoked another top campaign official in Ashbrook's organization to sharply attack the appointment and quit.

Richard Howard of Hillsboro, Ashbrook's campaign director and fiscal agent in New Hampshire, this morning told newsmen the appointment of State Rep. George E. Gordon III, R-Fremont, to the post of state chairman made it impossible for Howard to stay with the organization.

Asked to explain why he quit, Howard responded:

"The usual reasons people give for this sort of thing is personal reasons, but quite frankly, I do not concur with George Gordon as campaign state chairman.

"I regard Gordon as a right-wing screwball who gives responsible conservatives such as myself a bad name. Having been critical of Mr. Gordon in the past both in public and in private, it would be hypocritical of me to stay on."

Howard, 37, managing editor of a monthly magazine, worked in 1970 in the campaign organization of then presidential aspirant Richard Nixon.

He has said he was executive director of the 1968 Nixon for President Committee in New Hampshire, but others in the Nixon organization four years ago dispute his title.

Howard's attack on Gordon caught Ashbrook's campaign group unaware.

In Washington D.C., this morning, Frank Lee, national campaign director for Ashbrook, told The Monitor:

"This comes as a complete shock to me. I object strenuously to anybody calling someone such as Gordon a right-wing screwball."

Lee added he thought Howard's action was "ridiculous," commenting "it sounds like personal pique to me. There may be something behind it."

In his statement this morning, Howard noted he made public a letter last September ridiculing Gordon as a person "who gives conservatives a bad name."

Today, Gordon commented on Howard's resignation and attack with these few words:



HOWARD

"I remember the letter and I just laughed it off. I don't hold it against him."

He said he and Howard parted amicably after Howard informed him of his resignation.

Gordon also said, "The funny part of it, when he left me, we left on good terms. This blast now comes as a complete surprise. I've been called worse."

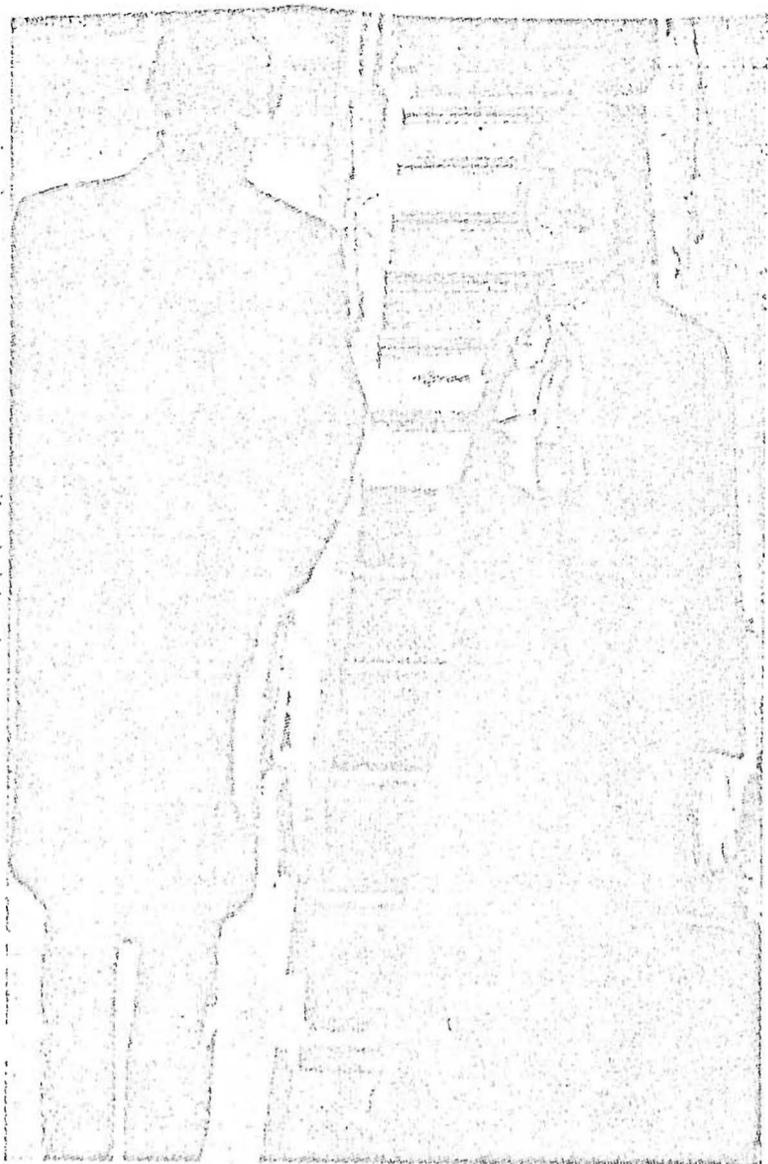
Howard said he has long objected to Gordon's "antics in the Legislature."

Howard added, "I was under the impression earlier that Gordon's role would be nothing more nor less than one of several coordinators in New Hampshire.

"I just told George it would be an embarrassment for Ashbrook if I continued working for him with Mr. Gordon as state chairman.

"I am going to vote for Ashbrook, but I might observe that the Ashbrook organization considered and offered the job of state

(See HOWARD -- Page 10)



THE SENATOR AND SUSAN

Sen. Edmund Muskie on arrival in Berlin Thursday with campaign aide Susan Harrigan of Colebrook. Miss Harrigan has been with Sen. Muskie's staff since September of 1970. (Staff photo)

Howard Quits Ashbrook Campaign

(Continued From Page 1)

chairman to one other person before Gordon.
"That other person, and I don't want to say who it was, could not take the job because his employer asked him not to."

In Washington, Lee said he was aware that Howard had some objections to Gordon, "but I had no idea it was so deep-rooted. We wanted Dick (Howard) to consider taking on some regional responsibility for the Ashbrook candidacy. This certainly comes as a complete shock to me.

"I think there is some aspect of a personality squabble here.

"You must know this is not a right-wing candidacy and I don't think name-calling

Thomson, who later quit the Republican Party to join the American Independent Party—an outgrowth of the George Wallace 1968 presidential campaign.

Thomson has since rejoined the GOP and announced his intention of making a fourth bid for governor.

In a statement accompanying his appointment as head of the Ashbrook in New Hampshire campaign, Gordon said:

"New Hampshire has in the past been a stronghold of Nixon supporters. However, in 1972, we are finding an increasing number of former Nixon supporters, such as myself, who are bewildered relative to the President's present direction in both national

cont

ANALYSIS BY COUNTY
(Listed from North to South)

<u>COUNTY</u>	<u>1970 POP.</u> (000)	<u>CHARACTERISTICS</u>	<u>RN</u>	<u>HH</u>	<u>GW</u>
Coos	34	Small-town & rural, substantial French- Canadian stock	44	54	2
Grafton	55	Small-town & rural, Yankee	60	37	3
Carroll	18	Small-town & rural, Yankee	73	23	4
Belknap	32	Small-town & rural, Yankee	62	35	3
Sullivan	31	Small-town & rural, some French-Canadian	49	48	3
Merrimack	81	Includes Concord and some suburbs of Manchester. Some French-Canadian	58	38	4
Strafford	70	Mostly small-town population, sub- stantial French- Canadian & Irish	47	50	3
Cheshire	52	Small-town & rural, some French-Canadian	53	45	2
Hillsborough	224	Largely urban-- (Manchester, Nashua) Substantial French- Canadian & Irish	46	49	5
Rockingham	139	Mixed-suburban (Lawrence-Haverhill, Mass.-Portsmouth, N. H.), small-town & rural, substantial French-Canadian & Irish	55	40	5

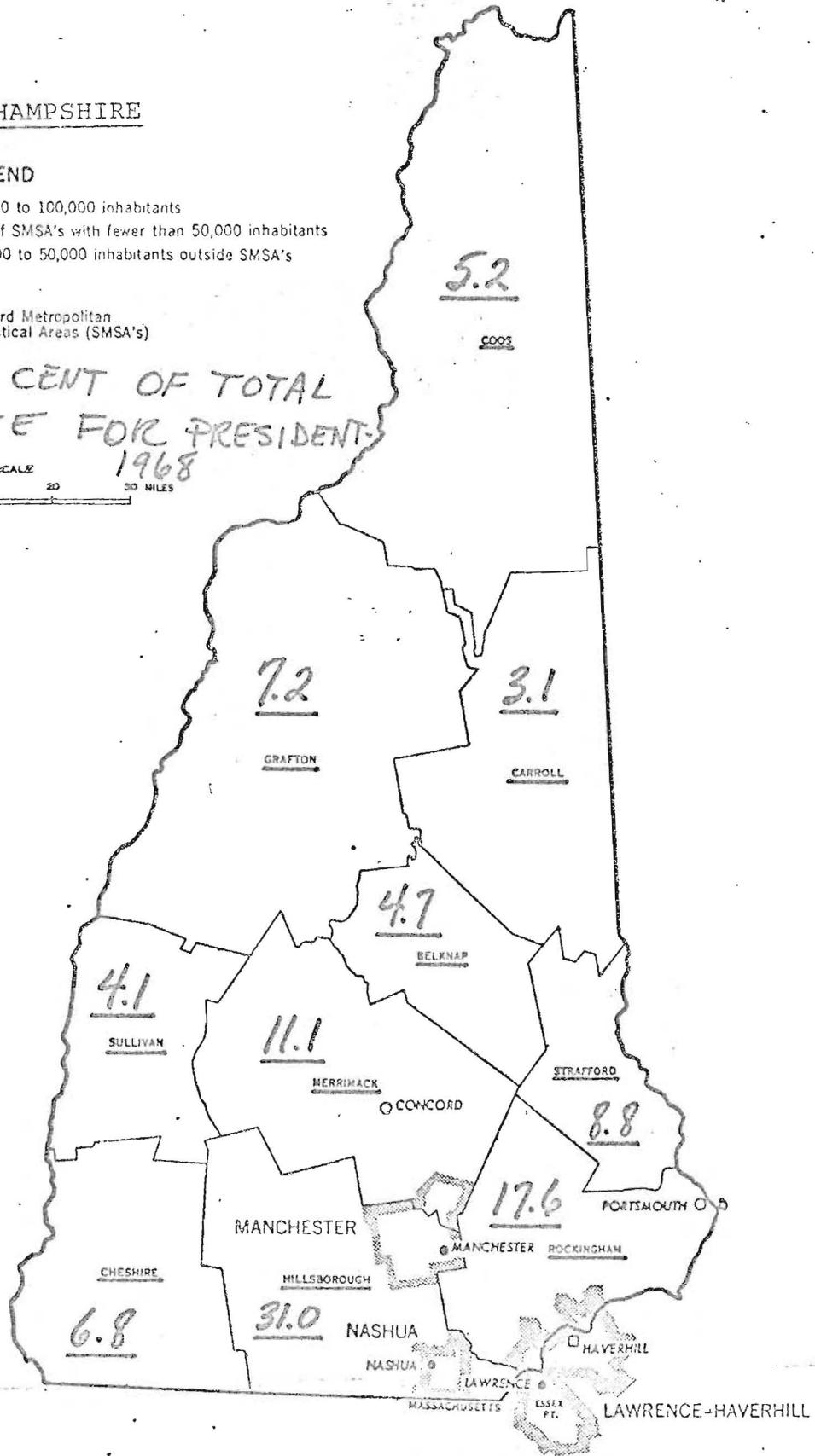
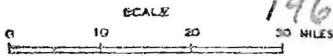
NEW HAMPSHIRE

LEGEND

- Places of 50,000 to 100,000 inhabitants
- Central cities of SMSA's with fewer than 50,000 inhabitants
- Places of 25,000 to 50,000 inhabitants outside SMSA's



5.2 PER CENT OF TOTAL
VOTE FOR PRESIDENT
1968



NEW HAMPSHIREVOTING INFORMATIONREGISTRATION AND TURNOUT

YEAR	REGISTERED VOTERS	TURNOUT	RACE	% TURNOUT
1960	NA	295,761	Pres.	NA
1962	345,809	230,048	Gov.	66.5%
1964	365,224	286,202	Pres.	78.4
1966	355,626	237,909	(Off.vote)	66.9
1968	378,660	297,190	Pres.	78.5
1970	262,389	228,670	(Off.vote)	87.1

VOTE FOR PRESIDENT

YEAR	REPUBLICAN CANDIDATE	DEMOCRAT CANDIDATE	GOP PERCENT OF VOTE	
			TOTAL VOTE	M.P. VOTE
1948	Thomas E. Dewey	Harry S. Truman	52.4%	52.9%
1952	Dwight D. Eisenhower	Adlai E. Stevenson	60.9	60.9
1956	Dwight D. Eisenhower	Adlai E. Stevenson	66.1	66.1
1960	Richard M. Nixon	John F. Kennedy	53.4	53.4
1964	Barry M. Goldwater	Lyndon B. Johnson	36.1	36.1
1968	Richard M. Nixon	Hubert H. Humphrey	52.1	54.3

VOTE FOR U.S. SENATE

YEAR	REPUBLICAN CANDIDATE	DEMOCRAT CANDIDATE	GOP PERCENT OF VOTE	
			TOTAL VOTE	M.P. VOTE
1948	Styles Bridges	Alfred E. Fortin	58.1%	58.5%
1950	Charles W. Tobey	Emmet J. Kelley	55.7	59.4
* 1954s	Norris Cotton	Stanley J. Betley	60.2	60.2
1954	Styles Bridges	Gerard L. Morin	60.2	60.2
1956	Norris Cotton	Laurence M. Pickett	64.1	64.1
1960	Styles Bridges	Herbert W. Hill	60.3	60.3
* 1962s	Perkins Bass	Thomas J. McIntyre	47.7	47.7
1962	Norris Cotton	Alfred Catalfo	59.7	59.7
1966	Harrison R. Thyng	Thomas J. McIntyre	45.9	45.9
1968	Norris Cotton	John W. King	59.3	59.3

* One each of the 1962 and 1954 elections was for a short term to fill a vacancy.

Compiled by the National Republican Congressional Committee)

NEW HAMPSHIRE

(All data tabulated to conform to redistricting legislation approved on July 3, 1969 and effective July 1, 1970.)

	REPUB.	DEMO.	OTHER	TOTAL	PLURALITY	REPUB. % OF TOTAL
<u>1st District - Louis C. Wyman, Republican</u>						
			*			
1968 President	77,568	63,097	6,433	147,098	14,471 R	52.7
Governor	69,560	71,440	33	141,033	1,880 D	49.3
Senator	85,905	56,068	17	141,990	29,837 R	60.5
Congressman	90,590	50,325	3	140,918	40,265 R	64.3
1966 Governor	52,358	66,126	176	118,660	13,768 D	44.1
Senator	53,750	63,462	39	117,251	9,712 D	45.8
Congressman	66,164	50,941	5	117,110	15,223 R	56.5
1964 President	54,351	89,120	-	143,471	34,769 D	37.9
Governor	46,276	96,220	92	142,588	49,944 D	32.5
Congressman	68,374	71,580	3	139,957	3,206 D	48.9
1962 Governor	43,458	72,726	-	116,184	29,268 D	37.4
Senator	65,713	47,976	-	113,689	17,737 R	57.8
(Full Term)						
Senator	48,765	65,094	-	113,859	16,329 D	42.8
(Short Term)						
Congressman	60,329	52,925	7	113,261	7,404 R	53.3
1960 President	78,215	69,988	-	148,203	8,227 R	52.8
Governor	85,818	59,981	-	145,799	25,837 R	58.9
Senator	88,677	55,118	-	143,795	33,559 R	61.7
Congressman	81,604	61,965	-	143,569	19,639 R	56.8
<u>2nd District - James C. Cleveland, Republican</u>						
1968 President	77,335	67,492	5,375	150,202	9,843 R	51.5
Governor	80,342	63,938	29	144,309	16,404 R	55.7
Senator	84,258	60,748	12	145,018	23,510 R	58.1
Congressman	98,288	43,576	1	141,865	54,712 R	69.3
1966 Governor	54,901	59,756	325	114,982	4,855 D	47.7
Senator	51,491	60,426	137	112,054	8,935 D	46.0
Congressman	72,924	38,644	138	111,706	34,280 R	65.3
1964 President	49,678	94,944	-	144,622	45,266 D	34.4
Governor	48,548	94,643	84	143,275	46,095 D	33.9
Congressman	69,245	69,899	1	139,145	654 D#	49.8
1962 Governor	51,109	62,755	-	113,864	11,646 D	44.9
Senator	68,322	42,468	-	110,790	25,854 R	61.7
(Full Term)						
Senator	58,434	52,518	-	110,952	5,916 R	52.7
(Short Term)						
Congressman	61,474	46,524	70	108,068	14,950 R	56.9
1960 President	79,774	67,784	-	147,558	11,990 R	54.1
Governor	75,305	69,423	-	144,728	5,882 R	52.0
Senator	84,844	58,906	-	143,750	25,938 R	59.0
Congressman	84,215	56,897	-	141,112	27,318 R	59.7

* Of which 6,197 votes were cast for Wallace.

** Of which 4,976 votes were cast for Wallace.

In this District as constituted before present redistricting, Republican incumbent was elected by majority vote.

CONGRESSIONAL DISTRICT VOTE COMPARISON

(Compiled by the National Republican Congressional Committee)

NEW HAMPSHIRE (2)

		<u>STATE SUMMARY</u>					<u>REPUB. %</u>
		<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER</u>	<u>TOTAL</u>	<u>PLURALITY</u>	<u>OF TOTAL</u>
1968	President	154,903	130,589	11,808*	297,300	24,314 R	52.1
	Governor	149,902	135,378	62	285,342	14,524 R	52.5
	Senator	170,163	116,816	29	287,008	53,347 R	59.3
	Congressmen	188,878	93,901	4	282,783	94,977 R	66.8
1966	Governor	107,259	125,882	501	233,642	18,623 D	45.9
	Senator	105,241	123,888	176	229,305	18,647 D	45.9
	Congressmen	139,088	89,585	143	228,816	49,503 D	60.8
1964	President	104,029	184,064**	-	288,093	80,035 D	36.1
	Governor	94,824	190,863	176	285,863	96,039 D	33.2
	Congressmen	137,619	141,479	4	279,102	3,860 D	49.3
1962	Governor	94,567	135,481	-	230,048	40,914 D	41.1
	Senator (Full Term)	134,035	90,444	-	224,479	43,591 R	59.7
	Senator (Short Term)	107,199	117,612	-	224,811	10,413 D	47.7
	Congressmen	121,803	99,449	77	221,329	22,354 R	55.0
1960	President	157,989	137,772	-	295,761	20,217 R	53.4
	Governor	161,123	129,404	-	290,527	31,719 R	55.5
	Senator	173,521	114,024	-	287,545	59,497 R	60.3
	Congressmen	165,819	118,862	-	284,681	46,957 R	58.2

* Of which 11,173 votes were cast for Wallace.

** Official New Hampshire tabulation of 182,065 votes for Johnson is incorrect.

NEW HAMPSHIRE

1970 VOTE STATISTICS

I. CONGRESS BY CONGRESSIONAL DISTRICT

ALL DATA TABULATED IN ACCORDANCE WITH DISTRICTS AS CONSTITUTED BY REDISTRICTING LAW APPROVED ON JULY 3, 1969 AND EFFECTIVE ON JULY 1, 1970

<u>DIST.</u>	<u>INCUMBENT</u>	<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER</u>	<u>TOTAL</u>	<u>PLURALITY</u>	<u>REPUBLICAN PERCENT OF TOTAL</u>			
							<u>1970</u>	<u>1968</u>	<u>1966</u>	<u>1964</u>
1st	LOUIS C. WYMAN*	72,170	34,882	13 ¹	107,065	37,288 R	67.4	64.3	56.5	48.9
2nd	JAMES C. CLEVELAND*	74,219	32,374	4 ¹	106,597	41,845 R	69.6	69.3	65.3	49.8 ²

II. VOTE CAST STATEWIDE FOR NATIONAL AND STATE OFFICES AND SEATS HELD IN STATE LEGISLAUTRE

ALL CONG. DISTRICTS	146,389	67,256	17	213,662	79,133 R	68.5	66.8	60.8	49.3
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SENATOR

NORRIS COTTON*	-	59.3	-	-
Thomas James McIntyre*	-	-	45.9	-

* - INDICATES INCUMBENT

¹
WRITE-IN SCATTERING VOTES.

²
IN DISTRICT AS CONSTITUTED BEFORE REDISTRICTING, THERE WAS A REPUBLICAN MAJORITY ENABLING THE ELECTION OF THE REPUBLICAN INCUMBENT.

NEW HAMPSHIRE

1970 VOTE STATISTICS

II. VOTE CAST STATEWIDE FOR NATIONAL AND STATE OFFICES AND SEATS HELD IN STATE LEGISLATURE

	<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER</u>	<u>TOTAL</u>	<u>PLURALITY</u>	<u>REPUBLICAN PERCENT OF TOTAL</u>				
						<u>1970</u>	<u>1968</u>	<u>1966</u>	<u>1964</u>	
<u>GOVERNOR</u>										
WALTER R. PETERSON*	102,298	98,098	22,045 ³	222,441	<u>4,200 R</u>	<u>46.0</u>	52.5	45.9	33.2	
<u>LEGISLATURE</u>										
<u>UPPER HOUSE SEATS</u>	15	9	-	24	6 R					
<u>LOWER HOUSE SEATS</u>	252	148	-	400	104 R					
<u>PRESIDENT</u>						-	52.1	-	36.1	

* - INDICATES INCUMBENT

UNDERLINE BENEATH PLURALITY INDICATES THAT RACE IS MARGINAL.

UNDERLINE BENEATH REPUBLICAN PERCENTAGE OF TOTAL INDICATES REPUBLICAN VICTORY BY PLURALITY, INSTEAD OF BY MAJORITY VOTE.

³ INCLUDES 22,033 VOTES CAST FOR AMERICAN PARTY CANDIDATE AND TWELVE SCATTERING WRITE-IN VOTES.

NEW H. SHIRE

1970 VOTE STATISTICS

III. REGISTRATION AND STATEWIDE PRIMARY TURNOUT BY POLITICAL PARTY

<u>PRIMARIES</u>	<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER</u>	<u>TOTAL</u>	<u>PERCENTAGE</u>		
					<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER</u>
GUBERNATORIAL	85,833	36,007	-	121,840	70.0	30.0	-
CONGRESSIONAL	77,830	32,532	-	110,362	70.5	29.5	-
TOTAL BALLOTS	87,191	38,389	-	125,580	69.4	30.6	-

<u>REGISTRATION</u>	<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER & UNAFFILIATED</u>	<u>TOTAL</u>	<u>PERCENTAGE</u>		
					<u>REPUB.</u>	<u>DEMO.</u>	<u>OTHER & UNAFFILIATED</u>
	161,916	100,473	124,505	386,894	41.9	26.0	32.2

IV. GENERAL TURNOUT

<u>TOTAL POPULATION (1970)</u>	<u>POPULATION OF VOTING AGE (1970)</u>	<u>TOTAL VOTE CAST</u>	<u>PERCENT OF TOTAL VOTING AGE POPULATION WHO VOTED</u>	<u>PERCENT OF TOTAL NUMBER REGISTERED WHO VOTED</u>
746,284	449,000 ⁴	228,670 ⁵	50.9	59.1

⁴
CENSUS ESTIMATE

⁵
TOTAL NUMBER OF REGULAR AND ABSENTEE BALLOTS ACCORDING TO SECRETARY OF STATE.

STATELINES: NEW HAMPSHIRE

The following is based on editorial comments and news stories from the Portsmouth Herald and the Manchester Union Leader from September and October, 1971.

NATIONAL
ISSUES

Reaction to the U. N. China vote is mixed. "Having never been admirers of the old bandit, Chiang Kai-shek, it's hard to mourn honestly his removal from the U. N." states the Herald. Although it is not "the smartest move" by the U. N., the paper feels its absence may "work well for better world feeling." The Union Leader views the expulsion of Taiwan as either "the greatest diplomatic defeat in U. S. history or the greatest double-cross by the United States of an ally and faithful friend." The Union Leader strongly feels that the U. S. should reduce its financial commitments to the U. N. while the Herald disagrees with the idea. . . The two year draft extension bill is supported by the Herald. . . The Herald believes the Senate's vote to withdraw all U. S. forces in Vietnam by spring "reflects the overwhelming sentiment of the nation."

STATE
ISSUES

Tax problems comprise the major issue in New Hampshire, which is the only state without a general sales or personal income tax. In the 1970 campaign, Governor Peterson fought against any tax levies, but later decided that the state's needs and financial problems outweighed a campaign promise. He was defeated in the recent legislative attempt to push through a 3 percent income tax. Reportedly, Governor Peterson plans to battle the Legislature again over it in a special session early next year.

STATE
POLITICS

Two term GOP Governor Peterson is reported to be planning to run for another term. If he runs again, he faces the challenge of overcoming a broken promise on "broad-based" taxes. In some quarters, Peterson is considered vulnerable and possible Republican contenders emerging for the Governorship are: Robert C. Hill, U. S. Ambassador to Spain and a former state legislator; Meldrim Thomson, Oxford lawbook

publisher, who lost a close GOP primary race to Governor Peterson last year, renounced the Republican party, and has since returned to the ranks; Edward Snell, a state Senator who first promoted himself but then supported state Senator David Nixon for governor before deciding that Peterson's popularity had not waned as much as some thought. Robert Hill has hinted privately that he will not run if Peterson seeks the nomination. . .

For the Democrat nomination former Resources Commissioner Roger Crowley, who lost to Peterson by a narrow margin last year, is keeping himself in the public forum and looks like a likely candidate. Robert Raiche, House Democratic Minority Leader, is another tax proponent and is openly touring the state for the avowed purpose of a run for the nomination. Harry Spanos, Senate Democratic Minority Leader, is mentioned in political circles as a possible candidate. . . Senator McIntyre and his staff have left little doubt that he will seek another term. Former Governor Wesley Powell has been vocal on public issues and there is speculation that he will announce his candidacy after the first of the year. Other GOP possibles include Attorney General Warren Rudman and former Senate President Stewart Lamprey, who is now Peterson's executive officer. A possible Democrat contender is Emile Bussiere, a conservative attorney who lost to Peterson in the governor's race in 1968.

In the Congressional races, Chester Merrow former Republican Congressman and now a Democrat, sounds like a candidate for Wyman's first District seat. In the second District, Vincent Dunn, a Concord attorney, is reportedly considering a race for the Democratic nomination. He ran third in the Democratic gubernatorial primary in 1968. . .The New Hampshire Committee for the Reelection of the President has opened campaign headquarters in Concord. Former Governor Lane Dinwell is serving as chairman of the committee.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 4, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Revised Media Plan for the New Hampshire and Florida Primaries.

I. New Hampshire

Attached (Tab A) is a revised media plan for the New Hampshire Presidential primary campaign reflecting your request for a reduction in newspaper expenditures and the elimination of television advertising.

The revised plan places media weight (daily and weekly newspaper full page ads and sixty second radio commercials) against registered Republican and Independent voters on a county by county coverage basis. The total estimated cost of the plan is as follows:

Newspapers	\$25,900
Radio	10,600
Production	<u>30,000</u>
TOTAL:	\$66,500

II. Also attached (Tab B) is a completed media plan for the Florida primary campaign. This plan consists of daily newspaper full page advertisements and sixty second television commercials, and is directed at registered Republican voters. The total estimated cost of the plan is as follows:

Newspapers	\$49,200
Television	23,000
Production	<u>22,000</u>
TOTAL:	\$94,200

In addition, the Florida media plan contains a contingency program of heavier newspaper and television weight, plus the addition of radio. This contingency plan can be implemented if it appears that the Republican contenders are gaining substantial

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momentum near the end of the campaign. The total cost of this contingency media plan, including production is \$199,800. Also, a get-out-the-vote telegram program (\$50,000) can be implemented, if necessary, at any time up to Friday, February 18. This telegram program, along with a second direct mailing and the telephone campaign, were eliminated from the original Florida plan at your request. The revised budget for the total Florida plan is as follows:

	<u>Jan 14</u> <u>Memo</u>	<u>Current (revised)</u> <u>Plan</u>	<u>Extra Weight</u> <u>Contingency Plan</u>
Bumper Stickers, Buttons, Brochures	\$4,500	\$4,500	\$4,500
Mass Media (Newspapers, TV, Production)	\$94,600	\$94,200	\$199,800
Direct Mail	\$207,400	\$95,300	\$145,300
Telephone	<u>\$45,500</u>	<u>--</u>	<u>--</u>
TOTAL:	\$352,000	\$194,000	\$349,600

A media plan for the Wisconsin primary is now being developed, and will be completed in two weeks.

JEB S. MAGRUDER

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NEW HAMPSHIRE MEDIA PLAN -- SUMMARY

1/24/72 TAB A

COUNTY	REGISTERED VOTERS (000)				County Rank by No. of Voters	MEDIA SCHEDULE *		
	Rep.	Ind.	Combined	% of State		Daily Newspapers	Weekly Newspapers	Radio
Hillsboro	37.5%	31.8%	69.3%	24%	1	5 ads	5 ads	70-84 spots
Rockingham	33.8	21.2	55.0	20	2	4 ads	5 ads	70-84 "
Merrimack	20.6	16.3	39.9	12	3	4 ads	5 ads	70-84 "
Strafford	11.9	16.5	28.4	10	4	4 ads	5 ads	70-84 "
Grafton	14.3	9.7	24.0	9	5	4 ads	5 ads	70-84 "
Cheshire	11.4	10.0	21.4	8	6	4 ads	5 ads	70-84 "
Belknap	9.4	5.6	15.0	5	7	2 ads	4 ads	70-84 "
Coos	7.0	5.9	12.9	4	8	None	4 ads	70-84 "
Carroll	8.5	3.5	12.0	4	9	None	4 ads	70-84 "
Sullivan	7.5	4.1	11.6	4	10	2 ads	4 ads	70-84 "

- * 1. All newspaper ads are full page.
 2. All radio commercials are sixty seconds
 3. Additional coverage will be generated in counties ranked 2 through 10 due to statewide circulation of Manchester Union Leader and New Hampshire Sunday News.

MEDIA COSTS		
Newspapers	Radio	TOTAL
\$25,900	\$10,600	\$36,500
		<u>30,000</u> PRODUCTION
		<u>\$66,500</u> GRAND TOTAL

NEW HAMPSHIRE MEDIA -- FLOWCHART

	<u>FEBRUARY</u>											<u>MARCH</u>										<u>COST</u>	
	18	19	20	21	22	23	24	25	26	27	28	29	1	2	3	4	5	6	7	8	9		10
Manchester Union Leader															☐				☐				\$1,806
Manchester Union Leader & New Hampshire Sunday News			☐						☐								☐						3,225
Other Dailies *							☐				☐			☐			☐						11,397
Claremont Eagle & Laconia Citizen															☐			☐					1,535
10 Weeklies **						☐						☐											6,753
Remaining Weeklies (5)												☐											1,182
																							PRINT: \$25,898
Radio (Drive Time) 10 - 12 Spots per 6 hr. day ***						☐		☐			☐	☐		☐				☐	☐				RADIO: \$10,552
																							TOTAL: \$36,450

* These six newspapers plus the Manchester Union Leader cover areas representing 83% of potential voters (Republican and Independent).

** These 10 Weeklies represent same coverage as daily newspapers noted above.

*** Drive Time: 7:30 to 9:00 AM and 4:30 to 6:00 PM. This is period of maximum radio penetration.

NEW HAMPSHIRE COUNTIES AND MAJOR METRO AREAS

<u>COUNTY</u>	<u>TOTAL REG.</u>	<u>REP.</u>	<u>DEM.</u>	<u>IND.</u>	<u>REP + IND.</u>		<u>RANK</u>
Hillsborough	112.6	37.5	43.3	31.8	15.0	5%	1
Rockingham	68.3	33.8	13.3	21.2	55.0	20%	2
Merrimack	45.0	20.6	8.1	16.3	36.9	12%	3
Strafford	37.8	11.9	9.3	16.5	28.4	10%	4
Grafton	28.7	14.3	4.7	9.7	24.0	9%	5
Cheshire	26.2	11.4	4.8	10.0	21.4	8%	6
Belknap	18.9	9.4	3.8	5.6	15.0	5%	7
Coos	20.2	7.0	7.3	5.9	12.9	4%	8
Carroll	13.2	8.5	1.3	3.5	12.0	4%	9
Sullivan	<u>16.1</u>	<u>7.5</u>	<u>4.5</u>	<u>4.1</u>	<u>11.6</u>	<u>4%</u>	10
	386.9	161.9	100.5	124.5	286.5	100%	
 <u>METRO AREAS</u>							
Manchester (Hills)	45.8	13.5	25.0	7.3	20.8	25%	1
Nashua (Hills)	24.9	5.6	7.3	12.0	17.6	23%	2
Concord (Merr.)	16.4	8.4	2.2	5.8	14.2	18%	3
Dover (Straff)	12.7	3.8	2.4	6.5	10.3	13%	4
Portsmouth (Rock)	10.5	3.4	1.8	5.3	8.7	11%	5
Keene (Ches.)	<u>10.1</u>	<u>4.4</u>	<u>1.9</u>	<u>3.8</u>	<u>8.2</u>	<u>10%</u>	6
	120.4	39.1	40.6	40.7	79.8	100%	

NOTE: Data above represent combination of 1968 and 1970 registration information

NEW HAMPSHIRE NEWSPAPER COVERAGE

- (1.) Hillsborough (includes metro areas of Manchester and Nashua)
Represents 24% of state Republicans and Independents.

<u>Dailies</u>	<u>Circulation</u> (000)	<u>Weeklies</u>	<u>Circulation</u> (000)
Manchester Union Leader	61.7	Hillsboro Messenger	3.3
New Hampshire Sunday News (Sunday)	55.9	1590 Broadcaster	36.0
Concord Monitor	15.6	Milford Cabinet	5.1
Nashua Telegraph	22.5	Peterborough Transcript	4.6

- (2.) Rockingham (includes metro area of Portsmouth)
Represents 20% of state Republicans and Independents.

<u>Dailies</u>	<u>Circulation</u>	<u>Weeklies</u>	<u>Circulation</u>
Dover Daily Democrat	17.0	Exeter Newsletter	5.0
Portsmouth Herald	18.5	Hampton Union	5.1

- (3.) Merrimack (includes metro area of Concord)
Represents 12% of state Republicans and Independents

<u>Dailies</u>	<u>Circulation</u>	<u>Weeklies</u>	<u>Circulation</u>
Concord Monitor	15.6	Concord Shopper News	17.0
		Hillsboro Messenger	3.3

- (4.) Strafford (includes metro area of Dover)
Represents 10% of state Republicans and Independents

<u>Dailies</u>	<u>Circulation</u>	<u>Weeklies</u>	<u>Circulation</u>
Dover Daily Democrat	17.0	Rochester Currier	7.2

- (5.) Grafton (no large metro areas)
Represents 9% of state Republicans and Independents

<u>Daily</u>	<u>Circulation</u>	<u>Weekly</u>	<u>Circulation</u>
Lebanon Valley News	11.5	Littleton Currier	6.0
		Plymouth Record	4.7

- (6.) Cheshire (includes metro area of Keene)
Represents 8% of state Republicans and Independents.

<u>Daily</u>	<u>Circulation</u>
Keene Sentinel	11.5

First 6 counties represent 83% of state Republican and Independent registered voters

- (7) Belknap (no large metro areas)
Represents 5% of state Republican and Independents

<u>Daily</u>	<u>Circulation</u>
Laconia Citizen	7.0

- (8) Coos (no large metro area)
Represents 4% of state Republican and Independents

<u>Weekly</u>	<u>Circulation</u>
Berlin Reporter	7.4
Colebrook News	3.2
Coos County Democrat	3.6

- (9) Carroll (no large metro area)
Represents 4% of state Republicans and Independents.

<u>Weeklies</u>	<u>Circulation</u>
Carroll City Independent	7.0
Granite State News	1
North Conway Reporter	4.2

- (10) Sullivan (no large metro areas)
Represents 4% of state Republican and Independents.

<u>Daily</u>	<u>Circulation</u>
Claremont Daily Eagle	8.5

Total (duplicated) circulation estimates of all newspapers listed above:

<u>Daily</u>	<u>Weekly</u> *	<u>TOTAL</u>
173,800	174,100	347,900

* Includes New Hampshire Sunday News

NEW HAMPSHIRE NEWSPAPER COSTS

<u>NEWSPAPER</u>	<u>FULL PAGE COST</u>
Manchester Union Leader	\$903
New Hampshire Sunday News	774
Sunday/Monday combination rate of Union Leader and New Hampshire Sunday News.	\$1,075
<hr/>	
Keene Sentinel	\$423.36
Lebanon Valley News	\$395.34
Dover Democrat	\$568.89
Concord Monitor	\$385.28
Portsmouth Herald	\$481.95
Nashua Telegraph	<u>\$594.98</u>
	\$2,849.40

These daily newspapers, plus the Manchester Union Leader, cover areas representing 83% of New Hampshire registered Republicans and Independents.

Claremont Eagle	\$370.44
Laconia Citizen	<u>396.90</u>
	\$767.34

Partial coverage of counties representing remaining 17% of registered Republicans and Independents.

Concord Shopper News	\$180.00
Exeter Newsletter	472.50
Hampton Union	398.43
Hillsboro Messenger	294.00
Littleton Currier	305.76
Milford Cabinet	294.00
1590 Broadcaster	192.00
Peterboro Transcript	588.00
Plymouth Record	277.20
Rochester Currier	<u>374.39</u>
	\$3,376.28

These 10 weekly newspapers cover areas representing 83% of registered Republican and Independent voters.

<u>NEWSPAPER</u>	<u>FULL PAGE COST</u>
Berlin Reporter	\$329.28
Carroll County Independent printed with The Granite State News	282.24
Colebrook News	111.19
Coos County Democrat	235.20
North Conway Reporter	<u>224.00</u>
	\$1,181.91

These weeklies represent partial coverage of remaining 17% of registered Republican and Independent voters.

NEW HAMPSHIRE RADIO - COSTS AND COVERAGE

<u>Station</u>	<u>AA Class</u> <u>One time rate</u>	<u>Package rate</u>	<u>Coverage area</u>	<u>Wattage</u>	<u>Affiliate</u>	<u>Comments</u>
WMOU-AM/FM (Berlin)	7.00	10 spots 60.00	Coos County	1,000AM 10,000FM	CBS	Contemporar & Rock
WTSV-AM/FM (Claremont)	8.00	10 spots 70.00	Sullivan Co. Grafton Co. Merrimack Co.	250AM 1,000FM	NBC	Contemporar
WKXL-AM (Concord)	9.50	10 spots 95.00	Merrimack Co.	1,000	CBS	Adult (voic of Capital City)
WKXR-AM Exeter	7.20	10 spots 72.00	Rockingham Co.	1,000	Mutual	Adult
WDNH-FM (Dover)	10.00	10 spots 85.00	Strafford Co. Rockingham Co. Essex Co.	50,000	Mutual	Country & Western
WGIR-AM/FM (Manchester)	14.00	10 spots \$130	Hillsboro Co. Merrimack Co.	5,000AM 10,000FM	NBC	Adult
WKBR-AM (Manchester)	17.00	12 spots \$180	Hillsboro Co.	5,000	Ind.	Contemporar
WZID-FM (Manchester)	8.50	12 spots \$90	Central New Hampshire & South	50,000	Ind.	Adult/conce
WMTW-FM (Poland Spring, Me)	8.40	12 spots \$76	Blankets Maine, New Hampshire & Upper Vermont	49,000	ABC	Moderate
WSMN-AM Nashua	6.00	10 spots \$60	Hillsboro Co.	5,000	ABC	Adult
WPNH-AM (Plymouth)	4.00	12 spots \$39	Grafton Co. Laconia Co. Meredith Co.	1,000	Ind	Contemporar
WBNC-AM/FM (Conway)	5.50	10 spots \$50	Carroll Co.	1,000AM 3,000FM	Ind.	Contemproar
WDCR-AM (Hanover)	6.25	10 spots 56.50	Grafton Co.	1,000	Ind.	Classical & Variety
WKBK-AM Keene	6.00	10 spots \$48	Cheshire Co.	1,000	ABC	Contemporar
WEMJ-AM (Laconia)	8.50	12 spots \$90	Belknap Co.	1,000	ABC	Contemporar
WFEA-AM (Manchester)	14.00	12 spots \$156	Hillsboro Co. & Merrimack Valley	5,000	ABC	Young adult

<u>Station</u>	<u>AA Class</u> <u>One Time Rate</u>	<u>Package Rate</u>	<u>Coverage area</u>	<u>Wattage</u>	<u>Affiliate</u>	<u>Comment</u>
WBBX (Portsmouth)	8.50	12 spots \$90	Rockingham Co.	1,000	ABC	moderate
WVNH-AM (Rochester)	10.50	10 spots \$60	Strafford Co.	5,000	CBS	Adult

FLORIDA MEDIA PLAN-SUMMARY

1/31/72

TAB B

<u>COUNTY</u>	<u>MEDIA SCHEDULE</u>			<u>SPOT TELEVISION -- 2 weeks</u>	<u>MEDIA COSTS</u>	
	<u>DAILY NEWSPAPERS</u>					
	<u>Group I</u>	<u>Group II</u>	<u>Tot. Penetration</u>			
1. Pinellas	3 ads	2 ads	89%	150 GRP's (approx. 8 commercials) per week	Newspapers	\$49,200
2. Broward	-	2 ads	80%	150 GRP's (approx. 8 commercials) per week	Television	<u>23,000</u>
3. Dade	3 ads	-	71%	150 GRP's (approx. 8 commercials) per week	<u>TOTAL:</u>	<u>\$72,200</u>
4. Palm Beach	3 ads	-	86%	100 GRP's (approx. 5 commercials) per week		
5. Orange	3 ads	-	80%	150 GRP's (approx. 8 commercials) per week		
6. Brevard	-	2 ads	103%	150 GRP's (approx. 8 commercials) per week		
7. Sarasota	-	2 ads	94%	150 GRP's (approx. 8 commercials) per week		
8. Hillsborough	-	2 ads	74%	150 GRP's (approx. 8 commercials) per week		
9. Volusia	-	2 ads	112%	150 GRP's (approx. 8 commercials) per week		
10 Duval	3 ads	-	98%	---		
11 Manatee	-	-	40%	150 GRP's (approx. 8 commercials) per week		
12 Polk	-	-	30%	150 GRP's (approx. 8 commercials) per week		
13 Lee	-	-	9%	---		
14 Pasco	-	-	66%	150 GRP's (approx. 8 commercials) per week		
15 Seminole	-	-	52%	150 GRP's (approx. 8 commercials) per week		

- NOTE:
1. All Newspapers ads are full page
 2. All TV spots are 60 seconds
 3. Newspaper penetration refers to the percent of county households actually receiving a scheduled newspaper.
 4. Additional TV and newspaper coverage will be generated in other Florida counties due to media spill out. See detailed pages attached.

FLORIDA -- MEDIA BUDGET ALLOCATION

<u>COUNTY</u>	<u>TV HH (000)</u>	<u>TV COST*</u> \$	<u>PRINT COST**</u> \$	<u>TOTAL MEDIA COST</u> \$	<u>% OF MEDIA</u>	<u>% OF STATE REPUBLICAN VOTERS</u>
1. Pinellas	188	(30%) 1,125	5,100	6,225	8%	19%
2. Broward	208	(29) 3,683	2,000	5,683	8%	15
3. Dade	422	(60) 7,620	7,000	14,620	20%	11
4. Palm Beach	115	(67) 1,340	3,100	4,440	6%	8
5. Orange	103	(30) 1,350	3,000	4,350	<u>6%</u> <u>48%</u>	<u>6</u> <u>59%</u>
6. Brevard	78	(30) 1,035	2,300	3,335	6%	5%
7. Sarasota	40	(6) 225	1,100	1,325	2%	5
8. Hillsboro	151	(24) 900	2,700	3,600	6%	4
9. Volusia	66	(19) 850	1,700	2,550	4%	4
10. Duval	158	- -	5,200	5,200	<u>7%</u> <u>73%</u>	<u>3</u> <u>80</u>
11. Manatee	33	(5) 188	400	588	1%	2
12. Polk	74	(11) 413	500	913	1%	2
13. Lee	30	- -	-	-	0	2
14. Pasco	20	(3) 113	200	313	.5%	2
15. Seminole	23	(6) 270	1,200	2,470	4%	1
15 COUNTY TOTAL:		19,100	35,000	55,000	79.5%	89
ALL OTHER:		<u>3,900</u> <u>23,000</u>	<u>13,700</u> <u>49,200</u>	<u>16,600</u> <u>72,200</u>	<u>20.5%</u> <u>100.0%</u>	<u>11</u> <u>100%</u>

* Predicated on Households per county as a % of TV dollars

** Predicated on county's share of total circulation

TELEVISION COVERAGE AND COSTS - FLORIDA

<u>TV MARKET</u>	<u>COUNTIES COVERED</u>	<u>% REG. REP. VOTERS</u>	<u>% HOUSEHOLDS COVERED IN STATE</u>	<u>COST PER WEEK</u>	<u>APPROXIMATE GRP'S</u>
1. Miami	Broward	15.0	32.6	\$4,225	150
	Dade	11.0			
	Monroe	.3			
		<u>26.3</u>			
2. Tampa/St. Pete.	Charlotte	1.0	28.9	1,400	140
	Citrus	-			
	De Sota	-			
	Hardee	-			
	Hernando	-			
	Highlands	.4			
	Hillsborough	4.0			
	Manatee	2.0			
	Pasco	2.0			
	Pinellas	19.0			
	Polk	2.0			
	Sarasota	5.0			
	<u>34.4</u>				
3. Orlando/Daytona Beach	Flagler	-	15.8	1,500	120
	Brevard	5.0			
	Lake	1.0			
	Marion	.5			
	Orange	6.0			
	Osceola	.5			
	Seminole	1.0			
	Sumter	-			
	Volusia	4.0			
		<u>18.0</u>			
4. West Palm Beach**	Indian River	.5	8.0	660	100
	Martin	.5			
	Okeechobee	-			
	Palm Beach	8.0			
	Glades	-			
	St. Lucie	.5			
	<u>9.5</u>				
			<u>8.0</u>		

<u>TV MARKET</u>	<u>COUNTIES COVERED</u>	<u>% REG. REP. VOTERS</u>	<u>% HOUSEHOLDS COVERED IN STATE</u>	<u>COST PER WEEK</u>	<u>APPROXIMATE GRP'S</u>
5. Jacksonville	Alachua	.5	12.0	\$1,800	135
	Baker	-			
	Bradford	-			
	Clay	-			
	Columbia	-			
	Dixie	-			
	Duval	3.0			
	Gilchrist	-			
	Hamilton	-			
	Nassau	-			
	Putnam	-			
	St. John's	-			
	Suwanee	-			
		<u>3.5</u>	<u>12.0</u>		

** Share of viewing by day part

	Palm Beach County			
	<u>Day</u>	<u>E.Fringe</u>	<u>Prime</u>	<u>L. Fringe</u>
Miami	20%	23%	20%	17%
W. Palm Beach	80	77	80	83
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

NEWSPAPER COVERAGE IN FLORIDA

<u>COUNTY</u>	<u>REG.</u> <u>VOTERS</u> (000)	<u>% OF</u> <u>STATE</u>	<u>NEWSPAPERS</u>	<u>CIRCULATION</u>		<u>% COUNTY</u> <u>PENETRATION</u>	<u>FULL PAGE</u> <u>COST</u>	
				<u>DAILY</u>	<u>SUNDAY</u>		<u>DAILY</u>	<u>SUNDAY</u>
1. Pinellas	121.9	19	St. Petersburg Times	210.0	205.8	74%	--	\$2,239.44 --
			Clearwater Sun		36.7	15%	\$433.34	
						<u>89%</u>		
2. Broward	95.2	15	Ft. Lauderdale News/ Pompano Sun Sentinal	143.2	133.2	51%	--	\$1,310.40 --
			Miami Herald	498.9	502.3	29	\$3,878.28	\$3,710.70
			Hollywood Sun - Tatler	39.7		17%	\$655.20	
						<u>97%</u>		
3. Dade	72.0	11	Homestead South/Dade News Leader	12.6		3%	\$405.28	
			Miami Beach Sun	18.9		3%	\$329.28	
			Miami Herald	498.9	502.3	71%	\$3,878.28	\$3,710.70
						<u>77%</u>		
4. Palm Beach	50.4	8	Ft. Lauderdale News/ Pompano Sun Sentinal	143.2	133.2	11%	--	\$1,310.40 --
			Miami Herald	498.9	502.3	17%	\$3,878.28	\$3,710.70
			Palm Beach News	3.8		2%	\$705.60	
			West Palm Beach Post	88.9	85.9	58%	--	\$1,209.60 --
						<u>88%</u>		
5. Orange	37.6	6	Orlando Sen. Star	171.7	178.0	80%	--	\$2,035.96 --
						<u>80%</u>		
<u>5 COUNTY TOTALS: 377.1</u>		<u>59</u>						

COUNTY	REG. VOTERS	% OF STATE	NEWSPAPERS	CIRCULATION		% COUNTY PENETRATION	FULL PAGE COST	
				DAILY	SUNDAY		DAILY	SUNDAY
6. Brevard	30.3	5	Cocoa Today/ Titusville Star/Melbourne Times	63.9	53.0	79%	--\$1,200--	
			Miami Herald	498.9	502.3	5%	\$3,878.28	\$3,710.70
			Orlando Sen. Star	171.7	178.0	<u>19%</u> <u>103%</u>	--\$2,035.96--	
7. Sarasota	30.1	5	St. Petersburg Times	210.0	205.8	6%	--\$2,239.44--	
			Sarasota Herald Tribune	55.7	52.2	82%	--\$866.88--	
			Tampa Tribune Times	198.0	197.3	<u>6%</u> <u>94%</u>	--\$2,359.84--	
8. Hillsborough	27.2	4	Tampa Tribune Times	198.0	197.3	<u>74%</u> <u>74%</u>	--\$2,359.84--	
9. Volusia	22.4	4	Daytona Beach News	68.8	45.4	95%	\$921.06	\$884.94
			DeLand Sun News	7.4		11%	\$337.12	
			Orlando Sen. Star	171.7	178.0	<u>17%</u> <u>123%</u>	--\$2,035.96--	
10. DuVal	21.5	3	Jacksonville Times Union	210.3	176.5	98%	\$2,335.76	\$2,215.36

10 COUNTY TOTAL: 509.6 80

COUNTY	REG. VOTERS	% OF STATE	NEWSPAPERS	CIRCULATION		% COUNTY PENETRATION	FULL PAGE COST	
				DAILY	SUNDAY		DAILY	SUNDAY
11. Manatee	14.7	2	Bradenton Herald	21.9		49%	\$529.76	
			St. Petersburg Times	210.0	205.8	15%	--\$2,239.44--	
			Sarasota Herald Tribune	55.7	52.2	16%	--\$866.88--	
			Tampa Tribune	198.0	197.3	9%	--\$2,359.84--	
						<u>89%</u>		
12. Polk	14.2	2	Lakeland Ledger				\$689.92	
			Lake Wales High.	4.2		6%	\$288.96	
			Winter Haven News	10.2		13%	\$282.24	
			Tampa Tribune Times	198.0	197.3	30%	--\$2,359.84--	
						<u>49%</u>		
13. Lee	13.1	2	Ft. Myers News	43.7	46.6	73%	--\$650.16--	
			Miami Herald	498.9	502.3	9%	\$3,878.28	\$3,710.70
						<u>82%</u>		
14. Pasco	10.4	2	Clearwater Sun	36.7		8%	\$433.34	
			St. Petersburg Times	210.0	205.8	31%	--\$2,239.44--	
			Tampa Tribune Times	198.0	197.3	27%	--\$2,359.84--	
						<u>66%</u>		
15. Seminole	7.6	1	Orlando Sen. Star	171.7	178.0	52%	--\$2,035.96--	
			Sanford Herald	10.5		37%	\$352.80	
						<u>89%</u>		
<u>15 COUNTY TOTAL:</u>				<u>569.6</u>				<u>89</u>

<u>COUNTY</u>	<u>REG. VOTERS</u>	<u>% OF STATE</u>	<u>NEWSPAPERS</u>	<u>CIRCULATION</u>		<u>% COUNTY PENETRATION</u>	<u>FULL PAGE COST</u>	
				<u>DAILY</u>	<u>SUNDAY</u>		<u>DAILY</u>	<u>SUNDAY</u>
16. Lake	7.1	1	Leesburg Com.	4.2		17%	\$385.28	
			Orlando Sen. Star	171.7	178.0	<u>57%</u> <u>74%</u>	-- \$2,035.96 --	
17. Escambia	7.7	1	Pensacola News Journal	85.6	68.0	<u>108%</u> <u>108%</u>	--\$1,223.04 --	
18. Charlotte	5.5	1	Ft. Meyers News Press	43.7	46.6	<u>38%</u> <u>38%</u>	-- \$650.16 --	
19. St. Lucie	4.5	.5	Miami Herald	498.9	502.3	28%	\$3,878.28	\$3,710.70
			West Palm Beach Post	88.9	85.9	<u>5%</u> <u>33%</u>	--\$1,209.60--	
20. Alachua	4.4	.5	Gainesville Sun	22.7	24.2	60%	--\$689.82--	
			Jacksonville Times Union	210.3	176.5	12%	\$2,335.76	\$2,215.36
			St. Petersburg Times	210.0	205.8	6%	-- \$2,035.96 --	
			Tampa Tribune Times	198.0	197.3	6%	-- \$2,359.84 --	
<u>20 COUNTY TOTAL</u>				598.8	93			

1/28/72

MAJOR MARKET RADIO COVERAGE AND COSTS -- FLORIDA

<u>MARKET</u>	<u>NUMBER OF MAJOR STATIONS</u>	<u>COST PER WEEK</u>	
		<u>18 60's</u>	<u>30 60's</u>
Miami	8	\$2,223	\$3,370
Ft. Lauderdale/Hollywood	3	320	465
West Palm Beach	1	117	195
Tampa/St. Petersburg	6	1,314	2,010
Jacksonville	3	387	600
Orlando	3	621	1,005

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

January 27, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Attached is our weekly report.

JEB S. MAGRUDER

bcc: Mr. H. R. Haldeman

CONFIDENTIAL

ADVERTISING

Radio and television commercials for use in New Hampshire are being produced on location in Concord the week of January 24, and will be available for viewing the week of January 31. Radio is planned. Television will be produced and held for use if needed.

Mr. Bill Novelli joined the Advertising group. Novelli will report to Mr. Dailey and Mr. Joanou, assisting in the development of communications objectives and strategies for special groups (youth, older Americans, Blacks, Mexican/Americans, farm, and business).

Mr. Mike Heinrich has been retained by the Agency as Consumer Promotion Director. He will develop promotional plans and materials for the campaign.

Letterhead designs for State Committee use have been developed and presented to the strategy group. Also, press release letterheads have been designed.

A women's brochure has been developed for use by this group.

A state headquarters decorating kit has been approved in concept, and is under development.

A media analysis of viewing by day-part and region of Republican National Convention has been developed and presented to the Convention planners for guidance in scheduling of events for maximum national impact.

Negotiations are under way to secure San Diego outdoor locations during the Convention period.

Brochures have been produced and shipped to primary states.

AGRICULTURE

We have narrowed the list of candidates for our field organization position and expect to make a selection during the coming week.

We met with a number of agribusiness leaders to discuss campaign strategy in that area. Since the major agribusiness input in 1972 should be one of financial support, we have had some follow up coordination with Lee Nunn. As soon as Secretary Stans is aboard, we need to decide just how and by whom agribusiness support will be tapped. The support of this facet of agriculture will be far greater than in 1968.

We met with Secretary Butz and his politically appointed Assistant Secretaries to discuss a number of current items, including the dock strike.

We met with agribusiness representatives who are strongly opposed to the Sisk farm bargaining bill. We are attempting to get them to soften their stand and begin to think about compromise positions.

We met with a representative of the National Wheat Growers Association, who urged a more flexible stance by USDA on the Smith-Melcher price support bill. We also met with Senator Curtis, who expressed the same viewpoint, and with Senator Bellmon, who prefers a strong stand in opposition to the bill.

The Senate Agriculture Committee will hold a one day hearing on the bill; it is scheduled for January 24 with Secretary Butz as the first witness. The Democratic presidential candidates will apply great pressure on their colleagues to vote this bill out of committee. Probabilities--about 50-50 at the moment. Thousands of farm votes ride on the outcome of this battle.

We met with Senator Hruska to discuss a number of campaign issues and plan to hold similar sessions with all leading farm state Senators and Congressmen.

BLACK LIAISON

We have completed the final draft of a strategy for the development of the Black vote (it is being readied for final approval).

A visit was made to the Republican National Committee where we conferred with the Special Assistant for Minority Affairs. A regular liaison arrangement has been set-up to make for coordination of efforts aimed at developing Black vote.

In connection with the March 14 primary and with establishing organizational structure for Florida, arrangements were completed for two meetings (Miami and Orlando) of Black community leaders. Administration Black appointees are programmed for briefing appearances at the strategy sessions.

We received oral presentations by black public relations firms. (They have been requested to submit written proposals).

At the request of the Nixon Illinois State Chairman, we conferred with the Chicago OMBE Field Representative who will be actively involved on the State level. Arrangements were set out to use Black appointees at OMBE Forum sessions to detail Administration accomplishments.

In continuing individual contacts with appointees, an invitation has been received to attend their regular monthly meeting to discuss their role and active involvement in the coming months. (Sam Jackson of HUD and Norman Houston are Chairman and Secretary of the group).

We continued to meet with visitors from out-of-town in discussions centering around National Black Citizens Committees structure and membership.

We have initiated correspondence to Black Republican Gubernatorial appointees in connection with further organizational efforts.

The Florida State coordinator was seen on his recent visit to the Committee Headquarters and briefed on support available. At his suggestion, follow-through contacts relating to the coming primary are being developed.

BUSINESS AND INDUSTRY

Much progress has been made this week. All candidates for Regional Chairman have been contacted and asked to serve. The response was generally good and it is expected most will respond in the affirmative. Trips to visit individual chairmen commence Monday, January 24, and state organizations will be picked as a result of these meetings. Plans are for State and Regional Chairmen to be in place by February 15.

The script for the film is progressing nicely and we expect it will be ready for review soon.

JEWISH LIAISON

During the past week, the United Jewish Appeal announced that the absorption costs of Soviet Jewry into the Israeli society would be the major additional thrust for their 1972 fund-raising efforts. The U.J.A., with its cooperating Jewish philanthropic agencies, has about one-million contributors in the U.S.A. and is, by far, the most pervasive effort directed to the American Jewish community.

The significance of the announcement is that the issue of Soviet Jewry will get a tremendously increasing amount of publicity, and there will be accelerating concern expressed through the infrastructure of the Jewish organizations and communities nationally. The linking of this issue, with support of Israel generally, will also be emphasized.

LEGAL

Peter Dailey was advised re the new "in-house" advertising corporation and the new Federal Election Reform Act applicability to agency commissions on media time costs. Harry Flemming was advised concerning the reporting provisions of the Florida election law as they pertain to primary elections. A contract with Decision Making Information Company for polling work was reviewed for legal sufficiency. Hugh Sloan was advised concerning the collapsing of existing fund-holding committees and provided a draft Certificate of Dissolution and Order to Transfer Assets for use in connection therewith. Phil Joanou was advised concerning the new federal electoral reform legislation as it pertains to expenditures for telephoning. He was also advised concerning the disclosure provisions of the Florida election law with respect to primaries. Tom Girard was advised concerning the "equal time" provision of the Federal Communications Act. Ken Smith was advised concerning the provisions of the Hatch Act as it pertains to persons employed irregularly as advisors to a state under a federal government appointment. In addition to the foregoing, conferences were held with George D. Webster, Esq., of our Lawyers Committee and certain other attorneys who are assisting, or who wish to assist, in the campaign effort.

POLITICAL

On Friday, January 21, a pledged delegation was filed with the Secretary of State in New Hampshire. The delegate slate is well balanced and includes four women and two young people. Governor Dwinell has done an excellent job with the race for delegate slots and bruised feelings are at an absolute minimum.

Al Kaupinen went to New Hampshire on Friday and will remain there for the balance of next week to assure us that the organizational efforts of our Committee are directed at turning out the maximum vote on primary day.

Harry Flemming led a delegation composed of Bob Marik, Bob Morgan, and Rick Fore, to Florida last week to structure the organizational effort there and to develop a program that will ensure maximum results in the March 14 primary.

As of January 23 we have announced chairmen in 10 states, 14 are ready for announcement, and 16 are in final stages of being set up. We are working out problems in 11 states in preparation for naming chairmen.

RESEARCH AND PLANNING

On Tuesday and Wednesday, January 18 and 19, Harry Flemming, Bob Marik, Bob Morgan, and Rick Fore met in Tallahassee, Florida, with Tommy Thomas, National Committeewoman, Paula Hawkins, and the staff of the Florida Republican Party.

The first part of the meeting consisted of a discussion of the objectives and functional structure of the Washington based Committee. The meeting then turned to discussing a program for the Florida primary which would also be an investment for the general election. It was agreed that one goal of the primary would be to build a strong organization that could carry over to the general election campaign.

A direct mail program, which had been presented to and approved by the Attorney General, was favorably received by Tommy Thomas. Volunteers would be recruited by sending a personal letter to Florida Republicans asking for their support. These volunteers would then be given the assignment of committing their neighbors to vote for the President. This program will solve the problem of having volunteers and not utilizing them. It also builds a cadre of Republican volunteers for the general election.

The plan called "The Presidential Commitment Program" includes the following steps:

1. A mailing in the second week of February to Republicans in ten counties containing 87% of the Republican vote. This mailing will include a volunteer card.

2. Volunteers return the volunteer cards to state headquarters in Tallahassee. One copy of card is sent back to data processing center in order to place volunteer name on computer tape. Other copies are sent to local county coordinators.

3. Local county coordinators contact volunteers and give a volunteer the names of ten neighbors and a house to house canvass kit including brochures, and commitment cards.

4. Volunteers contact ten neighbors for commitments to vote for the President. Duplicate commitment cards are filled out. Volunteers retain one copy and the other is to be sent to local county coordinators. It is then the volunteer's responsibility to get their committed voters to the polls on election day.

The Presidential Commitment Program provides for personal contact with the voters and a meaningful volunteer experience. Furthermore, the volunteer organization built in the primary will not be dismantled. All volunteers' names will be on a computer tape. They can be thanked and motivated again in the general election by computer mailings.

Senator Edmund Muskie of Maine now for the first time holds a lead over runner-up Senator Edward Kennedy as the top choice of Democratic voters for the nomination. In December, Muskie was trailing by 7 percentage points. This shows the instability of the Democratic voter. In tracking McCarthy and Lindsay, the two lines have merged and both went from 4% in December to 5% in January.

SPOKESMEN RESOURCES

Bart Porter went to California and met with the working committee of the Celebrities for the President. That group includes, among others, Dick Zanuck, Taft Schreiber, and Joe Horacek. At this meeting, plans were made to announce the organization of the Celebrities for the President at a press conference. The conference is tentatively planned for early March. An Executive Committee is now being formed to head the celebrities group.

Porter also initiated a volunteer program at the Celebrities headquarters which is located in office space donated by Universal Studios, with the assistance of Taft Schreiber.

Curt Herge and Bart Porter met with Lyn Nofziger of the California Committee for the Re-election of the President; Jim Kane, Executive Director of the Texas Republican Party; Nathan Agostinelli, Chairman of the Connecticut Committee for the Re-election of the President; and Barbara Curran, Executive Director of the New Jersey Republican State Committee. These meetings were held to discuss the program of the Spokesmen Resources Division.

Bart Porter and Harry Flemming met with Louis Guinot, representative of the Governor of Puerto Rico, to discuss the use of the Governor and the Mayor of San Juan in our Spanish Speaking program.

Attached is a schedule of speaking events in New Hampshire and Florida prior to their respective primaries.

PR/MEDIA

Ann Dore worked with the Connecticut, Wisconsin and Maine Chairmen in preparation for their announcements. Both Wisconsin and Maine have chosen to delay their announcement until each chairman has spent a day at the Committee here in Washington. Both are expected to announce the first week in February. Plans for the Connecticut announcement were developed. It is to be done at a Press Party on

Tuesday, January 25. Tom Girard will attend the Press Conference.

Dore and Art Amolsch met with Hal Byrd from South Carolina regarding the announcement there. Plans for the press conference and the possibilities for press covering the role of General Mark Clark, Honorary Chairman, were developed. Mr. Byrd will determine the announcement date as soon as he acquires a chairman since he is doing the planning and will subsequently become finance chairman.

Girard, Dore and Amolsch met briefly with George Cook, Nebraska Chairman. Plans for a monitoring system were discussed in detail.

Girard also conferred with our New Hampshire and Florida people about staff additions. In New Hampshire we agreed to hire an audio newsman to cover our surrogates and feed tape to New Hampshire and Boston radio stations and to the David Green operation for national distribution. This was done Saturday during Senator Weicker's appearance in New Hampshire. In Florida we have hired a press/PR person, Roy Nelson, who will work out of the State Republican Headquarters. We also want to hire an audio man there for covering each of our surrogates, since the primary campaign in Florida, as well as New Hampshire, is so crucial. If this system works we may want to use it later in the campaign in other states in conjunction with our overall audio-video service.

We worked with the youth group concerning their plans for the New Hampshire rally on January 22. While this was viewed as not nationally newsworthy we directed them on their day's program and alerted the networks and wires here. Amolsch prepared a press release with the New Hampshire Press Secretary.

Dore met with Bob Tuttle from RNC to learn more about the communications section there. Along with Girard and Amolsch, Ann spent an afternoon at RNC. A complete tour and briefing was given by Barry Mountain. We will now determine a complete working arrangement with RNC utilizing in particular, their print shop, mail department, research department and clipping service. Plans on this co-ordination will be put down in the next few days.

Several other meetings throughout this week included a meeting with Harry Dent and Pete Peterson on Foreign Trade, daily staff meetings for our department and considerable contact with the Youth Group regarding future plans. Girard briefed Senator Brock in advance of the news conference announcing the Congressional Advisory Group on youth on Tuesday, January 25.

At an all day meeting Saturday, January 20, Girard and Shumway met with Scott Peters (UPI audio) and Bill Liss to plan and develop the campaign audio program. Also on Saturday Girard and Van conferred with broadcast consultant Malcolm Burleson, an expert on engineering and technical matters. He is advising Green and we let him know what our needs would be so the technical facilities could be satisfactorily designed in the next few weeks.

This week we had our first good example of value of monitoring. John Sias in New Hampshire noted a story in the Concord Monitor on the resignation of the Ashbrook State Chairman. Sias sent us a telecopy of the story and we circulated the information among some Washington political reporters.

On Thursday, Girard conducted his first on the record interview with Milton Benjamin of the Voice of America. This dealt with overall campaign planning and the activities of the Committee. Later that day Girard also met with Chuck Walsh of the Cable Television Association. Walsh offered the use of CATV facilities in New Hampshire for campaign statements. Girard contacted Jay Bareoff, who worked on this in the '68 campaign, and he will also talk with people at the office of telecommunications policy to get some opinions on the advisability of using CATV. The CATV Association makes no bones about the fact that it is offering free time to influence political figures at a time when CATV's fate is so uncertain.

Girard meantime continues work on the monitoring system and on a system for programming our surrogates. Final reports on these should be completed this week.

At the request of Harry Flemming we prepared a two page general summary of the Communications Department for inclusion in a state handbook on the Committee.

WOMEN

Rita Hauser met with Governor Rockefeller's staff people in both Albany and New York City on January 17-18 to discuss the role top women will play in the New York State campaign. Since it is likely the Governor will want Senators Javits and Buckley to serve as

co-chairmen, it was agreed that the following suggestions would be made to the Governor and to whoever is selected as the campaign director: Top women should be sought as regional, county and major city chairmen, and a woman be selected as New York City co-chairman. Various citizens committees (e.g., Conservatives for Nixon, Democrats for Nixon) would also be co-chaired by top women. As to the Republican organization women, it was thought best that they be integrated within the operation of each county, as they are organized on a county-wide basis. A woman will be named to coordinate this integration effort. In addition, such a woman would oversee the general Volunteer Program in the state.

The above suggestions should be readily acceptable to Governor Rockefeller as they parallel the organization he used with much success in his 1970 re-election campaign.

Hauser also met with Gus Agostinelli of Connecticut and outlined our general approach. He plans to select a co-chairman shortly after consultation with various women leaders. He is agreeable to looking for a youngish (35-45), active woman known in the state and was enthusiastic about sex-integrated organization.

Hauser met with diverse leaders of the Women's Political Caucus and plans are afoot for Hauser to address diverse state caucuses in key states as to the Nixon record on women's issues and the general campaign approach. This is felt to be worthwhile as the state caucuses attract top women leaders from diverse groups and backgrounds.

Pat Hutar and Nancy Steorts visited Oregon, Nevada, Colorado and Utah to meet with the state leadership to explain the women's vote areas of the campaign.

In Oregon, we met with Warne Nunn, Executive Director of the Oregon Committee and Mrs. Anna Payne, Co-chairman. Oregon will be divided into seven districts. Some of the assistant chairmen may be women. There will definitely be male and female co-chairmen in each district.

It was agreed that the telephone operation, precinct work, and poll watching operations would be under the direction of Anna Payne.

Warne Nunn emphasized that they are waiting for instructions from Washington and are ready to move as soon as they have the necessary direction. They felt a selective telephone effort and door to door campaign could be most effective in the key areas.

Anna Payne suggested and is looking into a simultaneous phono-vision party to be set up state-wide in conjunction with one of the President's addresses -- maybe the return from China. This would be an excellent way to recruit volunteers, and would be very newsworthy as well. She is hopeful to be able to arrange 200 parties.

Car caravans with good "celebrity personalities" also were felt to be an excellent means of voter interest.

Agriculture concentration can swing a lot of weight in Oregon according to Warne Nunn. He feels that school integration will not be an issue in Oregon, but that the election will be dictated by the state of the economy. He views Oregonians as very independent voters.

The Dorchester State Conference will be held February 25-26 and will be keynoted by Elliot Richardson. We recommend that a Nixon hospitality suite be open during the Conference which brings in Party Leaders from all over the state.

Anna Payne and Warne Nunn appear to be a good team and seem to be most cooperative and willing to do a first-rate job in the state of Oregon.

Hutar and Steorts met with State Nixon Chairman Cliff Young in Reno, Nevada January 19. Others attending the meeting were: National Committeewoman, Lucie Humphrey; State Vice Chairman, Elma Turner; Mrs. Walsh; Mrs. Hazel Gardella, former President, Nevada Federation of Republican Women; Mrs. Lear of Lear Jet.

Nevada will be divided geographically - north and south. Headquarters in the north will be Reno; Las Vegas for the south. There was a strong feeling not to open headquarters too soon, but to have a well-organized opening which will generate much enthusiasm, and thus as a result, involve lots of volunteers in the re-election. They felt a short, hard-hitting campaign is better. We suggested a slow build-up so that organizational groundwork can start immediately. They are considering having a Nixon hospitality suite during the State Convention.

The general consensus was that the state organization was at present very weak in Nevada, but a new chairman will be appointed in April which will hopefully bring the party back together.

Pat Hutar suggested that a post card volunteer signing and program might be considered as a means of recruiting volunteers - budget permitting.

Hutar and Steorts met with Governor John Love, Lyle Lindesmith, Bob Flanigan, (State Chairman) and Mrs. Pat Michael, co-chairman of the Colorado Committee.

Governor Love felt there would not be a problem with integration of the women into the campaign structure and seemingly accepted the concept very well.

Governor Love questioned the funding responsibilities of the state and will need information on this as soon as possible.

Pat Michaels, who will serve as vice-chairman of the Committee in Colorado, felt that Colorado had good state organization, a strong central committee and that the programs had been good over the past eight years.

Pat Michaels will handle the organizational aspects of the campaign as well as the headquarters operation. Her first area of concentration will be registration drives through county organizations.

Nancy Steorts met with Dick Richards, Chairman of the Utah Committee. He is in total agreement with the integrated concept of women in the campaign. He will name a woman shortly to be his co-chairman, and will also name other key women to top jobs in the campaign. He will have his basic organization formed within 30 days.

He plans to open his headquarters June 1 in Salt Lake City, Ogden, Davis County and Provo.

He expects four of the 14 delegates to be women.

He explained in detail his telephone/door to door campaign, which has been successfully used in several campaigns. He feels confident he can recruit 10,000 volunteers in Salt Lake City and 20,000 in Utah to successfully complete this campaign.

Dick Richards is willing to put together a slide operation for the Committee if it is interested - also, he said he would be willing to share this technique with other state chairmen if they are interested.

Pat Hutar attended the Executive Committee and Board of Directors meetings of the National Federation of Republican Women in Scottsdale, Arizona, January 19-22. The Federation leadership across the country is enthusiastic about the re-election of the President.

In political divisions where the Federated clubs are strong, we can expect good cooperation and leadership. These women will be able to offer many skills and hours of time to the campaign.

In addition, the NFRW announced a special national campaign project. The idea is to involve all Federated clubs in a mass "Day for Dick" (Title is tentative) or GOP Women Volunteers effort on Saturday, October 21. Each state will coordinate its program for that day and will clear the date with the regular organization and re-election committees in their respective states.

An atmosphere of goodwill and cordiality prevailed at this meeting and past differences seem to be set aside. In the near future, Pat Hutar will invite Connie Armitage to visit Re-election Committee headquarters to meet key staff persons. Anne Armstrong, Connie Armitage and Pat Hutar will meet about every two weeks to keep communication lines open at all times.

YOUTH

More than 350 young people participated in the opening of the Young Voters for the President headquarters in New Hampshire last Saturday and rang 10,803 doorbells in search of unregistered voters for the President. The results of that canvass were:

Nixon registered	1,582
Nixon unregistered	234
Muskie	570
McGovern	250
McCloskey	185
Ashbrook	48
Yorty	35
Other	279
Undecided	2,391

The registration canvass will continue this week. During succeeding weeks the Young Volunteers will be phased into the telephone canvass now being set up. In addition, we will be involved in mock elections during February at four colleges and one high school.

The Young Voters for the President Committee was announced with a good reaction. A cross section of young people will serve. In addition, the number one motion picture (Clint Eastwood) and number one television (Chad Everett) personalities will serve. Members of the initial committee are:

Joe Abate - Chairman of the College Republican National Federation.

Lance Alworth - Flanker-back for the Dallas Cowboys football team.

Victor Ashe - Tennessee state representative who sponsored 18 year old vote in the state.

Brenda Box - Reigning Miss Texas (Universe); First runner-up to Miss U.S.A.

Nick Buoniconti - Linebacker for the Miami Dolphins football team.

Tom Campbell - Disc Jockey for San Francisco Radio Station KLOK and columnist for San Francisco Examiner.

Kent Clemence - President of the Student Body, University of Southern California.

Jo Ann Cullen - Vice President of Distributive Education Clubs of America, North Atlantic Region.

Clint Eastwood - Actor, star of "Dirty Harry."

Chad Everett - Actor, television personality.

Janene Forsyth - Reigning Miss American Teenager.

Kathy Garver - Actress, television personality (Family Affair).

Carole Graebner - Tennis champion, Captain of the victorious Wightman Cup team.

Clark Graebner - Tennis champion, star of the U.S. Davis Cup Team.

Shelby Grant - Actress, wife of Chad Everett.

Bob Griese - Quarterback for the Miami Dolphins football team.

Gary Hughes - Immediate past national President of Vocational Industrial Clubs of America.

Sandy Livingston - Actress, wife of Stanley Livingston.

Stanley Livingston - Actor, television personality (My Three Sons).
Marlin McKeever - Linebacker for the Los Angeles Rams football team.
Harry McNaught - President of Boys Nation (Senate).
Harlan Marbley - Silver medal Olympic boxer.
Tommy Mason - Football player for Washington Redskins.
Mary Ann Mobley - Actress, former Miss America.
Gwen Norman - Gold medal Olympic runner.
Lacey O'Neal - Olympic track star.
Charles Postels - Immediate past National Vice President of
Future Farmers of America.
Don Schollander - Gold Medal Olympic swimmer.
Sherry Shealy - South Carolina State Representative.
Kenneth Shelley - 1972 Men's U.S. Figure Skating Champion, U.S.
Pairs Figure Skating Champion.
Debbie Shelton - Immediate past Miss U.S.A.
O. J. Simpson - Football player for the Buffalo Bills.
Jody Smith - Youngest mayor in U.S., Areshire, Iowa.
Jo Jo Starbuck - 1970-72 U.S. Pairs figure skating champion team.
Esther Stroy - Youngest member of 1968 Olympic track team.
Don Sundquist - Young Republican National Federation Chairman.
Mark Vittert - Vice President, National Chamber Foundations.
Barbie Wells - National Director of Teenage Republicans.
Eddie Wilchinski - Past National President of Distributive
Education Clubs of America.

Representative Steiger will address the Wisconsin College Republican Convention March 18.

Secretary Volpe spoke to our precinct workers in Orlando Saturday before a speech to a transportation association.

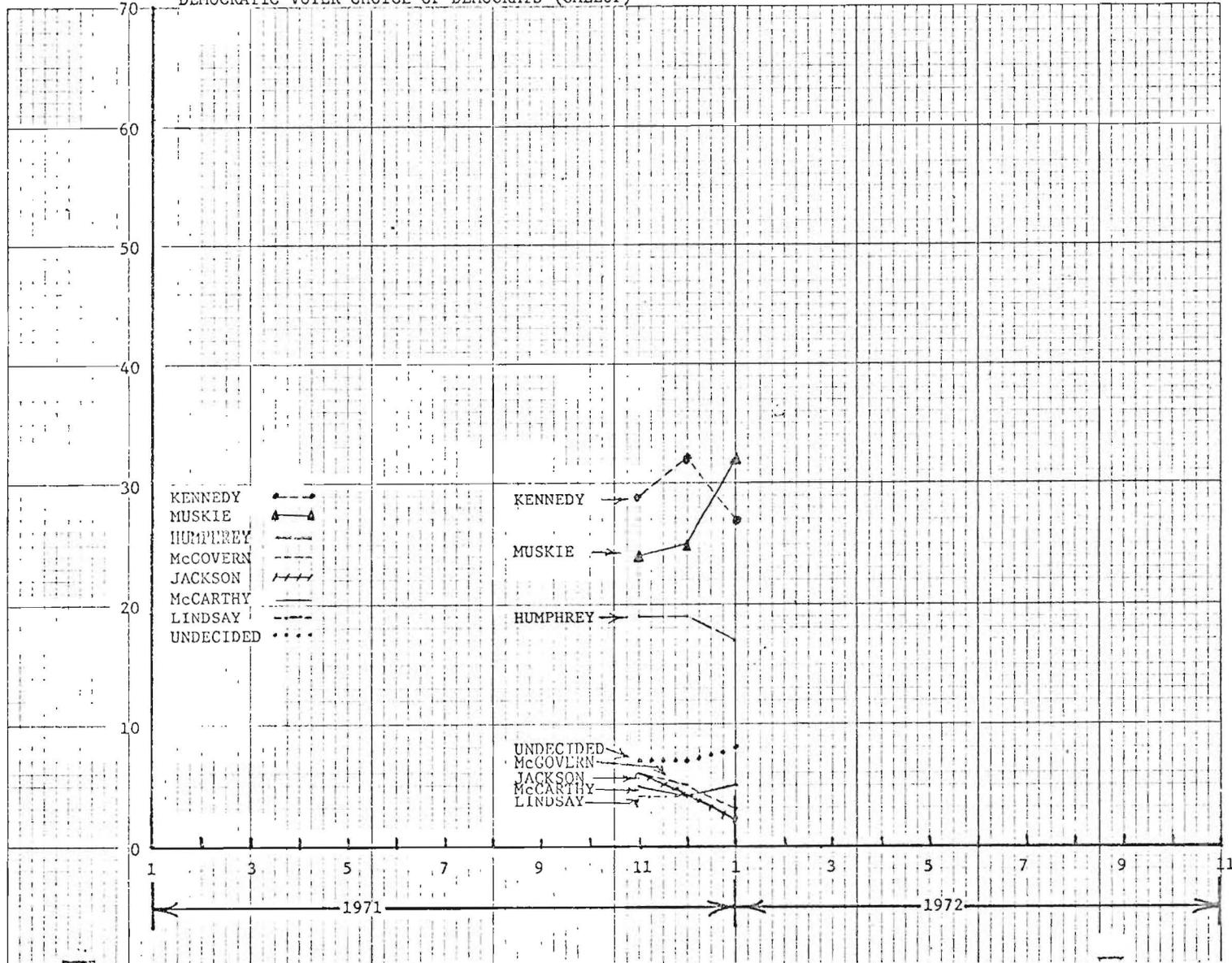
Ambassador Bush will speak at the University of Arkansas on March 23.

Secretary Morton (tentatively) will address the student body of Florida State University in Tallahassee on February 24.

Representative Frenzel will address the state convention of the Ohio Y.R.'s on January 29.

Hugh Murphy (Director of Apprenticeship at Labor) will speak at a statewide meeting of the Iowa Vocational Industrial Clubs of America.

DEMOCRATIC VOTER CHOICE OF DEMOCRATS (GALLUP)



January 24, 1972
9:00 a.m.

NEW HAMPSHIRE SPEAKING EVENTS PRIOR TO MARCH 7, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
January 13	Headquarters Grand Opening New Hampshire Committee for the Re-election of the President, Concord	Sec. Volpe
January 21 and 22	Voter Registration Rally, Manchester	Sen. Weicker
January 29	New Hampshire State Bar Association, Concord	Sec. Richardson
February 4	New Hampshire Committee for the Re-election of the President Fund Raising Dinner, Concord	Sec. Morton
February 8	New Hampshire Clean Waters Association, Laconia	Mr. Ruckelshaus
February 8	Joint Session of New Hampshire Legislature	Mr. Ruckelshaus
February 9	North Conway and Conway Rotary Club's Ladies Night Dinner, North Conway	Sen. Brock
February 10	Dinner Conference with Environmental Scientists, Durham	Mr. Train
February 12	Rockingham County Republican Dinner Dance, Pelham	Sec. Richardson
February 12	Coos County Republican Party Lincoln Day Dinner, Berlin	Sec. Richardson
February 12	Amherst Lincoln Day Dinner, Amherst, N. H.	Sec. Romney
February 15	Strafford County Republican Committee Lincoln Day Dinner, Dover	Sen. Percy (Invitation pending)

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 14	Volusia County Lincoln Day Luncheon, DeLand	Sen. Gurney
February 14	Seminole County Lincoln Day Dinner, Sanford	Sen. Gurney
February 19	Key West County Lincoln Day Dinner, Key West	Sen. Gurney
February 21	South Broward County Lincoln Day Dinner	Sen. Gurney
February 24	Republican State Executive Committee Legislature Appreciation Dinner, Tallahassee	Sec. Morton
February 24	Florida State University Student Body, Tallahassee	Sec. Morton (Invitation pending)
February 26	Florida Engineering Society Annual Banquet, Miami	Sec. Romney
February 26	Indian River County Lincoln Day Dinner, Vero Beach	Sen. Gurney
March 4	Sarasota County Lincoln Day Dinner, Sarasota	Mr. Peterson (Invitation pending)
March 5	American Friends of Hebrew University, Miami	Sec. Richardson
March 6 or 7	Ft. Meyers Fund Raising Dinner, Ft. Meyers	Vice President (Invitation pending)
March 6	Elephant Forum, Miami	Vice President (Invitation pending)
March 6	North Broward County Lincoln Day Dinner, Cocoa Beach	Sen. Dole (Invitation pending)
March 9	Republican Fund Raiser, Tampa	Sen. Goldwater
March 11	Jaycees Awards Banquet, St. Petersburg	Sen. Gurney

January 24, 1972
9:00 a.m.

FLORIDA SPEAKING EVENTS PRIOR TO MARCH 14, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
January 21	Chamber of Commerce Dinner, Sarasota	Mr. Klein
January 22	National Highway Safety Leaders Women's Group, Orlando	Sec. Volpe
January 29	State Convention of Florida Jaycees, Daytona Beach	Vice President
January 31	Race Relations Institute, . Patrick AFB	Sec. Laird
February 3	University of Florida, Gainesville	Sen. Goldwater
February 4	Palm Beach County Fund Raising Dinner, Palm Beach	Mrs. Mitchell
February 7	Elephant Forum, Miami	Cong. Ford
February 9	Legacy of Parks, Dade County	Mrs. Julie Eisenhower
February 10	Civics Club Luncheon, Ft. Meyers	Sen. Gurney
February 10	Lincoln Day Dinner, Collier County, Naples	Sen. Gurney
February 11	Central Florida District Rotary Club Luncheon, Disneyworld	Sen. Gurney
February 11	Dade County Lincoln Day Dinner, Miami	Sen. Brock
February 12	Lake County Republican Executive Committee Lincoln Day Dinner, Leesburg	Sen. Gurney
February 13	Citrus County Lincoln Day Brunch, Crystal River	Sen. Gurney

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 18	University of New Hampshire Annual Alumni Class Conclave, Durham	Mr. Rumsfeld
February 19	East Rockingham County Republican Party Dinner, Exeter	Sen. Baker
February 21	Cheshire County Republican Committee Lincoln Day Dinner Keene	Mr. Finch
February 22	Business and Industry Association of New Hampshire Dinner, Concord	Mr. Flanigan
February 23	Chamber of Commerce Dinner, Manchester	Mr. Klein
February 23	Nashua Chamber of Commerce Annual Dinner, Nashua	Sec. Volpe
February 24	New Hampshire Council on World Affairs Evening Forum on U.S. Foreign Affairs, Manchester	Mr. Droge (Invitation pending)
February 26	St. Anselms College Student Body, Manchester	Sen. Brock
February 28, 29 or March 1, 2	University of New Hampshire Student Body, Durham	Sec. Romney (Invitation pending)
March 3	New Hampshire Committee for the Re-election of the President Rally, Manchester	Two spokesmen (Planning stage) Lionel Hampton and his orchestra
Open date	Plymouth State College Student Body	Sec. Morton (Invitation pending)

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

February 10, 1972

FOR: GORDON C. STRACHAN

FROM: JEB S. MAGRUDER

For your information, this has not been
delivered to the Attorney General as yet.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 2, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Monitoring System

After several weeks of consultation with people at the White House, the committee and in the states, we have developed a system for monitoring the press during the campaign. Here for your consideration and approval is the way we envision this system working.

Purpose

First, the primary purpose of monitoring will be to provide a close watch on media trends and to determine ways of countering negative activities, while trying to maximize successful techniques. The system would also provide a quick-response capability when it is necessary to counterattack the opposition. Our major concern would be with primary states and our target states.

Structure

The most logical person to be responsible for state monitoring is our Press/PR staff member. Since this person will be a key figure in getting our message out to the press, he or she should be sensitive to what coverage we are getting in return. Also, this person could be especially useful in helping us respond directly to the newspapers and radio-TV stations.

This person should be a full time staffer, especially in the primary and target states. An early example of this is Illinois, where Jean Mahon of the Martin Janis PR firm will handle the state committee's press relations. Tom Girard has talked extensively with Jean about our monitoring concept and the need for carefully watching the press and radio-TV. She will receive the key newspapers in Chicago and down state. She will also use a Chicago monitoring service for radio-TV. Volunteers may also be incorporated into this project for use as viewers of talk shows or certain newscasts. All state monitors would report to Jean, who would in turn stay in touch with Girard at national headquarters. This would be done both by written report and via the telephone.

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Weekly Media Report

To maintain an orderly and consistent effort we suggest the use of a weekly media report. A copy is included as Tab A. As that shows, the report would hopefully be kept to one page to minimize bureaucracy. There would be five categories. First, on newspaper coverage, the Press/PR person would analyze hard news stories, editorials and columns. Only clippings of special significance would be sent. We do not think it would be useful to get bogged down in receiving all the clippings from a state, but only those that are especially valuable in describing the political climate, in showing how we are being hit by a certain editorialist, in providing crucial information such as polls, etc. Category two provides for analysis of radio-TV coverage. The emphasis would be on TV since its newscasts can be much more easily monitored. Where a particular radio newscast has special impact it too can be monitored. Category three is for summarizing our key activities and coverage. This would give us a quick review of who has been in the state, how that person was received by the press, and how the given message has been played. Category four provides for a look at the opponents. As with our own people, this tells us who has been there, how he has been received and whether there is any need for us to respond. Taken together, reports from various states may give us a quick idea of how the media are treating the key people of the other side. Lastly, category five provides the space for our press person to give us ideas and to anticipate problems. An example of how this report might be filled in is included as Tab B.

The weekly report should be sent to us by telecopier on Friday afternoon. Again, receipt by then would be most important from the target states. Where facilities are not available, the report could be sent by the most rapid mail service possible. Hopefully, all crucial reports would be available by Monday, so that a national media report could be presented to you if you so desire. This could be included in our overall weekly report to you or as a separate document.

The Telephone

Besides the media report, we would anticipate frequent use of the telephone for urgent situations. If an especially caustic editorial appears, or if an opposition candidate makes an unusually harsh attack in a state, the press person there should give us that word by phone. Then we could program a quick response if desired. Our state chairman might respond or one of the surrogates could do so. Whatever the decision, it would be most important that we know about certain reports as soon as they occur. In these cases, as others in this entire field of monitoring, it will be necessary to rely on the judgement of our state people. With the appropriate guidance they will hopefully be well aware of our needs. Included as Tab C is a draft of a statement which would be sent to new press people explaining monitoring and its importance. This statement would be included in a press secretaries' handbook now being prepared.

Response

To gain the most benefits from our monitoring system, it is essential that the right people get the information. We suggest that the media reports be filed regularly with Bob Marik. This has been discussed with a member of his staff. The reports would be used as source material for the state factbooks. Key members of the press staff would also be fully aware of the reports' contents, and a file would be available for any staff member desiring to look at developments in a state.

The press staff would be responsible for initiating response. In some instances, they could take actions on their own. They might work, through the Bart Porter operation, with a Senator or Cabinet member and help them draft a special statement or an addition to a speech. The press people might also talk with our state committee people to see if our chairman, press person or someone else in the state should say something. Where maximum exposure was deemed necessary, the audio service could tape these comments.

In some situations, potential responses might be considered by you or the strategy group. If so, the issue could be raised and discussed, so that a more comprehensive plan could be developed, as is done at the White House. We might want to work out a week long program, with a number of speakers, TV interviews, newspaper columns, letters to the editor, etc., geared to the same subject. Where such a strategy decision is made, the press staff could implement it by making the phone calls and passing along the word.

Our press staff would maintain contact with the top Administration people and with the national press. Our state press person could be used, too, in the responding process by offering services such as guest editorials or talk show participants.

In quick response situations, our Washington and state people could help in last minute programming of a surrogate to whom we wanted to feed some information shortly before a speech. Last week's New Hampshire visit by Secretary Morton is a good example. Even though his speech text and press release had been drafted, we urged a tougher approach to Muskie in line with the week's developments, and Morton incorporated a direct attack in his speech. We reprinted the draft and rewrote the press release and achieved very good coverage.

The variety of situations is probably endless. We fully understand the concept of and need for response. We are confident that we can handle each case effectively.

DEVAN L. SHUMWAY

Attachments

WEEKLY MEDIA REPORT

- CONFIDENTIAL -

State _____

Week of _____

From _____

Newspaper coverage of campaign - (Analysis and important clips) -

Television and radio coverage (Analysis with emphasis on TV) -

Campaign's key activities and coverage (speakers, news conferences, etc.) -

Opposition's key activities and coverage -

Problems, needs and plans -

WEEKLY MEDIA REPORT

CONFIDENTIAL

State Illinois

Week of April 25, 1971

S A M P L E

From Jean Mahon

Newspaper coverage of campaign - (Analysis and important clips) -

Coverage of the President's activities was generally positive. We were hit hard editorially by the Chicago Daily News on busing (clip enclosed). Governor Ogilvie had several speeches strongly endorsing the President's positions. Lots of front page coverage on those. The political columnists continue to speak optimistically about the Nixon campaign, but are attacking the no-campaign posture. Downstate papers are still hitting us hard on the farm situation; more positive work there might help.

Television and radio coverage (Analysis with emphasis on TV) -

Turnout by Chicago TV stations continues to be good. Radio attendance at speeches and news conferences also good. Usage on the air was high when Secretary Morton addressed the Press Club. But use on the speech by Senator Percy before the Economic Club was not. Our session with Tom Houser and the Chicago radio-TV reporters went well. Reports on this were positive, with the picture of an improving Illinois situation getting across in all reports.

Campaign's key activities and coverage (speakers, news conferences, etc.) -

Percy -- Economic Club -- Good showing, mostly financial writers; a few political and three TV crews.

Morton -- Press Club -- Four TV crews, about a dozen reporters. Speech good and so usage fairly heavy

Volpe -- Airport news conference -- Turnout fair, usage light cause little hard news

Sen. Griffin -- Hotel Speech -- Strong endorsement of President, but light coverage;

contacts made but turnout probably affected by big Daley news conference at same hour and by teacher's strike

Sen. Brock -- Kup's Talk Show -- ^{story}Handled well, but continued skepticism on President's Opposition's key activities and coverage - commitment to youth by other guests.

Muskie -- Speech at Northwestern University -- Heavy coverage, attack on war policy and charges of failure on campaign promises, paper and R-TV played prominently

Humphrey -- Hotel Speech -- Typical speech -- but coverage good, with some feature type interviews on how it feels to run for President again. TV more interested than the papers.

Stevenson -- Heavy pitch for Muskie at Press Club -- Reporting moderate and predictable

Problems, needs and plans -

Our surrogate schedule is good, but the substance of the speeches could be beefed up with more headline oriented copy. We could also use more youth emphasis. General media impression remains that youth will go more for the Democrats. President's foreign policy remains a strong pro issue and we will try to continue generating positive comment on this. Still need work downstate on farmers. Possibly we could send around copies of latest Butz speeches or have him author some columns for papers there.

DRAFT ON MONITORING FOR PRESS SECRETARIES' HANDBOOK

The Press Secretary should have access to all the state's key newspapers. It is recommended that all political stories be clipped. The Press Secretary should also keep track of the important broadcast newscasts in his state. Obviously television is easier to monitor than radio. These should be watched regularly by the Press Secretary or a volunteer in the headquarters city and in the other cities around the state.

In both the papers and on newscasts it is important that you carefully analyze the coverage. How are the issues being played? Are our speakers getting their message across? What are the editorialists and columnists saying? Are there differences in reporting in various areas of the state? What kind of press is the opposition getting?

Answers to these questions and others should be expressed in two ways -- on paper and by telephone.

In the first case we will use a weekly media report (a blank copy and completed sample are enclosed). There are five categories. They should be self-explanatory. In brief, they provide room for your own factual reports on what has happened and for your analysis. The latter will be especially crucial. Don't pull any punches. Tell us what you think is right and what you think is wrong. Also we want to hear your ideas on improving ways of getting out our message.

Your views and reports on what is going on may also be made by telephone. In this case you should call immediately when there is a major development which you think we should know about so that a response may be considered. For instance, should an opposition candidate make an unusually harsh attack on the President in your state, let us know. Maybe your chairman should respond. Maybe a surrogate from Washington will be arriving and should be advised of what has been said. There are other instances, too, where a phone call should be made, such as the appearance of an editorial endorsement by a key paper; a big, exclusive political story; a report of a poll of voters; or other items you feel are of special significance.

Since you will be the closest person to the press activities in your state, your judgement will be crucial to the success of the monitoring program. It is very important that our system work so that we keep on top of the situation at all times.

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February 9, 1972
2:00 p.m.

WISCONSIN SPEAKING EVENTS PRIOR TO APRIL 4, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 11	Eau Claire County Lincoln Day Dinner, Eau Claire	Sec. Butz
February 18	Wisconsin Committee for the Re-election of the President Businessmen's Luncheon, Milwaukee	Asst. Sec. Passer (Commerce)
February 25	Wisconsin Federation of Young Republicans, Madison	Sen. Goldwater
March 10, 17, 21 or 23	Event Undetermined	Sec. Volpe
March 15	Wisconsin Committee for the Re-election of the President Women's Rally, Milwaukee	Mrs. Mitchell
March 21	Consumers Affairs Conference, Milwaukee	Mrs. Knauer
March 23	Wisconsin State Republican Party "Salute to Mel Laird", Milwaukee	Sec. Laird
March 27	Event Undetermined	Sen. Goldwater (Invitation pending)
March 29	Madison Rotary Club Luncheon, Madison	Mr. Klein
April ___	Wisconsin College Republicans Executive Committee Fund Raising Dinner, Kenosha	Shirley Temple Black (Invitation pending)
April ___	University of Wisconsin, Marquette, Wisconsin College and Edgewood College	Mr. Finch (Invitation pending)

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February 8, 1972
9:00 a.m.

FLORIDA SPEAKING EVENTS PRIOR TO MARCH 14, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
January 21	Chamber of Commerce Dinner Sarasota	Mr. Klein
January 22	National Highway Safety Leaders Women's Group, Orlando	Sec. Volpe
January 29	State Convention of Florida Jaycees, Daytona Beach	Vice President
January 29	Miami Penthalon, Miami	Howard Twiley (Miami Dolphins)
February 1	DuVal County Medical Society	Mr. Kleindienst
February 2	Co-host Allan Courtney Radio Show, Miami	Mr. Klein
February 3	University of Florida, Gainesville	Sen. Goldwater
February 4	Palm Beach County Fund Raising Dinner, Palm Beach	Mrs. Mitchell
February 7	Elephant Forum, Miami	Cong. Ford
February 10	Legacy of Parks, Dade County	Mrs. Julie Eisenhower
February 10	Civics Club Luncheon, Ft. Meyers	Sen. Gurney
February 10	Lincoln Day Dinner, Collier County, Naples	Sen. Gurney
February 11	Central Florida District Rotary Club Luncheon, Disneyworld	Sen. Gurney
February 11	Dade County Lincoln Day Dinner, Miami	Sen. Brock
February 12	Lake County Republican Executive Committee Lincoln Day Dinner, Leesburg	Sen. Gurney
February 12	Broward County Lee-Lincoln Day Dinner, Ft. Lauderdale	Mr. Dent

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 12	Ormond Beach Republican Club Lincoln Day Dinner, Daytona Beach	Mr. Winthrop Rockefeller
February 13	Citrus County Lincoln Day Brunch, Crystal River	Sen. Gurney
February 14	Congressional Boosters Club Fund Raising Event, Palm Beach	Sec. Butz Sen. Dole Cong. Kemp Mr. Rumsfeld
February 14	Volusia County Lincoln Day Luncheon, DeLand	Sen. Gurney
February 14	Seminole County Lincoln Day Dinner, Sanford	Sen. Gurney
February 16	National Association of Manufacturers, Boca Raton	Sec. Stans
February 19	Key West County Lincoln Day Dinner, Key West	Sen. Gurney
February 21	South Broward County Lincoln Day Dinner	Sen. Gurney
February 24	Republican State Executive Committee Legislature Appreciation Dinner, Tallahassee	Sec. Morton Mary Ann Mobley
February 24	Florida State University Student Body, Tallahassee	Sec. Morton
February 26	Florida Engineering Society Annual Banquet, Miami	Sec. Romney
February 26	Indian River County Lincoln Day Dinner, Vero Beach	Sen. Gurney

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
March 4	GOP Fund Raising Event, St. Petersburg	Sen. Dole
March 5	American Friends of Hebrew University, Miami	Sec. Richardson
March 6	Manatee County Republican Dinner, Bradenton	Cong. Goldwater
March 6	Orange County Lincoln Day Dinner, Orlando	Sen. Tower (Invitation pending)
March 6	Elephant Forum, Miami	Sen. Tower
March 6	North Broward County Lincoln Day Dinner, Fort Lauderdale	Sen. Dole
March 7	Regional Kiwanis Clubs, Manatee and Sarasota Counties	Sen. Goldwater (Invitation pending)
March 9	Republican Fund Raiser, Tampa	Sen. Goldwater
March 10	Brevard County Lincoln Day Dinner, Cocoa Beach	Sen. Dole
March 11	Jaycees Awards Banquet, St. Petersburg	Sen. Gurney
March 13	Polk County Lincoln Day Dinner, Winter Haven.	Sen. Dole

February 8, 1972
9:00 a.m.

NEW HAMPSHIRE SPEAKING EVENTS PRIOR TO MARCH 7, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
January 13	Headquarters Grand Opening New Hampshire Committee for the Re-election of the President, Concord	Sec. Volpe
January 21 and 22	Voter Registration Rally, Manchester	Sen. Weicker
January 29	New Hampshire State Bar Association, Concord	Sec. Richardson
January 31	Testamomial Dinner for Sen. Cotton, Lebanon	Sen. Scott
February 4	New Hampshire Committee for the Re-election of the President Fund Raising Dinner, Concord	Sec. Morton
February 4	Claremont High School Student Body, Claremont	Sec. Morton
February 4 and 5	Keene State College, Franklin Pierce College, New Hampshire College and St. Anselms College	Cong. Kemp Cong. Steiger
February 8	New Hampshire College Student Body, Manchester	Mr. Ruckelshaus
February 8	New Hampshire Clean Waters Association, Laconia	Mr. Ruckelshaus
February 8	University of New Hampshire and Plymouth State	Mr. Droge
February 9	Dover High School and Central High School	Mr. Droge
February 9	Joint Session of New Hampshire Legislature	Mr. Ruckelshaus

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 9	North Conway and Conway Rotary Clubs Ladies Night Dinner, North Conway	Sen. Brock
February 10	Dinner Conference with Environmental Scientists, Durham	Mr. Train
February 12	Rockingham County Republican Dinner Dance, Pelham	Sec. Richardson
February 12	Coos County Republican Party Lincoln Day Dinner, Berlin	Sec. Richardson
February 12	Amherst Lincoln Day Dinner, Amherst	Sec. Romney
February 15	Strafford County Republican Committee Lincoln Day Dinner, Dover	Sen. Packwood
February 18	University of New Hampshire Annual Alumni Class Conclave, Durham	Mr. Rumsfeld
February 19	East Rockingham County Republican Party Dinner, Exeter	Sen. Baker Mr. Buddy Ebsen
February 21	Cheshire County Republican Committee Lincoln Day Dinner, Keene	Mr. Finch
February 21	Dartmouth College Student Body, Hanover	Mr. Finch (Invitation pending)
February 22	Business and Industry Association of New Hampshire Dinner, Concord	Mr. Flanigan
February 23	Nashua Chamber of Commerce Annual Dinner, Nashua	Sec. Volpe
February 23	Chamber of Commerce Dinner, Manchester	Mr. Klein
February 25	Kearsarge High School	Cong. Biester

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 28, 29 or March 1, 2	University of New Hampshire Student Body, Durham	Sec. Romney (Invitation pending)
March 3	New Hampshire Committee for the Re-election of the President Reception and Rally, Manchester	Twenty spokesmen (Planning stage)

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

*A
need
know*

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

February 15, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Audio-Video

For the past six weeks we have been undertaking an exhaustive study of the audio-video service that David Green has been providing the Republican National Committee. After careful deliberation of all the facts, Cliff Miller, Tom Girard, Ann Dore and I believe the contractual agreement signed by the Republican National Committee with David Green should be terminated immediately.

Green currently has a contract with RNC for \$12,127.00 per month for the next twelve months. This arrangement was worked out by Lyn Nofziger during his tenure at the Committee. We feel that contracting the job to an outsider was not the best approach. The audio-video operation should be run in-house, providing better control over personnel, equipment and content.

Under this contract, Green provides for the shipment of 300 videotape cuts per month to television stations and periodic feeds of audio cuts to radio stations. We have checked broadcasting people around the country and found that 1) few have ever heard of Green, 2) few use the material he provides and 3) the quality of his audio material is far inferior to that provided by the Democratic National Committee.

Recently David Green proposed a vastly expanded system for the election year. He wanted \$550,000 immediately to purchase videotape equipment for the House and Senate. He did not have approval for where this would be located, though he said that Senator Carl Curtis would provide space on the Senate side. We are advised that it would probably be impossible to secure space on the House side. Whatever the chances, purchase and installation of videotape equipment would be redundant since the House and Senate each have very well equipped recording studios with videotape machines.

We asked Green for a further proposal, but it provided for the same rigidity on this videotape issue. We consulted with a number of broadcast professionals and with the staff of the Republican Congressional Committee. All agree that film is far more flexible, cheaper and easier to get on the air at television stations. In short, Green is locked into a mode which is too expensive and too cumbersome to use in any more than one location.

Since January 1, Green has billed the RNC for \$25,000 above his contract. There has been no quality control over what he has done for this money. He has sent marginal material in great quantity, thereby spending great sums of money for limited value. For instance, on February 2 and 3, he shipped 30 cuts of Congressman Bob Price of Texas to stations that cover his district. This cost approximately \$900. This is ridiculous. Congressman Price has available the services of the House Recording Studio and of the Congressional Campaign Committee. Green wants us to underwrite the shipment of vast quantities of tape to stations all over the country for the primary purpose of helping congressmen.

The radio-TV man at the Republican Congressional Committee, Gary Sukow, has told us this is a waste of money for the Republican Party. He has a film system that is quicker, cheaper, more flexible and more commercially attractive than that used by David Green.

We may find it necessary to assist this service if we replace the Green operation. In this way we could sometimes satisfy the needs of congressmen and senators. We could also use these facilities to have lawmakers make statements supporting the President when we feel they are necessary. In some cases we will have to be careful not to take sides in a primary with free use of these facilities. Green has no provision to prevent this inherent impropriety of his system.

As an initial alternative to the David Green setup, we would begin an in-house audio service immediately. Space can be made available on the third floor in the press section for the relatively small equipment needed. We have talked with Scott Peters, a ten year veteran national manager of the highly successful United Press International Audio system in New York. Peters could provide better quality and quantity than Green. When the campaign is over, he could turn his system over to the RNC.

In the coming months we will decide what additional video programs we should undertake when the President starts campaigning. We should not be encumbered with David Green.

Needless to say, there are persons who feel that the absence of Green will hurt. We can satisfy their needs better and cheaper. But they are already putting pressure on us to give Green his big contract. Jeb Magruder has been called to a meeting today with Senator Curtis, Green's principle mentor. If he cannot appease them they may try to reach you.

We have explored this issue in depth. We can best serve the President and the party on a continuing basis by developing our system.

DE VAN L. SHUMWAY

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
42021 323.0520

February 9, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Campaign Strategy Group

Four areas were covered: 1) A review of the research findings, 2) the campaign newspaper, 3) an Ashbrook letter and, 4) primary advertising.

Research

Bob Teeter presented highlights of research results, and reported that research findings would be presented to the Strategy Group at a later date. In summary, Mr. Teeter stated that the President was in good shape in 17 of 19 target states, and was running ahead of his 1968 margin. Important issues are Vietnam, inflation, and order/calmness (in the President's favor), environment, race, health care (even), unemployment, crime/drugs (negative).

Campaign Newspaper

Three layouts involving different titles were reviewed. They were: 1) The Nixon Re-electer, 2) The Presidential Re-electer, and 3) The Re-electer. The Group approved #3.

Ashbrook Letter

A discussion was held concerning a letter from Ashbrook to voters asking them to send negative letters to the President. Three hundred letters have been recieved. The question was raised as to the value of replying to the letter writers. It was decided to wait and see if additional letters come in. If a substantial amount is recieved, it was recommended that they be answered by Senator Goldwater or Governor Reagan.

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Advertising

Television and radio commercials, and newspaper ads for New Hampshire were reviewed. The group was generally in favor of the material. It will be shown to the Attorney General and the White House prior to scheduling.

JEB S. MAGRUDER



CONFIDENTIAL

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 4, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

As you know, there has been considerable interest in registration activities, particularly those activities that would allow us to make inroads in the youth registration area and balance off the PR offensive the Democrats are engaged in with the press.

At the Republican Staff Leadership Conference last month, registration was the main subject and, in your address to them, you emphasized the need to engage in active registration efforts.

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CONFIDENTIAL

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Approve _____ Disapprove _____ Comment _____

JEB S. MAGRUDER

Attachments

January 31, 1972

MEMORANDUM TO: J. M.
FROM: Ed DeBolt
Subject: RNC Registration Activities

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This means that the role of the party organization is well defined -- to register all our favorable voters, to turn out our vote on Election Day, to protect that vote with strong ballot security and insure that every favorable absentee ballot is cast. That is the mandate and the primary responsibility of the Republican Party in the 1972 national campaign.

In viewing the practical aspects of designing programs capable of meeting this challenge several factors become apparent.

- Registration programs are the first priority.
- Enthusiasm for early spring registration drives as well as the traditional summer and fall drives had to be generated.
- Practical, workable techniques as opposed to generalized programs had to be developed, tested and implemtened to insure successful registration drives.
- To be successful, party officials at all levels had to be informed of the registration priority, educated in practical techniques, and convinced of the vital need of successful registration drives.

As a result of this review of the existing circumstances, the following actions were taken by the Political Division of the Republican National Committee.

- The nucleus of a staff was formed consisting of Dick Thaxton, who has had considerable state and county level experience in registration and voter turnout experience, and John Sayre, who had been heavily involved in the military and civilian life with ballot security and absentee ballot programs. Their task was to further review these problems, with emphasis on registration, survey practical, workable techniques for accomplishing these tasks, develop their own staff for testing and implementing programs and finally taking successful techniques to party organizations at the state and county levels in an advisory capacity to insure that these vital tasks are accomplished.
- The review of existing registration programs resulted in the development of techniques that utilized the recruiting, training, and dispatching of large numbers of volunteers in highly organized and controlled registration "blitzes" aimed at target areas. The most important elements of these techniques were the high degree of accountability to a central authority, and the efficient utilization of manpower in terms of money and effectiveness.
- In January, 1972 a series of pilot projects in Florida and Texas were designed on a controlled basis to test these techniques, gain vital staff experience and develop a record of success. These pilot projects will be completed February, 1972. One project, Pinellas County, Florida was successfully completed on January 29, 1972. Designed as the initial test of registration techniques, this controlled project was set up to establish, staff and train one headquarters unit, and to recruit, train, equip and dispatch one hundred volunteers to go into sixteen precincts to identify unregistered favorable voters. The results were extremely encouraging in this controlled project. In one day, approximately 3,700 households were contacted: approximately 350 unregistered Republicans and favorable voters were found in sixteen precincts (an average of 22 unregistered favorable voters per precinct), and approximately 50 of these unregistered voters were registered on that day. The remainder will be registered within the next two weeks.
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- A "war room" has been established at the RNC to detail project registration dates, project coordinators, information on state activities and project status. The primary purpose of the "war room" is to coordinate all Target '72 registration activities into a single location to facilitate status review and project accountability.
- Conversations with State and County leaders indicated the immediate need for practical registration techniques that will work. During the month of January, contacts in counties within the following states resulted in an immediate, positive response to begin early spring drives to build the foundation for massive summer and fall drives. These states are as follows:

Arkansas	Kentucky	North Carolina
California	Maryland	Ohio
Connecticut	Michigan	Oklahoma
Florida	Missouri	Pennsylvania
Illinois	Nebraska	Tennessee
Indiana	New Jersey	Texas
Iowa	New York	Virginia

At this time, specific discussions are underway defining target areas in each state, assessing manpower requirements and reviewing registration goals.

- In January, registration goals were developed nationally that had as a minimum objective the registration of one and one-half million Republicans by May 15, 1972 and a total goal of 8 million registered Republicans by October, 1972. Again, I emphasize that these are minimum goals.
- At the Professional Staff Conference in Washington, the necessity for developing and implementing early spring registration drives was emphasized by party leaders such as Attorney General Mitchell, Chairman Dole, Co-chairmen Armstrong and Evans as well as in the various workshons. As the list of states above indicate, enthusiasm for and an understanding of the importance of spring as well as summer and fall registration drives in every state has been instilled in party organization leaders.
- At the present time, registration projects have been defined, and planning is underway in the states of Texas, Florida, North Carolina, Maryland, Virginia, Missouri, New Jersey, Tennessee, Indiana, Connecticut, and Oklahoma. The month of February will see this list of states with active programs expanded to at least twice that number. The Political Division of the RNC is actively involved in the definition, planning and implementing of projects in each of these states.

The impetus generated around RNC registration activities will continue to build throughout the spring. Workshops are being planned around the Leadership Training Conference to be held in March that will emphasize the importance of registration and successful, practical techniques for accomplishing registration drives.

A series of Regional Conferences sponsored by the RNC and devoted to the essential precinct tasks of registration, ballot security, absentee ballots and voter turnout are planned throughout the nation during the spring to encourage and equip all state and county party organizations within the knowledge and enthusiasm for successful performing these tasks.

A newsletter designed to promote communication among organizational leaders responsible for developing successful precinct organizations in currently planned, with the first issue due in mid-February. This newsletter will become the media for sharing successful techniques in all the vital organizational areas of precinct work.

The designed effect of the programs described above is to develop the foundation for massive summer and fall registration drives in as many vital states as possible by encouraging, training, and equipping state and county party leaders with the knowledge and enthusiasm to undertake successful spring registration drives. If this foundation can be established and proven, and successful, practical techniques developed, the impetus for massive registration drives will have been developed. That is our aim and our objective.

The next TARGET '72 registration activities status report will be submitted on February 21, 1972 following the completion of projects in Duval County, Florida and in Harris County, Texas.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 3, 1972

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

As you know, very little is being accomplished in California regarding voter registration. Although the State Central Committee claims to have everything under control, the only thing planned is repeat of past years "round-up" in most counties. This was inadequate in past years and with more than two million new voters in California and, according to latest statistics, more than six million unregistered eligible voters, it will fall far short of registering the large number necessary.

Most new voters in California have not registered. At our last check, less than 35% of the new voters had registered. The college students are registering in highest numbers and our potential, the non-college group, have registered in smaller numbers.

Unless we put our own organization to work on voter registration in California, not much is going to get done - especially among new voters. We believe there is a potential one million voters for the President that might go unregistered.

I have discussed this with Gordon Luce, Lyn Nofziger, and Tom Hayden, our California Young Voters director. It is our feeling that an extensive Young Voters for the President voter registration drive is essential in California.

Using a target of one million new voters for the President, the following will be our needs:

1 Staff Director (effective 2/1)	\$1,000/mo.
1 Secretary (effective 3/15)	600/mo.
4 Regional Coordinators (2 effective 2/15) (2 effective 3/1)	650/mo.
4 Regional Secretaries (effective 3/1)	400/mo.

11 Assistant Regional Coordinators	
4 LA County (2 effective 3/1)	
(2 effective 3/15)	500/mo.
1 San Francisco/Bay area (effective 3/15)	500/mo.
1 San Jose/San Mateo (effective 3/15)	500/mo.
1 Sacramento/North (effective 3/15)	500/mo.
1 Modesto/Fresno (effective 3/15)	500/mo.
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1 San Diego	500/mo.
1 Orange County	<u>500/mo.</u>

Total monthly \$11,300/mo.

Additional expenditures for personal expenses, telephone, rent, materials, voter lists, etc. \$40,000.

Adding these staff people will allow us to organize and run a voter registration drive using volunteers. The drives will be conducted as all of ours have been - asking people first whether or not they support the President and then registering those who support the President.

Tom Hayden and Lou Barnett, who will be our full-time field staff director, have met with Cy Johnson, the Republican State Central Committee registration chairman, and put together an initial plan to conduct voter registration activities in the ten major counties - Los Angeles, San Diego, Orange, Alameda, Santa Clara, San Francisco, San Bernadino, Sacramento, San Mateo and Contra Costa. These drives would begin by March 15 and terminate initially when registration closes on April 13 prior to the primary. Using the same technique we have developed in New Hampshire and Florida, members of the Young Voters Committee would blitz areas where new voters are concentrated - new construction areas, apartment buildings, new community centers, etc. This activity would compliment the local drives being conducted by local county Republican organizations. In addition, our people will blitz precincts where the Republican Party is weak. During the next 10 days Hayden and Barnett will meet with all 10 Republican County Chairmen and map out areas on which we will concentrate.

Following the close of registration for the primary on April 13, we will conduct registration drives in high schools and on college campuses. The same format will be used - we select and identify supporters of the President and then register them. These voters will not be allowed to vote in the Republican primary but will be eligible in the November election.

After the June 6 primary we will go back into the communities and will develop a four-week registration drive in areas that we missed prior to April 13.

The efforts of the people we hire and put to work on registration through July will then be geared towards getting out the vote on election day. Nofziger and Luce indicate a major effort will be necessary and these people, along with the Young Voters for the President Committee, will be extremely helpful, especially in areas where large numbers of new voters have been registered.

The Republican State Central Committee has agreed to provide all necessary forms, maps and other materials. The money we budget and spend will be for staff salaries and expenses incurred in recruiting volunteers. The key problem in California is that while there are plans to conduct a registration drive, the organization is not geared towards recruiting the necessary manpower. If we can supply the manpower and direction necessary, I feel we can reach our goal of registering an additional 1,000,000 voters for the President.

I recommend that working with the budget outline (\$150,000 through election day) we begin hiring the initial staff necessary.

AGREE _____

DISAGREE _____

COMMENT _____

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20007
(202) 333-0720

February 4, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE ATTORNEY GENERAL

As you know, there has been considerable interest in registration activities, particularly those activities that would allow us to make inroads in the youth registration area and balance off the PR offensive the Democrats are engaged in with the press.

At the Republican Staff Leadership Conference last month, registration was the main subject and, in your address to them, you emphasized the need to engage in active registration efforts.

At Tab A is a memorandum from Ed DeBolt indicating the activities that the Party is engaged in at the present time. You will note from this memorandum that they plan on registering 1,500,000 in the spring and 8,000,000 in the fall. We think this is an excellent goal, but under their present structure it will be difficult for them to achieve this on their own because they have relatively little control over their state organizations and the state organizations do not have the funds available to put on the type of registration drive to reach this goal. Consequently, they are even now beginning to rely on our state organizations for assistance.

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Approve _____ Disapprove _____ Comment _____

JEB S. MAGRUDER

Attachments

January 31, 1972

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J. M.

FROM:

Ed DeBolt

Subject:

RNC Registration Activities

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AGREE _____ DISAGREE _____

COMMENT _____

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT



1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
12021 333-0920

February 11, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Attached for your information is the list of the California delegation. The list for Los Angeles County has not been completed at this time, however, we will forward it to you as soon as it arrives.

JEB S. MAGRUDER

CONFIDENTIAL

CALIFORNIA DELEGATION

AT LARGE DELEGATES

Ronald Reagan	Governor and Chairman of Delegation
Thomas C. Reed	Business executive, Republican National Committeeman and Vice-Chairman of Delegation
Eleanor Ring	Republican National Committeewoman and Chairman of Convention Host Committee
Ivy Baker Priest	Treasurer, State of California
Evelle Younger	Attorney General, State of California
H. Allen Smith	Member of Congress
Victor Veysey	Member of Congress
Elsa Sandstrom	Immediate Past President, California Federation of Republican Women
David Packard	Former Deputy Secretary of Defense and San Francisco Bay area regional chairman, California Committee for the Re-Election of the President
John Stull	Assembly Caucus Chairman

AT LARGE - ALTERNATE DELEGATES

Rodney Sherman	Oakland Raiders
Cyd Buisson	Student, Chairman, Marin County Republican Youth Committee
William Stephens	Bank Trust Officer, Reagan County Chairman, 1970
Marion LaFollette	Elected member, L.A. School Board
Theresa Speake	Legal Secretary, worker in various campaigns (Mexican-American)
Clifford Anderson	Attorney, former California Plan Chairman
Tom Hayden	Republican State Committee, Youth Chairman
Gail Moore	Housewife and registration worker
Waller Taylor	Attorney, Nixon Los Angeles Chairman, 1968
Dirk Ten Grotenhuis	Title company executive, Reagan L.A. County Chairman Director, 1970

DISTRICT 1

Del	Marjorie C. Boynton Rhodes Veale	Congressional District Chairman, Reagan County Chairman
Alt	Don Clausen Joe Russ	Member of Congress Rancher, Reagan Regional Chairman, former County Chairman

DISTRICT 2

Del	Fred Marler August Techeira	State Senate Minority Leader Age 21, Chico State CCR Chairman
Alt	Gene Chappie Jeanne Dryden	State Assemblyman County Chairman

DISTRICT 3

Del	Jack Diepenbrock Ed Reinecke	Attorney for Reapportionment Committee Lt. Governor
Alt	Lola Brekke Norman Morrison	Reagan Headquarters Chairman, 1970 Nixon Chairman, several campaigns

DISTRICT 4

Del	Loretta Ceasar Janet Johnston	Age 26, Black, Vallejo Representative, Women's Club President Age 32, Businesswoman
Alt	Heidi Ehrman Ronald Harrington	Age 21, U.C., Davis CYR President Chairman, Reagan Campaigns 1966 and 1970

DISTRICT 5

Del	Steve Jeong Putnam Livermore	Former President, Chinese-American Republican Club Attorney, Republican State Committee
Alt	Agnes I. Chan Jackie Green	Chinese-American Republican Club, Teacher Age 27, Black, HQ worker

DISTRICT 6

Del	William Bagley Paul Haerle	State Assemblyman Secretary, Republican State Committee
Alt	Rodgers Broomhead John Molinari	Insurance, Marin County Chairman San Francisco County Supervisor

DISTRICT 7

Del	Frank Adams Susan Schwab	Attorney, Treasurer, Republican State Committee Reagan and Murphy Campaigns, 1970
Alt	John Bohm Diane Williams	Attorney, Alameda County Chairman Age 23, YR, White House Fellow, 1969

DISTRICT 8

Del	Hugh Koford Laura Wirt	Attorney, President, California Republican Assembly County Precinct Director
Alt	Harlan Geldermann Pat Weakley	Real Estate, Finance Committee Age 23, President, Alameda County YR's

DISTRICT 9

Del	Robert Blackman Kathy Coon	Age 23, San Jose State Alameda County Precinct Chairman
Alt	Clark Bradley S. Guy Puccio	State Senator Realtor, Hayward Reagan Chairman, 1970

DISTRICT 10

Del	Halsey Burke Olivia Delgado	President of Manufacturing firm. 1970 Santa Clara Reagan Chairman Local volunteer worker
Alt	Gail Moore William Nicholsen Robert Suhr	Voter Registration Chairman Santa Clara County United Republican Finance Committee Chairman, former Mayor 1968 Nixon Chairman in Santa Clara County

DISTRICT 11

Del	Blake Baldwin Robert Naylor	Stanford Student, Age 20 Age 28, Attorney
Alt	Louis P. Athas Robert Wood	Title Insurance Executive San Mateo County Central Committee Chairman

DISTRICT 12

Del	Betty Leitcher William H. Temple	San Luis Obispo County Reagan Chairman, 1970 Monterey County Chairman
Alt	Tim Morgan Mark Schimbor	U.C., Davis Law Student, Age 23 U.C. Berkeley, Stanford graduate, Monterey Attorney

DISTRICT 13

Del	Arvid Johnson Cy Jonnson	Age 28, Attorney, Santa Barbara State Central Committee Voter Registration Chairman, Insurance Broker
Alt	Helen Cackley Randy Siple	Santa Barbara Federated Women's President Ventura County Central Committee Chairman

DISTRICT 14

Del	Nita Ashcraft Ausa Edwards	State Central Committee Vice Chairman, Northern California Finance Committee Northern Division, Federated Women's Chairman
Alt	William P. Mosés Robert Nieman	Attorney, County Chairman Attorney

DISTRICT 15

Del	Wilmas Jenson Robert Monagan	Attorney, 1970 Reagan Chairman Assemblyman, Minority Leader
Alt	Irene Marie Castillo Fernando Moreno	Age 28, Stockton Attorney President, Stockton School Board

DISTRICT 16

Del	Dennes Coombs Robert Stewart	Reagan Fresno County Chairman, 1970 Reagan County Chairman
Alt	Michael Cardenas Ernest Mobley	Fresno Mexican-American Chairman, 1970 Assemblyman, Fresno

DISTRICT 17

Del	Bruce Hasenkamp Frank Verlot	CRC Treasurer, Assistant Dean, Stanford Law School Santa Clara County Chairman
Alt	Imogene Hilbers Paul Rood	Volunteer worker Age 18, HQ volunteer

DISTRICT 18

Del	Ralph Rosedale Marie Solberg	Chairman, County Chairman's Association Madera County Chairman
Alt	Roberta Chase Donna Most	1966 and 1970 Reagan Chairman Age 18, University of Pacific Freshman

DISTRICT 23

Del	Robert Beaver Rose Ferraro	Orange County Central Committee Finance Chairman Downey Volunteer worker
Alt	George Delaharty Harry Lindsay	Manufacturer, Chairman of many local campaigns Treasurer on local campaigns

DISTRICT 25

Del	Lois Lundberg Shirley Foot	Volunteer in many campaigns 50th Assembly District Volunteer Woman of the Year
Alt	Ken Manning Loretta Sadoma	Cal Poly Pomona Student Hacienda Heights Precinct Chairman

DISTRICT 27

Del	Blanche Gomez Charles McGrath	Chairman, Los Angeles Housing Board, Mexican-American Attorney, Ventura County Reagan Chairman, 1970
Alt	Gordon DeFaro Edith Lashley	Inventor-Businessman Campaign Volunteer, San Fernando Valley

DISTRICT 32

Del	Elva DeLyre Liz Sperline	Long Beach, California Federated Womens' Club President California Young Republican President, 1972
Alt	George Denkmejian Robert Ruchti	State Senator, Long Beach Age 35, Meat Packer

DISTRICT 33

Del	Hugh Flourney Reed Sprinkel	State Controller San Bernardino Reagan Chairman, 1966 and 1970
Alt	William Coombs Betty Luttrell	State Senator Female

DISTRICT 34

Del	John Bathe Jane Broughton	Age 28, Investment Counselor Volunteer and Registrar
Alt	David Ortiz Eileen Padberg	Bail Bondsman and Banker Public Relations Executive

DISTRICT 36

Del	Virginia Brock Virginia Rice	State Central Committee Womens' Vice Chairman Kings County Chairman
Alt	Lorraine Mazzie Frank Noriega	Bakersfield Reagan Chairman 1966 and 1970 Basque leader, retired Judge

DISTRICT 38

Del	Was Beverlin Cathy Swajian	Age 18, Mt. San Antonio College Student UCLA Law Student, Voter Registration Leader
Alt	Ethel Silver Joann Tortarolo	Member of Riverside County Central Committee Age 24, High School Teacher

DISTRICT 39

Del	Marge Fluor William Teague	Mrs. Si Fluor - Fluor Corporation Orange County Nixon Chairman
Alt	Robert Badham Hugh Neighbour	Assemblyman Santa Ana High School Student Body President

DISTRICT 42

Del	Les Gehres Ed Mills	San Diego County Chairman Reagan Southern California Finance Chair- man, Trucking Company Executive
Alt	Marcia Bents Ruth Flores Harper	Former Orange County Finance Chairman Mexican-American HQ worker

DISTRICT 43

Del	Al McCandless Ed McConbrey	Riverside County Supervisor, 1972 Nixon County Chairman Palm Springs Civic Leader
Alt	Mary Lou Carpenter Darwin Cohee	Southern University President, Fed. Women Imperial County Central Committee Chairman

DISTRICTS 40-41

Del.	Jim Ashcraft Kim Fletcher Gordon Luce Eleanor Ring Jack Schrade	28 year old Assembly Candidate in special election Chairman of many local campaigns Vice Chairman of State Central Committee and 1972 Nixon Statewide Vice Chairman California National Committeewoman State Senator
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