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<td>White House Staff</td>
<td>Memo</td>
<td>From Dwight L. Chapin to Gordon Strachan (cc: Mr. Malek). RE: Surrogate Advancing. 6 pgs.</td>
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<td>From Herbert L. Porter to Gordon Strachan. RE: Celebrities. This document concerns a list of celebrities committed to the president. 1 pg.</td>
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<td>From H.R. Haldeman to Jeb Magruder. RE: Celebrities. This document concerns follow up points for the celebrity situation. 2 pgs.</td>
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<td>From Jeb S. Magruder to H.R. Haldeman. RE: Celebrities. This document discusses &quot;firm and committed&quot; entertainers and industry executives who are for the president. 8 pgs.</td>
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<td>From L. Higby to Gordon Strachan. RE: Celebrities. This document concerns comments regarding celebrities. 2 pgs.</td>
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<td>From Gordon Strachan to Dave Parker. RE: Young Voters for the President. 1 pg.</td>
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<td>From David Parker to Dwight L. Chapin. Titled: Schedule Proposal. This report and proposal concerns the members of the Young Voters for the President Committee. 3 pgs.</td>
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<td>From Herbert L. Porter through Jeb S. Magruder to H.R. Haldeman. Titled: Celebrities. This document discusses and lists prominent celebrities who support the president. 41 pgs.</td>
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<td>From Hebert L. Porter through Jeb S. Magruder to H.R. Haldeman. RE: Celebrities. This document includes an attached report regarding celebrities and support of the president. 10 pgs.</td>
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<td>From Jeb S. Magruder and Herbert L. Porter to H.R. Haldeman. RE: Celebrities Committee.3 pgs.</td>
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<td>From Jeb S. Magruder to the Attorney General. RE: Hiring of the Executive Director of the Celebrities Committee. 1 pg.</td>
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<td>From L. Higby to Gordon Strachan. RE: Names of Celebrities and Ethnics Men. 1 pg.</td>
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<td>From Fred Malek. RE: Older Voters. This document includes an attached memo entitled &quot;Campaign for Older Americans.&quot; 5 pgs.</td>
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<td>From L. Higby to H.R. Haldeman. This document discussing campaigning in New Hampshire, Florida, and Wisconsin. 1 pg.</td>
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I talked to D.C. about these — parts are my fault, some points result from misguided lobbying. Bright and others are just poor communication. I think things are back on track.
March 17, 1972
10:00 a.m.

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: DWIGHT L. CHAPIN

I take exception to your memorandum of March 16 to Fred Malek. You quote in the first paragraph by inference that the experiences which I had regarding my interviews in California were neither pleasant nor apparently productive. I do not think that this is the case at all.

I have met with Herb Klein and he has pointed out some of the errors which he feels perhaps I made during the course of my interviews. He also said that the stories were much better than I had thought. Perhaps I was too negative about the results of my interviews.

I can assure you that Herb Klein was responsible for everything that was set up and that I did. The one contact which I made with Ken Reitz regarding USC turned out to be a bomb.

I would suggest that if we are going to do an investigation on this kind of stuff that we work directly with Herb and with Ken Clawson (who also did a sensational job in making the arrangements for me).

I will be happy to sit down and talk to Fred about what I encountered but I think we are off on the absolutely wrong kick per your memorandum. It is typical of our over-reaction and something that someday we must learn how to control.

c/c: Mr. Malek
March 17, 1972
3:00 p.m.

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Surrogate Advancing

As a matter of procedure, would you please send me a carbon of memoranda to Walker, Parker, or Bell asking that they prepare reports for Haldeman? Obviously, I want to try to keep some idea as to what they are being asked to report on.

As you are aware, I have sent in Walker's report on the surrogate advancing to Haldeman. I want to point out that in my discussions with Magruder about this subject, I am going to suggest that we get off the "low-key approach" in terms of investigating this kind of problem. It is much better to be forthright and call Magruder direct and say that we understand there are problems and try to work them out with him. Having gone through the process of cranking up reports for good reasons and also for the sake of cranking up reports, I can guarantee the best way is to lay the cards on the table and figure out what the problem is. -- That is precisely what I wanted to do.

It appears that Mr. Malek therefore did not have the information he was looking for. I think that this is a waste of Fred's time. Why should Malek have to start worrying about prodigious Magruder slang in terms of how his rallies are handled. Malek is having enough problems just trying to keep the Committee from overreacting from his involvement without also sticking him with writing them about rallies. I am beginning to think half of our problems with the Committee, if there are problems, may be from the way we are running it from the White House.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

March 17, 1972
3:00 p.m.

MEMORANDUM FOR:  MR. GORDON STRACHAN

FROM:  DWIGHT L. CHAPIN

SUBJECT:  Surrogate Advancing

As a matter of procedure, would you please send me a carbon of memoranda to Walker, Parker, or Bull asking that they prepare reports for Haldeman? Obviously, I want to try to keep some idea as to what they are being asked to report on.

As you are aware, I have sent in Walker's report on the surrogate advancing to Haldeman. I want to point out that in my discussions with Magruder about this subject, I am going to suggest that we get off the "low-key approach" in terms of investigating this kind of problem. It is much better to be forthright and call Magruder direct and say that we understand there are problems and try to work them out with him. Having gone through the ropes of cranking up reports for good reasons and also for the sake of cranking up reports, I can guarantee the best way is to lay the cards on the table and figure out what the problem is.

In looking through some of the materials which we have gathered recently, I find a memorandum from Fred Malek to Jeb Magruder concerning advancing rallies. It is only a guess, but it would appear that you had informed Fred of the problem and Fred therefore had written to Magruder. I think that this is a waste of Fred's time. Why should Malek have to start worrying about prodding Magruder along in terms of how his rallies are handled. Malek is having enough problems just trying to keep the Committee from over-reacting from his involvement without also sticking him with writing them about rallies. I am beginning to think half of our problems with the Committee, if there are problems, may be from the way we are running it from the White House.

cc: Mr. Malek
March 14, 1972

MEMORANDUM FOR: RON WALKER
FROM: GORDON STRACHAN
SUBJECT: Surrogate Advancing

Pursuant to our conversation, could you prepare a report for Bob which covers the following points:

1) The result of your meeting with Jack Kemp concerning his report that the advancing for the surrogate candidates in New Hampshire was lousy;

2) An analysis of what really happened in New Hampshire—presumably this could be based on discussions with Ed Murphy and Allen Walker;

3) An analysis of how the surrogates who went to Florida were handled; and finally

4) Your suggestions for correcting whatever problems exist.

As we discussed on the telephone, discretion and confidentiality is crucial. Naqruder, Porter, et al could become quite upset, so a low-key approach would seem to be best.

Bob has asked for your report by the close of business, Thursday, March 16.

Due Date: March 16, 1972

GS: lm
To follow-up on our conversation this morning -- Bob has received a report that Jack Kemp has reported that the advancing for surrogate candidates in New Hampshire was lousy. He would like someone to talk to Kemp and find out specifically what the problem was. Also, this person should talk to a couple of other of the surrogates to find out what the problems were. The person should also do some checking in Florida and see how we are handling the advance operation for surrogates there.

Bob would then like a memo from whoever does the checking on what the problems were, what Kemp reported the problems were, and what we are doing to correct the problems.

Will you please follow-up on this and have the report in to Haldeman by close of business on Thursday.

Thank you.

If you are going to have Walker handle this project, you might want to let him know today so his office can at least be setting up an appointment with Kemp. This is a very delicate matter, obviously, that could easily upset Magruder, etc., so it has to be handled on a low-key basis and you should make this clear to Walker. Also, you should let Chapin know what we are doing here so he doesn't have the feeling we are getting in the middle of his operation without at least advising him.
I take exception to your memorandum of March 16 to Fred Malek. You quote in the first paragraph by inference that the experiences which I had regarding my interviews in California were neither pleasant nor apparently productive. I do not think that this is the case at all.

I have met with Herb Klein and he has pointed out some of the errors which he feels perhaps I made during the course of my interviews. He also said that the stories were much better than I had thought. Perhaps I was too negative about the results of my interviews.

I can assure you that Herb Klein was responsible for everything that was set up and that I did. The one contact which I made with Ken Reitz regarding USC turned out to be a bomb.

I would suggest that if we are going to do an investigation on this kind of stuff that we work directly with Herb and with Ken Clawson (who also did a sensational job in making the arrangements for me).

I will be happy to sit down and talk to Fred about what I encountered but I think we are off on the absolutely wrong kick per your memorandum. It is typical of our over-reaction and something that someday we must learn how to control.

cc: Mr. Malek
MEMORANDUM FOR: Mr. Gordon Strachen
FROM: Herbert L. Porter
SUBJECT: Celebrities

Please add these people to the firm, committed list of Celebrities for the President:

Hugh O'Brian
Margaret Whiting

Virginia Mayo (Mrs. Michael O'Shea)
Michael O'Shea

P.S. Put Arte Johnson back on the list.
March 21, 1972

DETERMINED TO BE AN 
ADMINISTERING OFFICER 
EBC. 2d C. Section 8-103 
By... (Redacted), Date... 3.13.72

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: JEB MAGRUDER
FROM: H. R. HALEMANN
SUBJECT: Celebrities

Your report to the President from Bart Porter on the celebrities situation has been reviewed. Listed below are several points that should be followed up on.

1) The list of committed entertainers is of little use until they are locked in to a carefully planned series of speaking engagements, rallies, appearances, etc. This plan should assign celebrities to events where they will have the biggest impact.

2) Perhaps young celebrities could be recruited with special briefings, tours, or participation in Presidential events. Why weren't there some celebrities invited to either the China departure or arrival ceremonies or other special events at the White House?

3) What can be done to recruit Johnny Cash and Charley Pride without involving the President directly? Perhaps a one on one briefing with a top White House Staff member? The American music idea sounds great.

4) Drugs appears to be one of the best issues to involve celebrities with the President. Witness the success with Sammy Davis Jr., Elvis Presley had been involved with Krogh and the drug problem, yet, Presley is not on your list.
In an overall picture of certification policies, what is important:

1. The choice of a certain random commission when is important immediately.

2. Then there is some random commission which is important immediately.

3. The choice, connected to the view area.

4. Then there is some random commission which is important immediately.

5. Then there is some random commission which is important immediately.

6. Then there is some random commission which is important immediately.

(1) Important: the White House function for medical history.

(2) Importante: the White House function for medical history.

(3) Importante: the White House function for medical history.

(4) Important: the White House function for medical history.

(5) Important: the White House function for medical history.
To: E/S

From: L. Higby

Do a quick critique of what is there for a clinic. —
Following is a report from Bart Porter on celebrities.

Celebrities for the President

Attached at TAB A is a list of firm, committed entertainers and major industry executives who are for the President. These entertainers will be asked to appear on behalf of the President at various speaking engagements and political rallies, and also have agreed to the use of their names in any written, paid political advertisements.

Sammy Davis, Jr. continues to be in our camp. As stated previously, his involvement will be gradual. He has committed to help bring in other black entertainers, but says that this is a "slow process" and takes time to cultivate these people in a "one-on-one" situation.

Joseph Horacek has been terminated as Executive Director of the Celebrities Committee in Los Angeles. His replacement is Edward Crane, hand-picked by Taft Schreiber from Universal Studios.

American Music for the President

This Committee is now being formed in Nashville, Tennessee. It is designed to accommodate the "Country & Western" entertainment industry. The Chairman is Dr. Nat Winston, long recognized as one of the most influential figures in the Nashville recording industry.
Dr. Winston will be joined by Dick Frank, attorney for the leading record companies; Lou Cook, Vice President of MCA Records (works for Taft Schreiber); and Frank Rogers, a leading promoter in Nashville.

In the last few days this group has identified the following "Country & Western" entertainers as firm for the President: Chet Atkins, Roy Acuff, Earl Scruggs, Tex Ritter, and Arch Campbell.

Many more are to be added in the next few days, according to Winston.

Several "Country & Western" stars are for the President, but are unwilling to make it public at this time. These are: Tennessee Ernie Ford, Eddy Arnold, and Charley Pride.

In addition, Johnny Cash is for the President. However, Dr. Winston, (who is Johnny Cash's best friend) says that Johnny felt he was "used" during the Rockefeller campaign in Arkansas. He is therefore reluctant to get involved. Winston feels he will definitely come out publicly very shortly.

Bart Porter plans to meet with Winston in the next few days to plan the strategy for making this Committee public.

Taft Schreiber

Taft states that, "We have the industry leadership in the main cooperating with us. We have every major studio committed in our celebrity group." Schreiber feels that, "While we are still soft in the young performers area, in time the President will break through. His rating within this industry is the highest it's ever been." Taft will continue to function as an advisor to Bart Porter.

Pending Items

1) The suggestion that the movie industry be honored at a White House function. The group would include the people who attended the April, 1971 meeting in San Clemente. Peter Flanigan's office is aware of this request.
2) Our suggestion that the President host, for his daughters, a reception at the Western White House, to include a large number of young celebrities. This function, it is felt, could have a significant impact on this important group. Dave Parker tells us that April 8th is being considered as a possible date. This is good, inasmuch as the Academy Awards are being presented April 10th and most entertainers will be in Southern California to attend that event.

3) Schreiber has suggested that the following people be given special consideration for attendance at a near-future White House social function: Lucille Ball, Richard Zanuck, Robert Evans, and Chad Everett.

In addition, it should be noted that Jack Benny would still very much like to perform at the White House.

cc: John N. Mitchell

CONFIDENTIAL
TAB A

FIRM

JUNE ALLYSON
LEON AMES
EDDIE ANDERSON
WARNER ANDERSON
RICHARD ARLEN
FRANKIE AVALON
EDGER BERGEN
RAY BOLGER
PAT BOONE
LESS BROWN
PAT BUTTRAM
SONNY BURKE
ROD CAMERON
HOACY CARMIGHAEL
GEORGE CHANDLER
CYD CHARISSE
ROBERT CONRAD
PHIL CROSBY
THE MIKE CURB CONGREGATION
KEN CURTIS
ARLENE DAHL
SAMMY DAVIS, JR. (Not yet public)
YVONNE DE CARLO
DON DE FORE
WILLIAM DEMAREST

ANDY DEVINE
CAROLE WELLS (Mrs. Larry Doheny)
JOANNE DRU
JAMES DRURY
DON DUBBINS
IRENE DUNNE
CLINT EASTWOOD
BUDDY EBSEN
RALPH EDWARDS
ANTHONY EISLEY
RON ELY
CHAD EVERETT
RHONDA FLEMING
JOHN FORD
THE FRONTIERSMEN
ROBERT FULLER
MRS. CLARK GABLE
ZSA ZSA GABOR
KATHY GARVER
JACK GING
JOHNNY GRANT
MISS SHELBY GRANT (Mrs. Chad Everett)
MISS VIRGINIA GREY
ANGELA GREENE
LIONEL HAMPTON
FIRM (Continued)

TOM HARMON
MANNY HARMON
MISS LINDA HARRISON (Mrs. Richard Zanuck)
MISS JUNE HAVER (Mrs. Fred MacMurray)
MISS TIPPI HEDREN
MISS MARTHA HYER (Mrs. Hal Wallis)
MRS. GALE PATRICIA JACKSON
ARTE JOHNSON
VICTOR JORY
LAINIE KAZAN
JACK KRAMER
DOROTHY LAMOUR
RUTA LEE
MERVYN LEROY
SOL LESSAR
ART LINKLETER
STANLEY LIVINGSTON
PETER LUPUS
FRED MAC MURRAY
TONY MARTIN
ANDREW MC LAGLEN
ANN MILLER
MARY ANN MOBLEY
TERRY MOORE
KEN MURRY
ED NELSON
LLOYD NOLAN
JOHN PAYNE
VOLTAIRE PERKINS
WALTER PIDGEON
MISS PAMELA POWELL
LEROY PRINZ
GENE RAYMOND
DALE ROBERTSON
GILBERT ROLAND
CESAR ROMERO
IRENE RYAN
DEBBIE SHELTON
RED SKELTON
JOHN SMITH
MISS JULIE SOMMARS
KAYE STEVENS
JAMES STEWART
NORMAN TAUROG
MISS MARTHA TILTON
MARSHALL THOMPSON
RUDY VALLEE
HAL WALLIS
MEREDITH WILLSON
MISS MARIE WINDSOR
FIRM (Continued)

MRS. BONITA GRANVILLE WRATHER
JOHN WAYNE
MICHAEL WAYNE
PAT WAYNE
MEMORANDUM FOR: JEB MAGRUDER
FROM: H.R. HALDEMAN
SUBJECT: Celebrities

Your report from Bart Porter on the celebrities situation has been considered. Several points deserve your immediate attention:

1) The list of firm committed entertainers is of little use until they are locked in to a carefully planned series of speaking engagements and rallies. This plan should assign celebrities to events where they will have the biggest impact. Laine Kazan might have been better at a college appearance than with the party faithful in New Hampshire.

2) Young celebrities could be recruited with special briefings, tours, or participation in Presidential events. Why weren't there some celebrities at either the China departure or arrival ceremonies?

3) What specifically can be done to recruit Johnny Cash and Charley Pride without involving the President directly? Why not a one on one discussion with a top White House Staff member?

4) Drugs is one of the best issues to involve celebrities with the President. Witness the success with Sammy Davis Jr. Elvis Presley has been involved with Krogh and the drug problem for sometime yet Presley is not on your list.

5) Alex Butterfield should work closely with Taft Schreiber and Bart Porter on strictly White House events but you should assume primary responsibility for the Campaign's recruitment and utilization of celebrities.

As to your pending items list:

1) Make sure Dave Parker and Alex Butterfield know of the importance of the White House function for movie industry people.
2) Try to develop a method of involving the White House in the Academy Awards on April 10 even if the President cannot host the April 8 reception.

3) Advise me as to what's being done with Jack Benny.

4) Work with Alex Butterfield to double the number of celebrities at all White House functions.

Jeb, these are just random comments -- what is obviously needed is an overall program of cultivation beginning immediately.

cc: Alex Butterfield
MEMORANDUM

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. Haldeman
FROM: JEB S. Macruder
SUBJECT: Celebrities

March 10, 1972

Following is a report from Bart Porter on celebrities.

Celebrities for the President

Attached at TAB A is a list of firm, committed entertainers and major industry executives who are for the President. These entertainers will be asked to appear on behalf of the President at various speaking engagements and political rallies, and also have agreed to the use of their names in any written, paid political advertisements.

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This Committee is now being formed in Nashville, Tennessee. It is designed to accommodate the "Country & Western" entertainment industry. The Chairman is Dr. Nat Winston, long recognized as one of the most influential figures in the Nashville recording industry.
Dr. Winston will be joined by Dick Frank, attorney for the leading record companies; Lou Cook, Vice President of MCA Records (works for Taft Schreiber); and Frank Rogers, a leading promoter in Nashville.

In the last few days this group has identified the following "Country & Western" entertainers as firm for the President: Chet Atkins, Roy Acuff, Earle Scruggs, Tex Ritter, and Arch Campbell.

Many more are to be added in the next few days, according to Winston.

Several "Country & Western" stars are for the President, but are unwilling to make it public at this time. These are: Tennessee Ernie Ford, Eddy Arnold, and Charley Pride.

In addition, Johnny Cash is for the President. However, Dr. Winston, (who is Johnny Cash's best friend) says that Johnny felt he was "used" during the Rockefeller campaign in Arkansas. He is therefore reluctant to get involved. Winston feels he will definitely come out publicly very shortly.

Bart Porter plans to meet with Winston in the next few days to plan the strategy for making this Committee public.

Pending Items

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2) Our suggestion that the President host, for his daughters, a reception at the Western White House, to include a large number of young celebrities. This function, it is felt, could have a significant impact on this important group. Dave Parker tells us that April 8th is being considered as a possible date. This is good, inasmuch as the Academy Awards are being presented April 10th and most entertainers will be in Southern California to attend that event.

3) Schreyer has suggested that the following people be given special consideration for attendance at a near-future White House social function: Lucille Ball, Richard Zanuck, Robert Evans, and Chad Everett.

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cc: John N. Mitchell

CONFIDENTIAL
FIRM

JUNE ALLYSON
LEON AMES
EDDIE ANDERSON
WARNER ANDERSON
RICHARD ARLEN
FRANKIE AVALON
EDGAR BERGEN
RAY BOLGER
PAT BOONE
LES BROWN
PAT BUTTRAM
SONNY BURKE
ROD CAMERON
HOAGY CARMICHAEL
GEORGE CHANDLER
CYD CHARISSE
ROBERT CONRAD
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ANN MILLER
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GILBERT ROLAND
CESAR ROMERO
IRENE RYAN
DEBBIE SHELTON
RED SKELTON
JOHN SMITH
MISS JULIE SOMMARS
KAYE STEVENS
JAMES STEWART
NORMAN TAURUG
MISS MARTHA TILTON
MARSHALL THOMPSON
RUDY VALLEE
HAL WALLIS
MEREDITH WILLSON
MISS MARIE WINDSOR
FIRM (Continued)

MRS. BONITA GRANVILLE WRAZHER

JOHN WAYNE

MICHAEL WAYNE

PAT WAYNE
MEMORANDUM
THE WHITE HOUSE
WASHINGTON
March 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: DR. DAVID C. HOOPES
FROM: ALEXANDER P. BUTTERFIELD
SUBJECT: Liaison with Bart Porter

I have just learned that Bart Porter, who is now at the Citizens Committee, will be serving as sort of a staff man to me on business relative to the entertainment world and those stars, young and old, who have pledged or might pledge their support to the President.

I will be talking to Taft Schreiber on the West Coast about twice a week, but Bart will be guiding, directing and keeping track of the mechanics of the business -- who in the Administration might drop by and say "hello" to Bart Starr on his way through Wisconsin, which musical group might be brought in to perform at a minor Presidential event, who might best serve as the MC at a Nixon rally in Arkansas, etc. Thus, I would expect to be talking to Bart Porter two or three times a week ... and to receive a copy of the periodic memoranda he sends to Bob Haldeman apprising him of where we stand.

ADMINISTRATIVELY CONFIDENTIAL
MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY
SUBJECT: Celebrities

Below, I am simply going to list, in random fashion, my comments with regard to the celebrities memo. I can't emphasize how poor a job I think we are doing here and I think this report is an excellent testimony to that fact. If you want, raise my objections and some questions with Jeb Magruder and tell him in fact it is one of the typical memos he used to turn in. Here are the questions at any rate.

1. How specifically is the idea of the black celebrities approach being followed up? What specifically are we doing with Sammy Davis, Jr.?  
2. What was the result of the meeting with Frank Gifford?  
3. Why was the celebrities thing here at the White House so screwed up?  
4. What specifically were the details on it? What are we doing to make sure it doesn't happen again and what are we doing to follow-up on those people that were here?

All the lists that we have got are complete pad jobs. There isn't one list that gives the celebrities that are now for Nixon. Who do we have signed up? It is now after February 10, so I assume our list is complete.

Who are the individuals involved in each particular regional operation? For example, who is David Begelman? Who is Lou Cook? What qualifications do they have?
I can't believe that the traditional telephone campaign that we are talking about is going to list much support among the celebrities. Who do we have actively going out and proselytizing the young celebrities that now think they are Democrats but really are Republican? What is the specific program we have outlined for using celebrities? What are we going to do with them and what are we going to try and get them to do? In short, the celebrities program, obviously, isn't put together very well, yet. I could go on picking it apart, but what we need to do is get some specific goals and a specific plan outlined, not seven pages of padding.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON *

February 2, 1972
1:43 p.m.

MEMORANDUM FOR: GORDON STRACHAN
FROM: DAVID PARKER

In response to your query regarding the screw up about the celebrities for the President, let me outline my involvement in that particular instance.

Sometime around the 10th of January, I received a telephone call from Ken Smith of the Citizens Committee asking if Julie Eisenhower would be available to greet this group that was coming in on January 25th. I responded at that time that it would not be possible for Julie as she would be visiting San Antonio on that date. Specifically, I told him that her departure would be at 11:00 a.m. that morning and that if it were at all possible to move their date or time, that the greeting could then be considered. At that time I was not queried at all as to the President's availability for this event, nor was I fully aware of the details of the event. I was simply asked if Julie would be available to greet this group that would be touring the White House at that time.

It wasn't until the Monday of the 24th, that Porter contacted me and asked me of the President's availability for this event. At that time I told him that it was extremely doubtful, knowing that something was going to happen Tuesday p.m., however, I told him I'd submit a proposal on it as soon as I had the list of names of participants. Since I had not received a listing from the Committee by late in the afternoon on the 24th, I called Mike Farrell for a list of people on the tour. Mike dictated the list as he had it and an appropriate schedule proposal was prepared and sent in first thing on the morning of January 25th, high priority.

I have attached for your information a copy of Rietz' memo to me of January 25th, which delineates what the group was all about, along with a copy of the schedule proposal.

As you know each Tuesday morning I assemble a group of schedulers in my office to talk about problems, long range schedules, and just general good management of the entire operation. I have emphasized to Porter to pass on to
all of the people involved in any event that the Citizens Committee proposes that will require time on the part of the President, Mrs. Nixon or the girls, it should be coordinated with me personally prior to locking in any date or time of an event. Porter has agreed to this and I am confident that this will insure that nothing of this nature will happen again.

I would suggest that it might be entirely appropriate to have letters drafted for the President's signature thanking this group for taking their time to come here on his behalf.

Additionally, yesterday in a discussion with Schrieber and Porter it was mentioned that the recommendation should be made to have the President hand write a note to Sammy Davis thanking him for his tremendous boost the other night over at the Bob Brown Salute. Believe me Sammy couldn't have been more laudatory.

If you have any questions, please call.
At noon today the Young Voters for the President Committee will be announced at a press conference called by Senator Brock. Attached is a list of the members. All of these young people will work for us as volunteers during the year. They will make appearances, give us advice, and recruit other outstanding young people.

Some of them have gone to considerable trouble and expense to come to Washington for the press conference. (Chad Everett had his shooting schedule rearranged and has cost his network about $10,000).

At 1:30 today, this group will tour the White House. We have asked that Julie conduct the tour if she is available. In addition, we urge that the President take a few minutes to meet with this group informally. This should be done quietly with no press and only a photo opportunity for Ollie Adkins.

The impact of these young people endorsing and uniting for the President over the next few months will be substantial. Their effectiveness in helping will be greatly increased if they are really inspired by a brief meeting with the President.

Attachment
SCHEDULE PROPOSAL
Date: January 25, 1972
FROM: David Parker
VIA: Dwight L. Chapin

GREET: Members Young Voters for the President Committee

DATE: January 25 - 1:30 p.m.

PURPOSE: Opportunity to meet briefly with young people who will work for the Committee for the Re-Election of the President as volunteers during this year.

FORMAT: - Roosevelt Room
- 5 minutes
- List of Participants attached (25 - 3 Black)

SPEECH MATERIAL: None

PRESS COVERAGE: Ollie Atkins photo only

STAFF: Butterfield

RECOMMEND: Ken Riets

BACKGROUND: At Noon today the Young Voters for the President Committee will be announced at a press conference called by Senator Brock. All of these young people will work for the Committee for the Re-Election of the President as volunteers during the year. They will make appearances, give the Committee advice and recruit other outstanding young people. Some have gone to considerable trouble and expense to come to Washington for the press conference. At 1:30 today this group will tour the White House. The impact of these young people endorsing and uniting for the President over the next few months will be substantial. Their effectiveness in helping will be greatly increased Ken Riets says if they are really inspired by a brief meeting with the President.

APPROVE ____ DISAPPROVE ____
February 2, 1972

MEMORANDUM FOR:  DAVE PARKER
FROM:  GORDON STRACHAN
SUBJECT:  Young Voters for the President

On January 27 we discussed the confusion surrounding the request for the President's time in connection with the Young Voters for the President. As I understood it, you were going to go through your files, get in touch with Ken Rietz, and do a brief note for Bob explaining your part in the event. When do you expect to have that brief note?
MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: L. HIGBY

The attached is something that was obviously bungled from the start -- almost the finish. Please get to the bottom of it.

1. Find out when we first knew something was going to be happening here;

2. Find out when Porter first knew something was going to be happening here, and;

3. See where the breakdown was.

It is ridiculous to ask the President to do something like this on the day of an event and expect much chance of getting him to do it. The celebrities are people who we are trying to get on our side and by the way they were handled, I doubt it contributed very heavily to getting this done.

Was the hangup on our part, i.e., did Parker not process this fast enough or did Porter just fail to notify us? I want to know names, particulars and dates. I want to use this as a case to make a point.

Attachment
January 25, 1972

MEMORANDUM FOR: LARRY HIGBY
FROM: CHUCK COLSON

Attached is a copy of my note to Henry Kissinger. Attached also is the Young Voters for the President Committee list. Griese was not there -- but most of the big names were.
January 25, 1972

MEMORANDUM FOR: HENRY KISSINGER

FROM: CHARLES COLSON

I am most grateful to you for rescuing what otherwise would have been a very bad scene today. You were really marvelous with the young group that is going to be working for the President. No one else, but the President, could have made that kind of impression on them and I realize it was an awful imposition -- particularly today. Many, many thanks.

bcc: Larry Higby
SCHEDULE PROPOSAL
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VIA: Dwight L. Chapin

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APPROVE   DISAPPROVE
Joo Abate: Chairman of the College Republican National Federation. He is from Margate, New Jersey. Age 26.

*Lance Alworth: Flanker-back for the Dallas Cowboys football team. A resident of Brookhaven, Mississippi. Age 32

*Victor Ashe: Tennessee state representative who sponsored 18 year old vote in the state. He is from Knoxville, Tennessee. Age 27.

Brenda Box: Reigning Miss Texas (Universe); First runner-up to Miss U.S.A. She is from Amarillo, Texas. Age 20.

*Nick Buoniconti: Linebacker for the Miami Dolphins football team. He is a resident of Miami, Florida. Age 31.

Tom Campbell: Disc Jockey for San Francisco Radio Station KLOK and columnist for San Francisco Examiner. A resident of San Francisco and San Jose. Age 32.

Kent Clement: President of the Student Body, University of Southern California. He is from Simi Valley, California. Age 21.

Jo Ann Cullen: Vice President of Distributive Education Clubs of America, North Atlantic Region. She is from Bristol, Pennsylvania. Age 18.

*Clint Eastwood: Actor, star of "Dirty Harry". He is from Carmel, California.

Chad Everett: Actor, television personality (Medical Center. Originally from South Bend, Indiana; presently resides in Northridge, Calif.

Janene Forsyth: Reigning Miss American Teenager. She is from Arlington, Virginia. Age 17.

Kathy Garver: Actress, television personality (Family Affair). She is from Los Angeles, Calif. Age 23.

*Carole Graebner: Tennis champion, Captain of the victorious Wightman Cup team. She resides in New York.

*Clark Graebner: Tennis champion, star of the U.S. Davis Cup Team. A resident of New York.

Shelby Grant: Actress, wife of Chad Everett. Originally from Wagoner, Oklahoma; resides in Northridge, Calif.


Gary Hughes: Immediate past national President of Vocational Industrial Clubs of America. He is from Dover, Delaware. Age 19.

Sandy Livingston: Actress, wife of Stanley Livingston. She resides in Los Angeles.

Young Voters for the President Committee -- Initial Members Continued - Page 2

Harry McNaught: President of Boys Nation (Senate). He is from Logansport, Indiana. Age 17.

Harlan Marley: Silver medal Olympic boxer. He is from Washington, D.C. Age 28.

Tommy Mason: Football player for Washington Redskins. He resides in Minneapolis, Minnesota.

Mary Ann Hobley: Actress, former Miss America. She is originally from Biloxi, Mississippi.

Gwen Norman: Gold medal Olympic runner. She is from Washington, D.C. Age 22.

Lacey O'Neal: Olympic track star. A resident of Washington, D.C. Age 22.

*Charles Postels: Immediate past National Vice President of Future Farmers of America. A resident of Milford, Delaware. Age 22.

*Don Schollander: Gold Medal Olympic swimmer. He is from Lake Oswego, Oregon. Age 25.

Sherry Shealy: South Carolina State Representative. A resident of Cayce, S.C. Age 21.

*Kenneth Shelley: 1972 Men's U.S. Figure Skating Champion, U.S. Pairs Figure Skating Champion team. He is from Los Angeles, Calif. Age 20.

Debbie Shelton: Immediate past Miss U.S.A. Resides in Miami, Florida, originally from Norfolk, Virginia. Age 23.


Debra Shelton: Immediate past Miss U.S.A. Resides in Miami, Florida, originally from Norfolk, Virginia. Age 23.

*Mark Vittert: Vice President, National Chamber Foundations. Resides in St. Louis, Missouri. Age 22.

Barbie Wells: National Director of Teenage Republicans. She is from Poway, Calif.


Don Sundquist: Young Republican National Federation Chairman. Resides in Burnsville, Minnesota.

*Mark Vittert: Vice President, National Chamber Foundations. Resides in St. Louis, Missouri. Age 22.

Barbie Wells: National Director of Teenage Republicans. She is from Poway, Calif.

MEMORANDUM

January 31, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HAHN
THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Celebrities

This memo is in response to the January 26, 1972 memorandum to Jeb Magruder regarding celebrities.

Specific questions were raised in that memo and are answered below. In addition, the memo asked for an updated status report on the celebrity situation by January 31. The report is attached at TAB A.

The suggestion that Black celebrities be engaged to approach the Black Voter is being followed up. Sammy Davis, Jr. has committed to Bob Brown to help in this area. In addition, I met with Sammy Davis today and discussed his future role among celebrities. Sammy feels that his visible involvement should be gradual. However, he is totally committed to helping us encourage other celebrities to join up now. In particular, he considers our schedule proposal for the San Clemente young people's party a "brilliant idea" and one that could "make the difference" among the "now" generation of younger celebrities. He has offered to be present at such a reception.

On the subject of sports celebrities, I am meeting with Frank Gifford on February 2 to discuss the organization of an "Athletes for the President" or "Sports Celebrities for the President" committee. While Frank cannot be out in front (sponsor problems), he wants to help in contacting those who will be and also assist in finding the professional staff man to run the committee.
Regarding the Young Voters for the President group at the White House last week, our office was responsible for the celebrities who participated. Joe Horacek, Executive Director of Celebrities for the President in Los Angeles, accompanied the group from the West Coast.
CELEBRITIES FOR THE PRESIDENT

For the first time, the 1972 Celebrities Committee has been organized to operate completely from within the entertainment industry. All employees of the Committee have had extensive experience working within the entertainment field. Volunteer support has been enlisted from studio executives, entertainers, artists' representatives, independent public relations firms, major studio publicity departments, entertainment attorneys, and personal and business managers.

FACILITIES

Office space has been donated at 9229 Sunset Boulevard, Los Angeles, California 90069. Phone: (213) 278-3233.

STAFF

Joseph Horacek, age 30, an entertainment attorney, has taken a leave of absence from Mitchell, Silberberg & Knupp to act as full time Executive Director. Edward Crane, age 36, has been furnished through Universal Studios Publicity Department for the duration of the campaign. Barry Coe, age 36, furnished by Richard Zanuck at Warner Brothers, will act as Assistant for Special Projects. Judy Plessner has been employed as the full time Administrative Assistant and secretary (her salary is being paid by Columbia Pictures). Mrs. Norman (Sue) Taurog, who assisted in the celebrities operation of the 1960 and 1964 campaigns, will head the Volunteer Committee, aided by Patti Schrager (paid employee), who was active in the celebrity operation of prior campaigns.

COMMITTEE LISTS

Five lists are attached for your review.

TAB B shows the people in the industry who met with Attorney General Mitchell on November 10, 1971, which is known as the Coordinating Committee of Industry Executives for Celebrities to re-elect the President.

The next list (TAB C) is that of the Hollywood Committee which actually does the work for the group now known as Celebrities for the President.
TAB D shows those people who are Republicans from Universal Studio and can be counted on to support the President. These are mainly Studio department heads, attorneys, et cetera. We are asking all studios to prepare such a list.

The next list (TAB E) is comprised of people who have previously endorsed a Republican candidate and whom we are in the process of contacting to affirm their support for the President.

In addition, there is a list called Prominent Hollywood Celebrities (TAB F) between the ages of 18 and 35. Some of these we know are for the President, others may be Democrats but not active in the Party. We have omitted from this list anyone who has actually been in support of an opponent of the President. This is the list with which we would begin making contacts for our proposed young people's party in San Clemente.

Taft Schreiber also functions as a special liaison with the Committee for the Re-election of the President and special advisor to Celebrities for the President. Herb Kalmbach serves as special advisor and liaison to Celebrities for the President, even though he is not a visible member of the Committee.

Each member of the Hollywood Committee (TAB C) is currently performing three basic functions: 1) identification of executives, department heads and other key personnel employed within their respective organizations, who will support the re-election of the President in 1972; 2) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972; 3) assisting in giving best possible access to entertainers who are uncommitted or who have previously been committed to Democratic candidates. Individual members of the Hollywood Committee will also have special projects as hereinafter set forth.

GOALS

Celebrities for the President have four immediate goals: 1) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972 (list to be completed by February 10, 1972); 2) fulfillment of specific requests for celebrities to be present at particular events; 3) preparation of an extensive list (to be completed by February 10, 1972)
of persons between the ages of eighteen and thirty-five who are prominent socially or in the entertainment industry, which young people are not necessarily committed to the re-election of the President, but who are not irrevocably committed to another candidate or against the President; 4) enlistment of support of prominent young entertainers who are presently Democrats, uncommitted, or who have not previously been involved in political campaigns.

CELEBRITIES COMMITTEE - OPERATION

Joe Horacek is responsible for the coordination and function of the Celebrities Committee. He reports directly to Herbert L. (Bart) Porter, Director of Spokesmen Resources for the Committee for the Re-election of the President. All requests for appearances by celebrities are conveyed directly by Bart Porter, or one of his assistants, to Joe Horacek in Los Angeles. No requests for celebrities are to be acted upon by the Celebrities Committee without prior clearances from Bart Porter. Upon receipt of a request, direct contact is made by the Celebrities Committee to the event Chairman to review the specifics of the particular request. The Celebrities Committee aids the event Chairman through the use of extensive surveys used by the entertainment industry, which evaluate every entertainer as to overall popularity, as well as popularity within specific age groups and geographical areas. With the use of these surveys, the Celebrities Committee can help furnish the celebrity most effective for the particular event.

Several sub-committees are being formed, each to report directly to and coordinate with the Executive Director of the Celebrities Committee. The four most important sub-committees are:

1) A volunteer sub-committee on the east coast to help mobilize celebrities residing in the east. The Chairman will be David Begelman. A request has been made for a meeting in Washington, D. C. or New York, to be attended by the volunteer sub-committee plus the Attorney General, Bart Porter and Joe Horacek. The formation of the eastern branch is essential to the effective operation of the Celebrities Committee.

2) A sub-committee to mobilize country and western artists, who are predominantly based in Nashville, Tennessee. Lou Cook is presently in Nashville to organize the sub-committee.
3) A sub-committee to organize the "now" or rock music industry. The sub-committee, through Mike Curb and others, has direct personal access to every top rock artist in the United States. While a large number of these artists have traditionally allied themselves with the political "left," it is felt that an individualized, personal approach to certain conservative artists (i.e., The Carpenters) will be effective.

4) A sub-committee to organize studio labor personnel (cameramen, carpenters, etc.). The Chairman is Ed Prelock, Manager of Labor Relations at Disney Studios. Ed Prelock will first attempt a pilot program at Disney which, if effective, will be expanded to each studio.

SPECIAL EMPHASIS

In addition to the traditional telephone campaign to enlist support, separate and distinct emphasis will be placed upon selected uncommitted celebrities whom the Celebrities Committee feels can be most effective in particular areas (i.e., the black community). The traditional method of approach to these celebrities has been found to be ineffective. Therefore, after completing research with respect to selected celebrities, personal contact will be made in an attempt to enlist their support. Experience shows that while many young celebrities earnestly believe they are Democrats, when confronted with the facts they find themselves in agreement with the President's policies. The emphasis must be placed upon personal approach with factual information about the record of this Administration. It is felt that a nucleus of new, prominent celebrities can be organized.

SPECIAL PROJECTS

The Celebrities Committee will suggest special projects as vehicles utilizing celebrities to convey the President's message. One proposed project involves a multi-college tour by Lionel Hampton and his orchestra. Accompanying Mr. Hampton could be several top recording artists (possibly such as Dionne Warwick). A tour of this nature could be presented in a low key manner, with an individual such as Kent Clemence (Student Body President at the University of Southern California) acting as MC. Additionally, the troupe could be accompanied by an administration spokesman, whose main purpose would be to inform the youthful audience of current administration activities and achievements (i.e., a personalized inside report on the results of the President's trip to China, etc.). Preliminary indications are that Mr. Hampton would be personally able to
to raise enough money to finance most of the tour. Similar college tours could be organized utilizing country and western performers, etc.

SCHEDULE REQUEST - SAN CLEMENTE

A formal schedule request has been made to the White House through the Committee for the Re-election of the President to hold a non-political function at the San Clemente White House, to be attended by the President and his family. The suggested guest list would be predominately young, prominent celebrities from the entertainment industry.

PRESS CONFERENCE RE CELEBRITIES COMMITTEE

The formation of Celebrities for the President has not been announced. However, the Celebrities Committee is coordinating the announcement with the Committee for the Re-election of the President. It will most likely be held in early March. Specific ideas pertaining to the announcement have been discussed among Taft Schreiber, Bart Porter, Joe Horacek, Jeb Magruder, Cliff Miller, and others.

PRESIDENTIAL RECOGNITION OF CELEBRITIES

It is the recommendation of the Celebrities Committee that each entertainer who appears on behalf of the President be sent a letter from the President as soon as possible after the appearance. We will follow each performance with a specific request.

It is also important in the entertainment industry, where egos are predominant, that people who have actively supported the President be adequately rewarded through invitations to a White House dinner, a Presidential letter, a Presidential phone call, or other appropriate communication, whereby the person receives recognition from the President. Certain celebrities who have been active in prior campaigns have expressed disillusionment since they have not received what they feel is adequate recognition for their support.

APPEARANCE REQUESTS FILLED

1) Press Conference announcing Young Voters for the President, January 25, 1972. Present at the press conference were:

Chad Everett - star of "Medical Center" and currently the number one male star on television;
Shelby Grant - actress, wife of Chad Everett;
Stanley Livingston - star of "My Three Sons";  
Sandy Livingston - actress, wife of Stanley  
Livingston;  
Mary Ann Mobley - former Miss America, actress,  
wife of actor, Gary Collins;  
Kathy Garver - star of "Family Affair."

Additional members of Young Voters for the President  
Committee who were not present, but who sent telegrams  
of support, were Clint Eastwood, the number one  
worldwide box office motion picture star; O. J. Simpson,  
Heisman Trophy winner, professional football player;  
Mike Curb, President, MGM Records.

2) East Rockingham County, New Hampshire, Republican  
Dinner, February 19, 1972.

Buddy Ebsen - star of "The Beverly Hillbillies"  
Red Arbauch - coach and general manager of the  
Boston Celtics.


Lionel Hampton, ten musicians, two singers and two  
dancers. Additional celebrities to be furnished.

4) Opening of Illinois Headquarters, Committee for the  
Re-Election of the President, Chicago, February 17, 1972.  
Ray Bolger

SPECIAL NOTES

Frank Sinatra and Dean Martin, heretofore supporters of Democrat  
candidates, are expected to be with us, but will make their  
announcements at "the appropriate time." Both feel that it is  
a "little early" for them to make their feelings known. We agree.

In addition, celebrities such as Jimmy Stewart, Lucille Ball,  
and Jonathan Winters will actively support the President for  
the first time, having never supported any political candidate  
before.

CONCLUSION

As a result of the organization of Celebrities for the President  
and the involvement of industry executives, creative and  
artistic personnel, attorneys, business managers, publicists,  
and others, this Committee is uniquely equipped to play a  
significant role in the upcoming Presidential campaign. The
Celebrities Committee can and should be looked to, not only for the glamour which can be added to a particular function, but also for creative ideas and functions which can help to convey the President's message. Such an approach can be as effective and powerful as strong news media support, since the celebrities with whom we are dealing can reach mass audiences greater than those audiences reached by newspapers and news programs.
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* - out of town - did not attend

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Mr. Taft B. Schreiber
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MCA Records, Inc.
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Universal City, California 91608

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935-4321
935-4321
935-4321
-CONFIDENTIAL-

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- Not For Publication -

LANE ALLAN TALENT EXECUTIVE

LUCILLE BALL STAR OF "THE LUCY SHOW"

HARVE BENNETT PRODUCER, "ABC MOVIE OF THE WEEKEND"

RICHARD BIRNIE UNIVERSAL TELEVISION PRODUCTION HEAD

TOM BISHOP UNIVERSAL TELEVISION PUBLICIST

WILLIAM BURCH EXECUTIVE IN CHARGE, UNIVERSAL INDUSTRIAL FILMS

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HILTON GREEN  ASST. UNIVERSAL TELEVISION PRODUCTION CHIEF

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WINSTON MILLER  PRODUCER, "IRONSIDE"

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CHARLES STINEFORD  EXECUTIVE, MCA AND UNIVERSAL ACCOUNTING DEPT.
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PETER TERRAKOVA  UNIVERSAL TELEVISION TALENT EXECUTIVE
M/M HAL WALLIS (ACTRESS MARTHA HYER)  UNIVERSAL STUDIOS MOTION PICTURE PRODUCER
W. O. WATSON  HEAD OF UNIVERSAL STUDIOS SOUND DEPARTMENT
ERNIE WEINMEYER  MOTION PICTURE PRODUCTION MANAGER
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TREASURER, MCA, INC.

RALPH WOODWORTH  
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PHIL WULF  
CHIEF EXEC., UNIVERSAL EDUCATIONAL & VISUAL ARTS

FRANS VANDERVELDEN  
DIRECTOR OF COMMISSARY OPERATIONS
TOP PERFORMERS WHO HAVE ENDORSED REPUBLICAN CANDIDATES

REX ALLEN                           SHIRLEY TEMPLE BLACK
JUNE ALLYSON                        JOAN BLONDELL
LEON ANES                           RAY BOLGER
BILL ANDERSON                       PAT BOONE
EDDIE (ROCHESTER) ANDERSON         WALTER BRENNAN
WARNER ANDERSON                     TERESA BREWER
MICHAEL ANSARA (Wife, BARBARA EDEN) JAMES BROGIN
RICHARD ARLEN                       LES BROWN
LUCY ARNAZ                          RAYMOND BURR
DESI ARNAZ, JR.                     PAT BUTRAX
JAMES ARNESS                        SONNY BURKE
FRED ASTAIRE                        EDD BYRDES
PAMELA AUSTIN                       JAMES CAAN
FRANKIE AVALON                      JAMES CAGNEY
LUCILLE BALL                        RORY CALHOUN
ANNE BAXTER                         ROD CAMERON
ORSIN BEAK                          GLENN CAMPBELL
JACK BENNY                          JUDY CANOVA
EDGAR BERGEN                       PHILIP CAREY
PAGE 2 - TOP PERFORMERS WHO HAVE ENDORSED REPUBLICAN CANDIDATES

HOAGY CARMICHAEL
JUDY CARNE
THE CARPENTERS
JOHNNY CASH
DAVID CASSIDY
DICK CAVETT
CYD CHARISSE (MRS. TONY MARTIN)
SUZANNE CHARNEY
MICHAEL COLE
TINA COLE
GARY COLLINS
CHUCK CONNORS
MIKE CONNORS
ROBERT CONRAD
BEN COOPER
JEANNE CRAIN
BING CROSBY
BOB CROSBY
PHIL CROSBY
BOB CURRINGS
KEN CURTIS
ARLENE DAHL
ABBY DALTON
ROGER DAVIS
DENNIS DAY
YVONNE DECARLO
DON DEFORE
WILLIAM DEVAREST
ANDY DEVINE
PHYLLIS DILLER
CARMEN DRAGON
JOANIE DRU
JAMES DRURY
DON DUBBINS
SANDY DUNCAN
IRENE DUNNE
CLINT EASTWOOD
BUDDY EBSLEN

MORE...
BARRABARA EDEN  
(I.R.S. MICHAEL ANSARA)  
JOHNNY GRANT  

Ralph Edwards  
SHELBY GRANT  
(I.R.S. CHAD EVERETT)  

Anthony Eisley  
Bonita Granville  

Chad Everett  
(Per, Shelby Grant)  
PETER GRAVES  

Alice Faye  
(COLES FAYE  
(I.R.S. PHIL HARRIS)  
COLEEN GRAY  

Sally Field  
KATHERINE GRAYSON  

Gail Fisher  
 virginia Grey  

Rhonda Fleming  
Jack Haley, Jr.  

Frank Fontaine  
George Hamilton  

John Ford  
LIONEL HAMPTON  

Glenn Ford  
TOM HARNON  

Connie Francis  
PHIL HARRIS  
(Wife, ALICE FAYE)  

Faith Francis  
DAVID HARTMAN  

Robert Fuller  
JUNE HAVER  
(I.R.S. FRED McHUGH)  

Don Galloway  
GOLDIE HAWN  

Sher Carson  
Edith Head  

Chris George  
(Tife, Lynda Day George)  
TIPPI HedREN  

Jackie Gleason  
Florence Henderson  

Gonzalez-Gonzalez  
Dwayne Hickman  

MORE-
Ellen Gas

E_COLI

Robert Lansing

VICKIE LAWRENCE

RUTA LEE

Mervyn LeRoy

JERRY LEWIS

ART LINKLETTER

STANLEY LIVINGSTON

JULIE LONDON

JOHNNY LONDON

MARJORIE LORD

PETER LUPUS

LORETTA LYNCH

JAMES MacARTHUR

FRED MacMURRAY

LEE MAJORS

DOROTHY MAJORS

MORO
Page 5 - Top Performers Who Have Endorsed Republican Candidates

Randolph Mantooth

Dean Martin

Tony Martin (wife, Cyd Charisse)

Marlyn Mason

Raymond Massey

Johnny Mathis

Virginia Mayo

Diann McBrain

Frank McCarthy

Doug McClure

Joel McCrea

Andrew V. McLaglen

Stephen McVally

Ava Astaire McKenzie (Mrs. Richard McKenzie)

Ethel Merman

Ray Milland

Roger Miller

Martin Milner

Mary Ann Mosley (Mrs. Gary Collins)

Montie Montana, Jr.

Mary Tyler Moore (Mrs. Grant Tinker)

Terry Moore

Agnes Moorehead

Dennis Morgan

Gregg Morris

Benn Murphy

Ken Murray

Ed Nelson

Ozzie Nelson

Ricky Nelson

Lloyd Nolan

Hugh O'Brian

Pat O'Brien

Donald O'Connor

Buck Owens

Patti Page

Fess Parker

Melody Patterson (Mrs. James McArthur)
<table>
<thead>
<tr>
<th>JOHN PAYNE</th>
<th>DAN ROWAN</th>
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<tr>
<td>HAL &quot;GREAT GILDER'SLEEVE&quot; PEAR</td>
<td>ROSALIND RUSSELL</td>
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<td>WALTER PIDGEON</td>
<td>JERIEE RYAN</td>
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<td>JANE POWELL</td>
<td>JOHN SAXON</td>
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<td>CHARLIE FRIDÉ</td>
<td>RANDOLPH SCOTT</td>
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<td>MAUREEN REAGAN</td>
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<td>NORA SHEARER</td>
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<td>DONNA REED</td>
<td>BOBBY SHERMAN</td>
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<td>ROBERT REED</td>
<td>FRANK SINATRA</td>
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<td>BURT REYNOLDS</td>
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<td>WILLIAM REYNOLDS</td>
<td>JOHN SMITH</td>
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<td>DALE ROBERTSON</td>
<td>ROBERT STACK</td>
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<td>(Wife, ROSEMARY BONZ)</td>
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<td>BUDDY ROGERS</td>
<td>BARBARA STANFYCK</td>
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<td>GINGER ROGERS</td>
<td>KAYE STEVENS</td>
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<td>ROY ROGERS</td>
<td>JAMES STEWART</td>
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<td>GILBERT ROLAND</td>
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<td>CESAR ROMERO</td>
<td>GLORIA SWANSON</td>
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<td>MICKEY ROONEY</td>
<td>DANNY THOMAS</td>
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<td>DALE ROSS</td>
<td>MARSHALL THOMSON</td>
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KEVIN TIGHE
FORREST TUCKER
LAR L. TUTTLE
CONWAY TWITTY
RUDY VALLE
HARRY VON ZELL
LYLE WAGGONER
ROBERT WAGNER
CLINT WALKER
HAL WALLIS
SHANI WALLIS
BURT WARD
JACK WARNER
JOHN WAYNE
MICHAEL WAYNE
P A T R I C K WAYNE
DENNIS WEAVER
CAROLE WELLS
MARGARET WHITING
PRO teaent= (Betweo approxi- 18-35 years) 

This list comprised of top young Hollywood celebrities who might (upon further contact) lend support to the President.

This list was prepared for the specific purpose as requested. No name may be used for any type of endorsement without prior clearance.

* * * * * * * * * *

ELIZABETH ALLEN "BRACKEN'S WORLD" SERIES

BARBARA ANDERSON FORMERLY OF "IRONSIDE"

MICHAEL ANDERSON, JR. "THE MONROES" SERIES

TICE ANDREWS TV & MOTION PICTURE ACTOR

VALORIE ARMSTRONG "MARY TYLER MOORE SHOW"

DESI ARNAZ, JR. ACTOR

LUCIE ARNAZ "THE LUCY SHOW"

PAMELA AUSTIN DODGE COMMERCIALS AND TV SHOWS

FRANKIE AVALON ACTOR/SINGER

JIOE DON BAKER TV GUEST ROLES

ED BEGLEY, JR. TV ACTOR

RICHARD BENJAMIN "PORTNOY'S COMPLAINT," "GOODBYE, COLUMBUS"
KEN BERRY  
(Wife: Jackie Joseph)  
DANCER/ACTOR - "F TROOP" SERIES

JACQUELINE BISSET  
"AIRPORT"

BILL BIXBY  
(Wife: Brenda Bessit)  
"COURTSHIP OF EDDIE'S FATHER" SERIES

PAT BOONE  
ACTOR/SINGER

REBECCA BRICKELL  
"GENTLE BEN" SERIES

BEAU BRIDGES  
"GAILY GAILY"

JAMES BROLIN  
"MARCUS WELBY, M.D."

STEPHEN BROOKS  
"THE F.B.I." SERIES - "THE INTERNS"

BARRY BROWN  
TV ACTOR - UNIVERSAL CONTRACT PLAYER

ROBERT BUTLER  
DIRECTOR - DISNEY'S "SCANDALOUS JOHN"

JOANNA CAMERON  
UP AND COMING YOUNG TV AND MOTION PICTURE ACTRESS

GLEN CAMPBELL  
"GLEN CAMPBELL SHOW"

JUDY CARNE  
ACTRESS

THE CARPENTERS  
BROTHER-SISTERS SINGING GROUP

VICKI CARR  
ACTRESS/SINGER

DAVID CASSIDY  
"THE PARTRIDGE FAMILY"
RICHARD CHAMBERLAIN  "HAMLET" - "DR. KILDARE" SERIES

SUZANNE CHARNEY  DANCER, BOB HOPE CHRISTMAS SHOW, "SWEET CHARITY"

DICK CLARK  "AMERICAN BANDSTAND"

JULIE COBB  "THE D.A." SERIES
(Daughter: Lee J. Cobb)

DENNIS COLE  "BRACKEN'S WORLD" SERIES, "FELONY SQUAD" SERIES

MICHAEL COLE  "MOD SQUAD"

TINA COLE  "MY THREE SONS"

RICHARD COLLA  DIRECTOR - "FUZZ"

GARY COLLINS  "THE SIXTH SENSE" TV SERIES
(Wife: Mary Ann Hobley - Former Miss America)

CHRISTOPHER CONNELLY  "PEYTON PLACE" SERIES

ROBERT CONRAD  "WILD, WILD WEST" - "THE D.A." TV SERIES

LOU COOK  MCA RECORDS EXECUTIVE

CHRISTINA CRAWFORD  ACTRESS
(Daughter: Joan Crawford)

KATHERINE CRAWFORD  ACTRESS - TV AND MOTION PICTURES
(Mrs. Frank Price)
PHIL CROSBY  SINGER

JAN DALEY  SINGER - "BOB HOPE CHRISTMAS SHOW"

JOHN DAVIDSON  SINGER

ROGER DAVIS  "ALIAS SMITH AND JONES" SERIES

LYNDA DAY  "MISSION IMPOSSIBLE" SERIES
(Wife: Chris Georg, Actor)

BRADFORD DILLMAN  ACTOR
(Wife: Suzy Parker)

ROY E. DISNEY

JAMES DRURY  ACTOR - FORMERLY "THE VIRGINIAN" SERIES

SANDY DUNCAN  "FUNNY FACE" SERIES, "STAR SPANGLED GIRL" MOT. PIC.

PETER DURYEA  (Son of Dan Duryea)

CLINT EASTWOOD  "PLAY MISTY FOR ME"

BARBARA EDEN  "I DREAM OF JEANNIE" SERIES, LAS VEGAS APPEARANCES
(Hus: Michael Ansara)

CHARLES ENGEL  UNIVERSAL TELEVISION EXECUTIVE

ROBERT DUMAN  DIRECTOR, ACE ELLI AND ROGER OF THE SKIES (PEYTON PLACE)
STUART EWIN, JR.  VICE PRESIDENT - UNIVERSAL TELEVISION
(Wife: Julie Stevens)

ROBERT EVINS  VICE PRESIDENT - PARAMOUNT PICTURES CORP.

CHAD EVENETT  "MEDICAL CENTER" SERIES

JAMES PARENTINO  "THE BOLD ONES" SERIES - (THE LAWYERS)
(Wife: Michele Lee)

SALLY FIELD  ACTRESS - FORMERLY "FLYING NUN" SERIES

JOHN FINDLATER  "AIRPORT"

GAIL FISHER  "MANNIX" SERIES

CONNIE FRANCIS  SINGER

JAMES FRANCISCUS  "LONGSTREET" SERIES - "MR. NOVAK" SERIES

MIKE FRANKOVICH, JR.

ROBERT FULLER  "EMERGENCY" SERIES

DON GALLOWAY  "IRONSIDE" SERIES

CHRIS GEORG  ACTOR
(Wife: Lynda Day "Mission Impossible" Series)

DAVID GERBER  TV PRODUCER (20TH)
(Wife: Larraine Stephens)

ELAINE GIFTOS  REGULAR ON "THE INTERN" SERIES

JAMES GOLDSSTONE  DIRECTOR - "THE GANG THAT COULDN'T SHOOT STRAIGHT"

JOEL GREY  ON BROADWAY: "CABARET" - "GEORGE M."
PETER GUBER

VICE PRESIDENT - COLUMBIA PICTURES

JACK HALEY, JR.

FILM PRODUCER

GEORGE HAMILTON

ACTOR

DAVID HARTMAN

"THE BOLD ONES" SERIES (THE DOCTORS)

PETER HASKELL

"BRACKEN'S WORLD" SERIES

JILL HARNSHER

STAR OF "CABARET" ON BROADWAY

FLORENCE HENDERSON

"BRADY BUNCH" SERIES

LINDA KAY HENNING

"PETTYCOAT JUNCTION" SERIES

DWAYNE HICKMAN

ACTOR

DON HO

SINGER

LINDA HOPE

FILM PRODUCER
(Wife: Nat Lande; daughter of Bob Hope)

KATHARINE HOUGHTON

"GUESS WHO'S COMING TO DINNER"
(Niece: Katharine Hepburn)

DAVID JANSSEN

"O'JARA, U.S. TREASURY" SERIES

ARTE JOHNSON

ACTOR - FORMERLY, "LAUGH-IN" SERIES

MILTON KATZELAS

DIRECTOR FOR MIKE FRANKOVICH: "BUTTERFLIES ARE FREE" "40 CARATS"

JAMES KOLACK

PRODUCER: "COURTSHIP OF EDDIE'S FATHER"

DAVID LADD

MOV. PICTURE PRODUCER/ACTOR
HUGH LAMBERT  
CHOREOGRAPHER ON "LAUGH-IN"

MICHAEL LANDON  
"DONANZA" SERIES

SUE ANN LANDOM  
"ARNIE" SERIES

HOPE LANGE  
"DICK VAN DYKE" SERIES

MICHAEL LARRAIN  
TV ACTOR

VICKI LAWRENCE  
"CAROL BURNETT SHOW"

MICHELE LEE  
SINGER  
(Wife of James Parentino  
Actor - "Bold Ones")

LYNN LORING  
TV ACTRESS  
(Hus: Roy Thinnes)

PETER LUPUS  
"MISSION IMPOSSIBLE" SERIES

LORETTA LYNN  
NASHVILLE COUNTRY-WESTERN RECORDING ARTIST

JAMES MAC ARTHUR  
"HAWAII 5-0" SERIES

MICHAEL MACREADY  
PRODUCER/DIRECTOR OF AIP HORROR MOVIES

MEREDITH MACRAE  
"PETTYCOAT JUNCTION" SERIES  
(Daughter of Gordon MacRae)

LEE MAJORS  
"OWEN MARSHALL, COUNSELOR AT LAW"

RANDOLPH MANTooth  
YOUNG STAR OF "EMERGENCY" SERIES

MONTE MANSHAM  
ABC MOVIE OF THE WEEKEND:  
"DEATH TAKES A HOLIDAY"

MARILYN MASON  
"LONGSTREET" SERIES

TIM MATHESON  
TV GUEST STAR, UNIVERSAL "LOCK, STOCK  
AND BARREL"
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<tr>
<th>Name</th>
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<tr>
<td>DOUG McCLURE</td>
<td>&quot;THE VIRGINIAN&quot; SERIES, OTHER TV AND MOTION PICTURES</td>
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<td>ROGER MILLER</td>
<td>COUNTRY-WESTERN RECORDING ARTIST</td>
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<td>DONNA MILLS</td>
<td>ACTRESS - &quot;PLAY MISTY FOR ME&quot;</td>
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<td>MARTIN MILNER</td>
<td>&quot;ADAM 12&quot; SERIES</td>
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<td>MARY ANN MOBLEY</td>
<td>FORMER MISS AMERICA</td>
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<td>(Wife: Gary Collins, Actor)</td>
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<td>BELINDA MONTGOMERY</td>
<td>ACTRESS, &quot;MARCUS WELBY, M.D.&quot; SERIES, &quot;SKIPPER&quot; MOTION PICTURE</td>
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<td>MARY TYLER MOORE</td>
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<td>GREGG MORRIS</td>
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<td>BEN MURPHY</td>
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<td>DAVID NELSON</td>
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<td>RICK NELSON</td>
<td>SINGER-ACTOR</td>
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<td>WAYNE NEWTON</td>
<td>RECORDING ARTIST</td>
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<td>RYAN O'NEAL</td>
<td>&quot;LOVE STORY&quot;</td>
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<td>MELODY PATTERSON</td>
<td>ACTRESS</td>
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<td>ROBERT PRATT</td>
<td>TV GUEST STAR AND UNIVERSAL CONTRACT PLAYER</td>
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<tr>
<td>PAULA FRENTISS</td>
<td>&quot;HE AND SHE&quot; SERIES</td>
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<td>(Wife: Richard Benjamin)</td>
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FRANK PRICE  
SR. VICE PRESIDENT - UNIVERSAL TELEVISION

CHARLIE PRIDE  
COUNTRY-WESTERN RECORDING ARTIST

JON PROVOST  
"LASSIE" TV SERIES

SUE RANNEY  
SINGER

MAUREEN REAGAN

ROBERT REED  
"THE BRADY BUNCH"

BURT REYNOLDS  
ACTOR

WILLIAM REYNOLDS  
"THE F.B.I." SERIES

MICHAEL RITCHIE  
DIRECTOR: "DOWNHILL RACER"

DIANA ROSS  
SINGER

KURT RUSSELL  
WALT DISNEY'S TV AND MOT. PICTURE - ACTOR

JOHN SAXON  
"THE BOLD ONES" SERIES, "THE DOCTORS"

DAN SELZNICK  
UNIVERSAL PICTURES EXECUTIVE

WILLIAM SHATNER  
"STAR TREK" SERIES AND OTHER ROLES

ROBBY SHERMAN  
SINGER/ACTOR

BARBARA SIGEL  
"SAN FRANCISCO INTERNATIONAL" TV SERIES

FRANK SINATRA JR.  
SINGER

NANCY SINATRA JR.  
SINGER
TINA SINATRA  
(Daughter of Frank Sinatra)  

JULIE SOMMERS  
(Mrs. Stu Erwin)  

JAY STEIN  
MCA V.P. & EXECUTIVE IN CHARGE OF TOUR OPERATIONS  

LARAINA STEPHENS  
"BRACKENS'S WORLD" SERIES  

CHRISTOPHER STONE  
"THE INTERNS" TV SERIES  

SALLY STRUTHERS  
"ALL IN THE FAMILY" SERIES  

E. W. SWACKHAMMER  
PRODUCER - SCREEN GEMS  
(Wife: Bridget Hanley)  

LEIGH TAYLOR-YOUNG  
"PEYTON PLACE" TV SERIES  

ROY THINNES  
"THE PSYCHIATRIST" SERIES  
(Wife: Lynn Loring)  

MARLO THOMAS  
ACTRESS  

RICHARD THOMAS  
"RED SKY AT MORNING"  

KEVIN TICHE  
YOUNG STAR OF "EMERGENCY" SERIES  

ANGEL TOMPKINS  
"KANSAS CITY PRIME" - "I LOVE MY WIFE"  

HONNE TROUP  
(Daughter of bandleader Bobby Troup)  

TOI TYRON  
ACTOR/AUTHOR
CONWAY TWITY
COUNTRY-WESTERN ARTIST

RICHARD VAN FLEET
TV MOTION PICTURE ACTOR

JAN-MICHAEL VINCENT
"GOING HOME" - "THE MECHANIC"

ROBERT WAGNER
"IT TAKES A THIEF" SERIES

KEN WALES
BUSINESS AFFAIRS FOR BLAKE EDWARDS

CLINT WALKER
ACTOR

BURT WARD
"BATMAN" TV SERIES

MICHAEL WAYNE
(SON OF JOHN WAYNE)
PRODUCER

PATRICK WAYNE
(SON OF JOHN WAYNE)
ACTOR

DENNIS WEAVER
"MC CLOUD" SERIES

CAROLE WELLS
ACTRESS/SOCIETY

KATHRYN KELLY WIGET
UNIVERSAL STUDIOS CONTRACT ACTRESS

FLIP WILSON
"FLIP WILSON SHOW"

DONALD WRYE
M.H. PRODUCTIONS - U.S.I.A. FILMS

STEPHEN YOUNG

RICHARD ZANUCK
VICE PRESIDENT - WARNER BROS. STUDIOS
(WIFE: LINDA HARRISON)
January 26, 1972

MEMORANDUM FOR: MR. JLB MAGRUDER

FROM:

It has been suggested that for Campaign purposes we seriously consider having our approach to Blacks be that of going via the Black celebrities who are for us. Several people were especially impressed with Jimmy Davis, Jr.'s reaction to his recent White House visit and also the great morale we have gotten of Pearl Bailey. We should follow-up here.

On a more general basis, we should start now, of course, to line up celebrities and put out some public announcements of celebrity support; i.e., was there any announcement of the celebrities' visit to the White House yesterday. Also the question has been asked of who is handling sports celebrities at this time. You will recall the decision was made that we need professionals in both these areas and that part Davis should not be the front man, but only the staff man, supporting whoever our primary candidate is. Did we have someone other than Bert Porter here the other day handling the celebrities who visited the White House or was it merely his work that got this job done? The celebrities effort needs to be backed up considerably and in addition to considering and answering these specific questions, an overall updated status report on the celebrity situation would be appreciated. Could you please submit this report by January 31.

Thank you.

JLB
ACTION MEMO

Secretary Rogers has suggested that for campaign purposes, our approach to Blacks might be most effective by going via the Black celebrities who are for us. He was especially impressed with Sammy Davis, Jr.'s reaction to his visit to the White House and the great mileage we've gotten from Pearl Bailey.

We should be starting now, of course, to line up celebrities and put out some public announcements of celebrity support.

We also need to answer the question of who is handling sport celebrities at this time.

3:00 pm

1/24/72
CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. Haldeman

THROUGH: JEB S. MAGRUDER

FROM: HERBERT L. PORTER

SUBJECT: Celebrities

This memo is in response to the January 26, 1972 memorandum to Jeb Magruder regarding celebrities.

Specific questions were raised in that memo and are answered below. In addition, the memo asked for an updated status report on the celebrity situation by January 31. The report is attached at TAB A.

The suggestion that Black celebrities be engaged to approach the Black Voter is being followed up. Sammy Davis, Jr. has committed to Bob Brown to help in this area. In addition, I met with Sammy Davis today and discussed his future role among celebrities. Sammy feels that his visible involvement should be gradual. However, he is totally committed to helping us encourage other celebrities to join up now. In particular, he considers our schedule proposal for the San Clemente young people's party a "brilliant idea" and one that could "make the difference" among the "now" generation of younger celebrities. He has offered to be present at such a reception.

On the subject of sports celebrities, I am meeting with Frank Gifford on February 2 to discuss the organization of an "Athletes for the President" or "Sports Celebrities for the President" committee. While Frank cannot be out in front (sponsor problems), he wants to help in contacting those who will be and also assist in finding the professional staff man to run the committee.
Regarding the Young Voters for the President group at the White House last week, our office was responsible for the celebrities who participated. Joe Horacek, Executive Director of Celebrities for the President in Los Angeles, accompanied the group from the West Coast.
For the first time, the 1972 Celebrities Committee has been organized to operate completely from within the entertainment industry. All employees of the Committee have had extensive experience working within the entertainment field. Volunteer support has been enlisted from studio executives, entertainers, artists' representatives, independent public relations firms, major studio publicity departments, entertainment attorneys, and personal and business managers.

**FACILITIES**

Office space has been donated at 9229 Sunset Boulevard, Los Angeles, California 90069. Phone: (213) 278-3233.

**STAFF**

Joseph Horacek, age 30, an entertainment attorney, has taken a leave of absence from Mitchell, Silberberg & Knupp to act as full time Executive Director. Edward Crane, age 36, has been furnished through Universal Studios Publicity Department for the duration of the campaign. Barry Coe, age 36, furnished by Richard Zanuck at Warner Brothers, will act as Assistant for Special Projects. Judy Plessner has been employed as the full time Administrative Assistant and secretary (her salary is being paid by Columbia Pictures). Mrs. Norman (Sue) Taurog, who assisted in the celebrities operation of the 1960 and 1964 campaigns, will head the Volunteer Committee, aided by Patti Schrager (paid employee), who was active in the celebrity operation of prior campaigns.

**COMMITTEE LISTS**

Five lists are attached for your review.

**TAB B** shows the people in the industry who met with Attorney General Mitchell on November 10, 1971, which is known as the Coordinating Committee of Industry Executives for Celebrities to re-elect the President.

The next list (**TAB C**) is that of the Hollywood Committee which actually does the work for the group now known as Celebrities for the President.
TAB D shows those people who are Republicans from Universal Studio and can be counted on to support the President. These are mainly Studio department heads, attorneys, et cetera. We are asking all studios to prepare such a list.

The next list (TAB E) is comprised of people who have previously endorsed a Republican candidate and whom we are in the process of contacting to affirm their support for the President.

In addition, there is a list called Prominent Hollywood Celebrities (TAB F) between the ages of 18 and 35. Some of these we know are for the President; others may be Democrats but not active in the Party. We have omitted from this list anyone who has actually been in support of an opponent of the President. This is the list with which we would begin making contacts for our proposed young people's party in San Clemente.

Taft Schreiber also functions as a special liaison with the Committee for the Re-election of the President and special advisor to Celebrities for the President. Herb Kalmbach serves as special advisor and liaison to Celebrities for the President, even though he is not a visible member of the Committee.

Each member of the Hollywood Committee (TAB G) is currently performing three basic functions: 1) identification of executives, department heads and other key personnel employed within their respective organizations, who will support the re-election of the President in 1972; 2) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972; 3) assisting in giving best possible access to entertainers who are uncommitted or who have previously been committed to Democratic candidates. Individual members of the Hollywood Committee will also have special projects as hereinafter set forth.

GOALS

Celebrities for the President has four immediate goals: 1) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972 (list to be completed by February 10, 1972); 2) fulfillment of specific requests for celebrities to be present at particular events; 3) preparation of an extensive list (to be completed by February 10, 1972)
of persons between the ages of eighteen and thirty-five who
are prominent socially or in the entertainment industry, which
young people are not necessarily committed to the re-election
of the President, but who are not irrevocably committed to
another candidate or against the President; 4) enlistment of
support of prominent young entertainers who are presently
Democrats, uncommitted, or who have not previously been in-
volved in political campaigns.

CELEBRITIES COMMITTEE - OPERATION

Joe Horacek is responsible for the coordination and function
of the Celebrities Committee. He reports directly to Herbert
L. (Bart) Porter, Director of Spokesmen Resources for the
Committee for the Re-election of the President. All requests
for appearances by celebrities are conveyed directly by Bart
Porter, or one of his assistants, to Joe Horacek in Los Angeles.
No requests for celebrities are to be acted upon by the
Celebrities Committee without prior clearances from Bart Porter.
Upon receipt of a request, direct contact is made by the
Celebrities Committee to the event Chairman to review the
specifics of the particular request. The Celebrities Committee
aids the event Chairman through the use of extensive surveys
used by the entertainment industry, which evaluate every
entertainer as to overall popularity, as well as popularity
within specific age groups and geographical areas. With the
use of these surveys, the Celebrities Committee can help
furnish the celebrity most effective for the particular event.

Several sub-committees are being formed, each to report
directly to and coordinate with the Executive Director of the
Celebrities Committee. The four most important sub-committees
are:

1) A volunteer sub-committee on the east coast to help
mobilize celebrities residing in the east. The Chairman will
be David Begelman. A request has been made for a meeting in
Washington, D. C. or New York, to be attended by the volunteer
sub-committee plus the Attorney General, Bart Porter and Joe
Horacek. The formation of the eastern branch is essential to
the effective operation of the Celebrities Committee.

2) A sub-committee to mobilize country and western
artists, who are predominantly based in Nashville, Tennessee.
Lou Cook is presently in Nashville to organize the sub-committee.
3) A sub-committee to organize the "now" or rock music industry. The sub-committee, through Mike Curb and others, has direct personal access to every top rock artist in the United States. While a large number of these artists have traditionally allied themselves with the political "left," it is felt that an individualized, personal approach to certain conservative artists (i.e., The Carpenters) will be effective.

4) A sub-committee to organize studio labor personnel (cameramen, carpenters, etc.). The Chairman is Ed Prelock, Manager of Labor Relations at Disney Studios. Ed Prelock will first attempt a pilot program at Disney which, if effective, will be expanded to each studio.

SPECIAL EMPHASIS

In addition to the traditional telephone campaign to enlist support, separate and distinct emphasis will be placed upon selected uncommitted celebrities whom the Celebrities Committee feels can be most effective in particular areas (i.e., the black community). The traditional method of approach to these celebrities has been found to be ineffective. Therefore, after completing research with respect to selected celebrities, personal contact will be made in an attempt to enlist their support. Experience shows that while many young celebrities earnestly believe they are Democrats, when confronted with the facts they find themselves in agreement with the President's policies. The emphasis must be placed upon personal approach with factual information about the record of this Administration. It is felt that a nucleus of new, prominent celebrities can be organized.

SPECIAL PROJECTS

The Celebrities Committee will suggest special projects as vehicles utilizing celebrities to convey the President's message. One proposed project involves a multi-college tour by Lionel Hampton and his orchestra. Accompanying Mr. Hampton could be several top recording artists (possibly such as Dionne Warwick). A tour of this nature could be presented in a low key manner, with an individual such as Kent Clemence (Student Body President at the University of Southern California) acting as MC. Additionally, the troupe could be accompanied by an administration spokesman, whose main purpose would be to inform the youthful audience of current administration activities and achievements (i.e., a personalized inside report on the results of the President's trip to China, etc.). Preliminary indications are that Mr. Hampton would be personally able to
to raise enough money to finance most of the tour. Similar college tours could be organized utilizing country and western performers, etc.

**SCHEDULE REQUEST - SAN CLEMENTE**

A formal schedule request has been made to the White House through the Committee for the Re-election of the President to hold a non-political function at the San Clemente White House, to be attended by the President and his family. The suggested guest list would be predominately young, prominent celebrities from the entertainment industry.

**PRESS CONFERENCE RE CELEBRITIES COMMITTEE**

The formation of Celebrities for the President has not been announced. However, the Celebrities Committee is coordinating the announcement with the Committee for the Re-election of the President. It will most likely be held in early March. Specific ideas pertaining to the announcement have been discussed among Taft Schreiber, Bart Porter, Joe Horacek, Jeb Magruder, Cliff Miller, and others.

**PRESIDENTIAL RECOGNITION OF CELEBRITIES**

It is the recommendation of the Celebrities Committee that each entertainer who appears on behalf of the President be sent a letter from the President as soon as possible after the appearance. We will follow each performance with a specific request.

It is also important in the entertainment industry, where egos are predominant, that people who have actively supported the President be adequately rewarded through invitations to a White House dinner, a Presidential letter, a Presidential phone call, or other appropriate communication, whereby the person receives recognition from the President. Certain celebrities who have been active in prior campaigns have expressed disillusionment since they have not received what they feel is adequate recognition for their support.

**APPEARANCE REQUESTS FILLED**

1) Press Conference announcing Young Voters for the President, January 25, 1972. Present at the press conference were:

- Chad Everett - star of "Medical Center" and currently the number one male star on television;
- Shelby Grant - actress, wife of Chad Everett;
Stanley Livingston - star of "My Three Sons";
Sandy Livingston - actress, wife of Stanley Livingston;
Mary Ann Mobley - former Miss America, actress,
wife of actor, Gary Collins;
Kathy Garver - star of "Family Affair."

Additional members of Young Voters for the President Committee who were not present, but who sent telegrams of support, were Clint Eastwood, the number one worldwide box office motion picture star; O. J. Simpson, Heisman Trophy winner, professional football player; Mike Curb, President, MGM Records.


Buddy Ebsen - star of "The Beverly Hillbillies"
Red Arbauch - coach and general manager of the Boston Celtics.


Lionel Hampton, ten musicians, two singers and two dancers. Additional celebrities to be furnished.

4) Opening of Illinois Headquarters, Committee for the Re-Election of the President, Chicago, February 17, 1972.

Ray Bolger

SPECIAL NOTES

Frank Sinatra and Dean Martin, heretofore supporters of Democrat candidates, are expected to be with us, but will make their announcements at "the appropriate time." Both feel that it is a "little early" for them to make their feelings known. We agree.

In addition, celebrities such as Jimmy Stewart, Lucille Ball, and Jonathan Winters will actively support the President for the first time, having never supported any political candidate before.

CONCLUSION

As a result of the organization of Celebrities for the President and the involvement of industry executives, creative and artistic personnel, attorneys, business managers, publicists, and others, this Committee is uniquely equipped to play a significant role in the upcoming Presidential campaign. The
Celebrities Committee can and should be looked to, not only for the glamour which can be added to a particular function, but also for creative ideas and functions which can help to convey the President's message. Such an approach can be as effective and powerful as strong news media support, since the celebrities with whom we are dealing can reach mass audiences greater than those audiences reached by newspapers and news programs.
TO: CA
FROM: GORDON STRACHAN

A large report on celebrities went to H today. When it comes out, put this as backup to it. In any event, I want this in H-PU on Mon.
December 18, 1971

Administratively Confidential

MEMORANDUM FOR: H. R. Haldeman
FROM: Gordon Strachan
SUBJECT: Taft Schreiber Meeting

On December 7 you met with Taft Schreiber and discussed a White House dinner honoring the Motion Picture industry. You sent a memo to Dwight Chapin on this outlining the project.

You also may have discussed with Taft Schreiber his Celebrities project for the Campaign. The question is whether there is any specific follow-up in the Celebrities area that you want done with Schreiber and the people at the Committee for the Re-Election of the President.
December 10, 1971

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: H.R. HALDEMAN

Just to keep you up to date, Taft Schreiber informs me that he is still pushing for a White House dinner honoring the Motion Picture industry. The President is favorably inclined toward such an idea.

Taft feels that before this dinner is held, however, there should be a reception in California given for the purpose of having Tricia, Julie, and their husbands meet the young stars of the entertainment industry so that we can get some of them signed up and then include them in the industry dinner rather than having it concentrated on the Bob Hope, Art Linkletter set.

Schreiber also talked with me briefly about his views on the convention and its adaptation to television. He feels that we've got to have a top producer, as you probably know, and is pushing hard for Alvin Cooperman of Madison Square Garden, who he says is the guy who wrote, "Nixon Is The One".

His view is that Rheinstein is a good producer, but inadequate as an executive and we need a man who combines both qualities. His follow up candidate would be Phil Capice from CBS.

I understand he's discussed this with you and your group but just wanted you to know he also raised it with me. (Incidentally, I'm inclined to agree with him).
HRH:pm

cc: Dave Parker
Administratively Confidential

December 7, 1971

MEMORANDUM FOR: H.R. Haldeman
FROM: Gordon Strachan
SUBJECT: Taft Schreiber Meeting

If you meet with Taft Schreiber today he will want to cover at least three matters. The first concerns the RNC Convention and the role of Frederick Rheinstein in the TV production. Chapin has submitted reports independently to you on this subject. Schreiber will try to end-run the decisions of Chapin, Timmons, Magruder and the RNC about using Rheinstein.

The second subject that Schreiber could raise will be the celebrities program for the Committee for the Re-Election of the President. You received an update December 12.

Thirdly, Schreiber will try to get you to approve "some big event for the President".

Recommendation:

Since Chapin is familiar with the Convention TV arrangements and will be asked to consider the schedule request, he should set in on your meeting with Schreiber.

Approve _______________ Disapprove _______________

Comment _______________

GS: In
Date 11/7/71

TO: H. R. Haldeman

FROM: William E. Timmons

Please Handle

For Your Information X

Other
MEMORANDUM FOR: DICK HERMAN
FROM: WILLIAM E. TIMMONS
SUBJECT: FREDERICK RHEINSTEIN

This memorandum is a follow-up to our telephone conversation today and the several discussions we have had regarding media exposure for the 1972 Republican National Convention.

It has been decided that to insure proper coverage of the Convention, a television professional should be employed by the Republican National Committee or its Arrangements Committee and concentrate on network coverage of the Convention. It is felt that Mr. Frederick Rheinstein of California has the qualifications, interest and abilities to perform this important function.

Therefore, it is requested you offer Mr. Rheinstein a position through the convention period at a fixed fee of $40,000. Other details of his employment should be negotiated, and I stand ready to assist in working with you to determine Fred's proper role and responsibilities.
NOTE TO: H. R. MALDEMAN
FROM: GORDON STRACHAN

You asked for an update on the Committees celebrities and ethnics programs. The Magruder/Porter memo on celebrities with recent back up is attached. Nothing has been done in the ethnics area but Magruder has been told to give the project top priority attention. The deadline is December 15.
MEMORANDUM FOR: MR. H. R. Haldeman  
FROM: JEB S. MAGRUDER  
HERBERT B. PORTR  
SUBJECT: Celebrities Committee  

The celebrities program for the 1972 campaign is off to a good start. The principle difference between the current program and past programs is organization. For 1972, we are relying on a strong group of "prime movers" within the entertainment industry to help us structure an effective "committee" of celebrities -- both entertainers and athletes.

Taft Schreiber assembled an impressive list of major studio executives to hear Attorney General Mitchell on November 10 in Los Angeles. The Attorney General asked for their cooperation and assistance in setting up and putting into motion a program designed to line up the best talent in the country. Positive Administration initiatives affecting the movie industry have been a tremendous selling tool.

This group of fifteen executives has pledged to provide support -- both people and money -- to ensure the program's success. They have hired a young, aggressive lawyer named Joseph Horacek, who will begin full-time on January 1st, working out of offices in Beverly Hills. Mr. Horacek was formerly with O'Melveney & Myers, and is now with Mitchell & Silverberg, the most prestigious law firm in Southern California specializing in the entertainment industry.

Horacek will be coming to Washington in the next few days when he will meet with Bart Porter and Henry Cashen to discuss the implementation of the celebrities program and how to use these entertainers and sports figures most effectively.
On the surface, Horacek will work for Richard Zanuck, who has agreed to be the Chairman of the celebrities committee. In fact, he will report directly to Bart Porter at the Committee for the Re-Election of the President.

Lists of entertainers and athletes are currently being assembled from a variety of sources. Taft Schreiber has had success in enlisting the support of the movie industry casting directors to place phone calls to "prospects."

Horacek's first task is to consolidate these names and begin the process of getting these entertainers and sports figures involved with the President and his programs. It should be noted that major importance is being placed on lining up those celebrities who have strong appeal to the younger voter.

We are planning a major press conference sometime in January to announce this committee. Prior to that announcement, we will supply, for your review, a list of those celebrities and athletes who have agreed to support the President.

Don't even consider announcing it; you have several hurdles to jump. Top-flight names locked.
CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Hiring of the Executive Director of the Celebrities Committee

Taft Schreiber and Herb Kalmbach have met with Joe Horacek and have hired him as a full-time professional staff member, to be Executive Director of the Celebrities Committee.

Mr. Horacek is thirty years old and a lawyer. He worked for O'Melveney & Myers before taking his present position with Mitchell and Silverberg, the most prestigious law firm servicing the entertainment industry.

Herb Kalmbach made the salary arrangements with Horacek, agreeing to pay him at the rate of $34,000 annually, beginning January 1, 1972. Horacek would have received between $33,000 and $35,000 with Mitchell and Silverberg, from whom he will take a leave of absence for the duration of the campaign. Herb is making arrangements to have Horacek's salary channeled into the Committee for the Re-Election of the President, and then paid back to Horacek.

Horacek, who will be based in California, is a member of the "now" generation, according to Herb Kalmbach. He is enthusiastic and knows the movie industry well. I am sure he will do an outstanding job, and I will meet with him at a later date to arrange our future plans.

HERBERT L. PORTER
GS:

You said you already received your material on celebrities back from H.

You wanted this attached.
MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Organization of Celebrity Group

Taft Schreiber called me Friday with some follow-up information on the movie industry meeting in California. Dick Zanuck, as you know, has agreed to serve as the celebrity group's chairman. Taft and I would also like Bob Evans to chair the group.

As you may remember, Bob Evans was the young producer who said he was a "fence-sitting Republican." It would be of major significance within the industry to have Evans act as a chairman with Zanuck. However, Evans told Taft (and this is very confidential) that Ted Kennedy had asked him at a cocktail party recently if he could count on his support, should Teddy decide to run. Evans committed his support to Teddy at that time, but only out of friendship, not on an ideological basis.

Taft thinks Evans can be brought into our camp. Evans and his wife, Ali McGraw, are good friends of Henry Kissinger and have a close relationship with him. Taft is suggesting that you contact Dr. Kissinger, and relate to him that you were very impressed with Evans at the California meeting, but you have heard Evans was not at the follow-up luncheon, and you think he should have been. Taft suggests that you then ask Dr. Kissinger to place a phone call to Evans, reminding him what wonderful things the President has done, particularly in the areas of foreign policy and the movie industry. He does not suggest, however, that Kissinger mention anything about the proposed committee.
Proposal

That you speak with Dr. Kissinger and suggest that he call Bob Evans.

APPROVE_______ DISAPPROVE_______ COMMENTS_______

HERBERT L. PORTER
Bob is being asked continually by the President for the names of the celebrities and ethnics man who is located at the Citizens Committee. In both cases we need to get a top-flight person to fill these rolls -- not a young staff member. Will you please get together with Magruder on this project and let me know:

1. What the program is with regard to celebrities;

2. Who the names are of the celebrities and ethnics men;

3. A list of the celebrities we should be inviting to remaining White House functions to make sure they are on board with us.
MEMORANDUM FOR: MR. JEB S. MAGRIDER
FROM: HERBERT L. PORTER
SUBJECT: Movie Industry Update

Taft Schreiber called Friday with a report on the luncheon meeting held at his offices on Thursday, November 18. In attendance at that meeting were Taft Schreiber, Dick Zanuck, Peter Guber, Frank Price, Mike Maitland, and Stu Erwin, Jr.

The group asked Dick Zanuck to be the Chairman of their committee and he accepted. In addition, they would like to have Bob Evans (husband of Ali McGraw) be a Chairman with Zanuck. Evans, as I told you, described himself as a fence-sitting Republican. He is now telling Taft Schreiber (and this is very confidential) that the reason he is not able to jump forward and accept the Chairmanship of this movie industry committee is that Teddy Kennedy asked him at a cocktail party recently if he could count on Evans' support if Teddy made a run at the Presidency. Evans committed his support to Kennedy at that time. He tells Taft that his support is strictly based on friendship and is not based on any ideology.

Taft thinks Evans can be brought into our camp. Knowing of Evans' and McGraw's friendship with Henry Kissinger, he is suggesting that perhaps the Attorney General could talk to Henry and tell him in a 'round about way that he, the Attorney General, was very impressed with Bob Evans at the movie industry meeting and that he now hears that at the follow-up luncheon, Evans was not present, and he thinks he should have been. The Attorney General could suggest to Henry that he place a phone call to Evans, reminding him how important his support to the President would be and reminding him what wonderful things the President has done, particularly in the area of foreign policy, not to mention the movie industry.
In effect, we should ask Henry to say something like "It would make me very happy if you could see your way clear to help re-elect President Nixon. I have great faith in Richard Nixon and I know you do too."

Regarding the make-up of the committee in its final form as we go into a press conference sometime after the first of the year, there will be a good number of well-known Hollywood personalities both from the acting side and the management side who will be represented as being solidly behind the effort to re-elect the President.

Taft Schreiber and Dick Zanuck are beginning the search for our professional man who will serve both the committee and our group here in Washington. At the appropriate time, I will participate in interviewing their nominee.

Mike Maitland is going to be responsible to the committee for organizing people in the record industry. The group realizes the importance of the Country and Western record business controlled out of Nashville, Tennessee. In a recent conversation with Ken Rietz, Ken told me of his close association with the Executive Director of the Country Music Association in Nashville, and I am asking Ken and Mike Maitland to meet with this representative either in Nashville or in California to discuss the CMA's participation in our campaign effort.

May I have your comments and direction regarding the proposed phone call from the Attorney General to Henry Kissinger?

Thank you.

cc: H. R. Haldeman
William E. Minshall, III
Re-running Nixon
A New Ad Agency Has
One Client & One Aim:
To Reelect President

'The November Group' Is One
Of Several New Wrinkles
In 1972 Campaign Strategy

'He Has Politicked Enough'

BY JAMES P. GANNON
Staff Reporter of THE WALL STREET JOURNAL
WASHINGTON—Peter H. Dailey, a friendly and
honest-looking 40-year-old Californian—adver-
tising executive, has set up an unorthodox new
business.

He is formed an ad agency named 'The
November Group, with offices here and in Man-
hattan. It has only one client, whom Mr. Dailey
has never met. It will be pushing a product he
has never handled before. It's recruiting em-
ployees as much on their political leanings as
their professional credentials. And successful
or not, it will go out of business by the end of
the year.

Mr. Dailey's lone client is Richard M.
Nixon. Though he has never run a political ad
campaign before, Mr. Dailey was recruited by
White House aides to form and run an 'in-
house' ad agency that's an arm of the Nixon
campaign apparatus, the Committee for the
Re-election of the President. While still waiting
for his first meeting with the President, Mr.
Dailey is busy staffing 'The November Group,'
with carefully screened pro-Nixon admen dedi-
cated to four more years of Republicanism at
the White House.

The inside ad agency is one new wrinkle in
the running-for-President business this year.
Nixon strategists decided to set up their own
agency, rather than follow the conventional
practice of hiring one, to assure loyalty, se-
crecy and greater control of its operations.

Grubbing for the Votes

The presidential ad shop is just one cog in a
carefully designed campaign machine that's
rapidly gearing up for what's likely to be Mr.
Nixon's last run for public office. While the
President maintains his above-politics pose and
monopolizes attention as a 'globe-trotting
statesman, this growing army of political
troops is grubbing for the votes he will need to
win another four-year lease on the White
House.

Headed by Mr. Nixon's 1968 campaign man-
ger, John Mitchell, who just resigned as At-
torney General, the committee is staffed by a
few old Nixon hands, some borrowed White
House aides and lots of newcomers. Its staff
includes about 100, which will swell to 250 or
so by mid-
summer, is housed in an office headquarters
just a block west of the White House on Penn-
sylvania Avenue, while the Republican Na-
tional Committee, which has faith in Mr. Mitchell, says Mr. Mitchell, the reelection committee
will strive "to get independent and Democratic
votes that any Republican candidate needs to
win."

THE WALL STREET JOURNAL, March 6, 1972

Activities of the committee run from plan-
ing leaped campaign strategy to minding the
minuteof electioneering. Some samples:

'The committee's PR men have just put to
press a new monthly tabloid newspaper, The
Re-Elector, that will keep prance on the Presi-
dent and his administration's record.

Staft pollsters are taking soundings of
public opinion on key issues, the President's
image and his strength versus that of potential
Democratic candidates.

Specialists on such groups as youth, the
elderly, farmers and Spanish-speaking Ameri-
cans are planning appeals tailored to their spec-
cial constituencies and mobilizing manpower to
identify and deliver their supporters in these
voting blocs.

A stable of some 10 "surrogate" candi-
dates is being deployed to stand in for the
President in public appearances, especially in
primary states, to help keep the President un-
sullied by such partisan activity. The fill-in in-
clude Cabinet members, White House officials,
congressional figures and such special attrac-
tions as Martha Mitchell, the campaign man-
ger's irrepressible wife.

A Switch to Local Efforts

All this activity, Republican insiders say, is
indicative of a significant change in attitude
and emphasis among President Nixon's key
campaign strategists. While the 1968 Nixon
campaign was heavily television-oriented and
candidate-centered, the 1972 effort will see
much stress on organizing local groups, can-
vassing door-to-door for support, registering
more voters and getting them to the polls on
election day.

The President and Mr. Mitchell, GOP
sources report, are newly converted to the
theory that the President can benefit by identifying with popular state and congressional candidates rather than by running a "loner" campaign, the party man
says.

This doesn't mean the Nixon campaign will
abandon big TV-ad outlays, but the effort to
reach voters will be much broader-based. For
instance, a computerized direct-mail campaign
 costing "several million" dollars, with appeals
tailored to lawyers, teachers, farmers and such,
is reported to be in the works.

Larger-Than-Life Image

Of course, as Mr. Nixon spectacularly dem-
onstrated on his just-concluded visit to China,
the President can dominate TV and other news
media without any advertising campaign. That
fact is at the heart of the broad reelection
strategy for 1972: capitalize on the advantages
of incumbency, minimize the Nixon personal-
ity and present a larger-than-life image of the
working statesman-President rather than the
vote-seeking politician.

"The worst thing he could do," says one se-
nior White House official, "is to prove himself
again to be the politician. God knows, he's done
enough politickng around this country over the
years. Now he's President and he'll act like it.

Adds another long-time political aide: "The
election will be won or lost by his performance in
the White House." After engaging in num-
berly in Peking and Moscow, mastering the
secret Vietnam peace talks and generally dom-

Flexible Turn to Page 15, Column 2
Continued from Page One

Re Running Nixon: a New Ad Agency
Is Part of New Strategy for 1972

Even if Mr. Wallace runs as a third-party candidate in the general election, the President may carry most of the Deep South, Nixon strategists insist. "In my judgment," says a White House aide, "Wallace will have to fight like hell to carry Mississippi, Louisiana and Georgia, and I'm not sure he can." In 1968, the Alabama won those three states plus Arkansas and Georgia.

Mr. Nixon strategists are less confident about the outlook for the "big eight" states crucial to victory. According to one assessment, Mr. Nixon's prospects are relatively favorable in California, Illinois, Ohio and New Jersey, rather than in New York, Texas and Alabama, and not bright in Pennsylvania. But all promise to be close contests, it's felt.

The prospect of tight races in the key states is a sharp spur to the stress of petty fundamentals at the Committee for the Re-election of the President.

A strong push for the youth vote is illustrative. Though the conventional wisdom has it that most young people will register and vote Democratic, the Nixon campaign isn't writing them off.

30-year-old Ken Riets, heading the Nixon youth vote drive, and his still-growing staff of 12 aides are mapping a major effort to mobilize "thousands and thousands" of young volunteers by summer to canvas door-to-door to find and propagate among under-20 voters. The accent will be on non-college youth, presumably more favorably inclined toward the President than are students.

Mr. Riets has set up a celebrity-studded "Young Voters for the President" committee (including, with a bow to the nation's 1 pool, several over-20 professionals and business leaders). But he stresses that the main goal is to put work an army of ordinary kids willing to push doorbells, stuff envelopes and enroll their peers as Nixon supporters.

Parallel efforts are being made by other specialists. Webster B. Todd Jr., who established invaluable contacts with hundreds of ne of old men as the executive director of last year's White House Conference on the Aging, is leading the Nixon push for the elderly vote.

The Nixon machine will make at least a factuary effort also at chipping into the over whelming Demo-cratic margin among black voters. Paul R. Jones, newly recruited from the Peace Corps, is installed at the headquarters to run the black-vote drive. Though there are no illusions that Mr. Nixon can win a majority of the Negro vote, one reelection committee official says, "We got only 12% of the black vote in 1968, so if we could get, say, 15% this year, it would be a big plus, and in the important states."

While all this activity is focused on the November election, there is the secondary task of securing the President through the primaries unaltered.

Nixon advisors profess little worry over the challenges of Republican Leag.ine. Paul Mc Slaney of California, on the liberal side, and John Ashbrook of Ohio, on the President's con servative flank. Nonetheless, the committee is dispatching its surrogates to New Hampshire (where primary day is tomorrow), Florida (March 14) and other states to defend the President.

White House aides Robert Finch and Herbert Klein, Cabinet Secretaries George Rom ney, Elliot Richardson, Rogers Morton and John Volpe, Sen. William Brock, Lowell Weicker and Hugo Scott are among the presiden tial stand-ins. But the greatest demand is for Martha Mitchell. "We've got mountains of requests for her; she could go to three different functions a day from now until the election," reports one aide at the reelection committee.

White House sources say the President cur rently talks of a "60-state strategy" under which the GOP wouldn't write off any states as lost to the Democrats. They report that campaign chief Mitchell isn't willing to concede key states as New York, Stich and Pennsylvania even though they look like uphill battles for the GOP.

A less sanguine analysis, offered by other strategists, is that Mr. Nixon will try to build a victory with basically the same "electoral vote" blocs that gave him his 1968 margin: most of the Deep South, the border states, the farm and mountain and border spars, and three or four of the "big eight" states with the most electoral votes.

The farm, mountain and border states are rated almost certain to stay in the Nixon column. The Deep South states are less cer tain, depending on the course chosen by Ala bama's Gov. George Wallace. If Mr. Wallace drops out of the presidential race after the convention, the Deep South states will go solidly for Mr. Nixon in November, his aides predict.

Clayton K. Yuetter, who left a top job at the Agriculture Department to organize the farm state push, is setting up state "Farm Allies for the President" committees. A Nebraskan who's a combination farmer-lawyer-economist, Mr. Yuetter says he plans to concentrate on 15 states where the election may be close and where farmers are numerous enough to swing the victory.

Alex Armendariz, a Chicago-born Mexican American who has been a poverty-program consultant, is working up maps showing the biggest pockets of Spanish-speaking voters. The main targets are California, with three million Chicanos, and Texas, with two million; significant Nixon trends in this usually Demo cratic bloc could swing those states' 65 electoral votes to the President.
March 6, 1972

The Young Republican Leadership Conference is eager to have you attend any of the YRLC events. I have attached the schedule.

Harry S. Dent
PROGRAM OUTLINE

WEDNESDAY, MARCH 8 -- Registration, 12 Noon - 6 PM
White House Tour, 2 - 4 PM (Assemble at The Hotel, only, transportation provided)
Congressional Reception, 5 - 8 PM

THURSDAY, MARCH 9 -- Registration, 8:30 AM - 6 PM
Welcome & Keynote (Senator Bob Dole, RNC Chairman), 9:15 AM
Morning Sessions: "Ecology as an Issue", 10:30 AM (Briefings)
"Young People & Party Organization", 11:30 AM
Luncheon, 1 PM, Governor Rockefeller (Senator Dominick, MC)

Afternoon Simultaneous Seminars:
3-4 PM: "TV Campaign Film Festival"
4-5 PM: "Campaign Management" (Murray Chotiner)
"Polling"

Reception, 6 PM, honoring YRNF National Advisory Board Members
Banquet, 7 PM, Vice President Agnew (Senator Tower, MC)

FRIDAY, MARCH 10 -- Registration, 8:30 AM - 9 PM (Weekenders after 5 PM)
"Youth & the Nixon Campaign", 10:30 AM (Ken Reitz)
"Foreign Trade", 11:30 AM (Commerce Sec. Peterson)
Luncheon, 1 PM, Senator Goldwater (Rep. Sam Steiger, MC)

SATURDAY, MARCH 11 -- Registration, 8:30 AM - 1 PM
Morning Simultaneous Seminars:
9:30 AM: "Parliamentary Procedure"
"YR Political Projects"
10:30 AM: "Building Rural YR Organizations" (Harry Dent)
"White House Political Operations" (Harry Dent)
Luncheon, 1 PM, HUD Secretary Romney
"How to Run Local Campaign" w/slides, Senator Packwood, 3 PM
Reception, 5:30 PM, for Cabinet Members & Top Administration
Banquet, 7 PM, "Salute to the President"
Casino, 9 PM, followed by Auction, 11 PM
CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Campaign Strategy Group Meeting on Bussing

On Monday evening, the Campaign Strategy Group met to consider the political aspects of the bussing issue. Ted Garrish presented an analysis of the data relating to bussing, which had been acquired in recent baseline surveys of key states. The data consistently showed that the voters were overwhelmingly opposed to bussing to obtain racial balance but were very strongly in favor of making quality education available to everyone.

Even though the President has taken a stand in opposition to bussing, the public gives him a negative rating on his handling of the issue. That may be because of the apparent inconsistency between his statements and some HEW bussing programs. On the other hand, it may be because the incumbent is blamed for a bad situation. In any case, the group felt that the President must present a program which will succeed in reversing the widening trend of court-ordered bussing over wider geographical areas. Otherwise, he will be perceived as insincere in his words, as compared to his actions, or ineffective in carrying out stated policies.

The timing of his announcement is of great importance. On March 14, the people of Florida will have the opportunity to cast two votes against bussing: one for the referendum and the other for George Wallace. If both win, as is expected, then any subsequent announcement by the President would be interpreted as a politically-motivated reaction. He must, therefore, announce an initiative before the Florida Primary, if at all possible.

JEB S. MAGRUDER
MEMORANDUM

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR:

FROM:

SUBJECT:

As you suggested, I am digging into problems concerning the older voting bloc. However, rather than tackle it as a separate project, I would prefer to handle it in connection with getting a handle on the overall citizens activities and ensuring that these activities are closely related to those at the White House.

I will, however, attach the highest priority within the citizens area to the elderly. I have reviewed Danny Todd's plan and attached is a memo with my comments on same. My next steps will be to revise the plan and then call a meeting of all relevant people concerning this subject to ensure that responsibilities are sorted out and that each person knows what he is supposed to do.

I anticipate that we will have this thing pretty well untangled and on track by March 3rd. Please let me know if you or Bob think additional action is needed.

Attachment
Having carefully reviewed your draft plans, I am quite impressed by the magnitude of the opportunity and the thinking that has gone into your plan. I am in agreement with most of your analysis and plan but feel we need to restructure the way the plan is presented and elaborate on a few points before it is ready to present to Mr. Mitchell. This memo roughly outlines my notes so we can start from the same point in our discussion tomorrow.

Let's take organization of the plan first. As structured, it is difficult to grasp the major points; see the relationships between strategy, plans, and organization; and understand fully and clearly what is going to be done. I suggest you redraft along the following lines, using a major side heading for each of the 4 major sections:

1. **Background on Older Americans.** This would be paragraphs 3 - 6 of page 1. However, I would elaborate on some of the demographic data, include a slightly broadened discussion of issues (rather than depending on Tabs for the bulk), add some basic information on voting trends, and then arrive at some conclusions on this group and what they will respond to.

2. **Strategy.** This would start with a short statement of your strategy which, as I see it, is to demonstrate that the President cares by exploiting/publicizing the positive initiatives taken. Then, briefly, the strategy for achieving this (e.g., focus on Presidential involvement with elderly, work out comprehensive FR program focusing on appearances by top Administration officials, and develop a strong field team to get out the vote and take advantage of the large percentage of elderly who normally vote Republican) Finish with a brief discussion of the key States and those you expect to neglect, and those you intend to focus on. Provide decision blanks here.

3. **Plan of Action.** In the preceding section you stated what had to be done. This moves into how you plan to do it and should include issues/initiatives you plan to modify and/or emphasize, new initiatives needed (e.g., recommendations of retired veterans benefits), more specifics on FR (using elements of
Rhatican's paper at Tab G), the objectives of the field organization and how they will be reached, and your rough timetable for establishing a field organization. You have most of the substance here - it just needs a little rearranging and elaborating. Provide decision blanks at relevant places within this section.

4. Organization. Outline here the organization needed to carry out the plan of action. Include first how you aim to coordinate the effort (e.g., team approach with Flamminz, Keller, Bud Evans, etc.) as noted on your page 2. (We should be sure to discuss this point more fully.) Then, cover the duties of the Washington and field staffs from your page 3, elaborate as needed, and make your case for staff. The case must be made more fully and convincingly than has been done. Also, cover the plan for an overall national committee. Provide decision blanks at appropriate places.

Now let me get into a few odds and ends of substance that we should also discuss tomorrow:

1. It is important to recognize that the campaign plan is a general approach aimed at a broad appeal toward the elderly to be taken now. Later, as the State Victory Plans are developed, you will tie in with these and develop a specific elderly action plan in each key state. To my mind these are the most important plans, and they will govern your later actions. Some recognition of this should be built into the current plan - perhaps as a preface or built into the plans section.

2. Selection and Reporting of State Senior Citizens Director. I think we are clear on this, but just to be sure, the State Director will be a joint selection of you and the State Nixon Chairman. He will report directly to the State Nixon Chairman but will receive functional guidance and direction from you. Thus, you are just as responsible as the State Chairman for the selection of quality Directors and for the success or failure of the elderly effort in each State.

3. You should be giving more thought on what we can get out of Departments and Agencies to help us. How can we better utilize ACA resources? Some, but to a lesser extent, for HEW, SBA, HUD?

4. The field organization really needs further elaboration and greater justification for people needed. Your concept of one coordinator for each 1 electoral vote would result in well over 100 coordinators in key states alone. Are these full time, would we pay for them, and what is the total cost?

5. At this point, I question the need for a professional for Government and Congressional coordination. We must learn to lean on the Administration for this sort of thing. First, we will have representatives in each Department to work with and a structure at the White House to expedite actions with each
Department. On the Congressional side, we have one of Timmons' staff assigned to the elderly project, and we can use the HEW staff. If we need more help, I suggest we get AOA to add a Congressional aide.

6. Your recommendation for a field coordinator is justified, but I feel the $10 - 15,000 salary is insufficient. We need a real heavyweight here as it is a tough and critical role. Let's aim for someone as good as you are and pay more to get him.

7. A minor observation - from the demographic data, you can calculate that 25% of senior citizens and 7% of total voters are single or widowed women. Let's think about what can be done to appeal to this specific group and get some visibility from it.

8. Finally, in your PR plan, you should accelerate efforts to elevate Arthur Flemming to real star status. He's on the way now, but it will take a lot of work and planning to raise him close to Connally stature.

I look forward to seeing you tomorrow when we can cover the above and other points in greater depth.

bcc: Jeb Magruder
February 10, 1972

HONORARY FOR: FRED HALEK
FROM: GORDON STRACHAN
SUBJECT: Older Voters

There is a great deal of confusion among those on the White House Staff and in the Campaign as to who is doing what to make sure older voters support the President on November 7, 1972.

Janie McLane, who may have had responsibility for this area, has left. Ken Cole does not receive reports from Vicki Keller of the Domestic Council. Bud Evans, Colson's older voter project manager is following the older voter plan (attached) developed by Bill Stasich in Colson's office. Arthur Flemming is sometimes consulted by Colson. Danny Todd has been hired by the Committee to Re-Elect the President.

Bob asked you to get into this older voter block and "untangle" it. Could you have some type of report for the Attorney General and Bob in one week?

Thank you.

Due Date: 2/17/72

GS:In
March 7, 1972

MEMORANDUM FOR H.R. HALDEMAN

FROM: L. HIGBY

Chuck Colson called to report that he had talked with the President last night and the President raised the following subjects:

1. Did we have a write-in campaign going in New Hampshire to get Democrats to write in RN. Colson said he didn't know but he would check. The President said that Colson should report to you what he found out.

Colson found out that there was no write-in effort going. He had told the AG that the President had requested this a month ago but Colson guesses the AG decided it shouldn't be done.

2. The President then raised the question of whether or not we had write-in efforts going in Florida and Wisconsin.

Colson checked on these and finds that we can't have write-ins in Florida, and that in Wisconsin you can't write in but you can cross over. He indicates, however that we probably don't want Democrats for Nixon crossing over, but voting for candidates that will hurt the Muskie vote.

3. The President said he told you that he wanted write-in efforts on behalf of Democrats for Nixon in every state. Is there something that should be done here?

The President also indicated to Colson that he wanted to see Sidlingter today when Sidlingter was in seeing Colson. Colson said he would work this out with Parker.

LH:pm
Regional orgs + monitoring operation - non paid
All orgs set in West, M.E., N.E. but not N.C.

Cash-Ombuds per St. Am.
the logistical probe
by June

NH - Al Walker - no world leader but a great rep, not a manager
for more volunteers doing more productively than ever before

NH Camp night results
Muir, Morgan - credit regular
Buzz Board (Kaper) - pushing w/o program.

Ala - Wally Wickel lead in Ala. among all reps - no close in Ala.
Lee Munn

Other fundraising - Told local party PK
Lobbyists - go for small
VP fundraisers - not that helpful
Direct Mail + Call Center = going well

Connolly - helpful behind scenes
Confid of 45 m goal to be reached
Worried over cost & vote
Feedback positive on 2nd Deputy
Miss Wilson (we're not involved, need expense)

K -

- Don Nixon - trouble / move for E, etc
- Ed Nixon - OK
- Convention Ad
- Kendall - need collector
- Ramos
- 350 almost set
- Special 50 for 1467
- 2/15
- 256 - box
- Ed Finke to X tax return,

Tickets for K + Hofgaen -
More return from them
CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
FROM: JEB S. MAGRUDER

The following results were received on the latest Florida poll taken by the Irwin Premack Company. Over 3,000 people were interviewed. No breakdown was given.

<table>
<thead>
<tr>
<th>Candidate</th>
<th>%</th>
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<tbody>
<tr>
<td>Nixon</td>
<td>24</td>
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<tr>
<td>Ashbrook</td>
<td>3.64</td>
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<tr>
<td>McCloskey</td>
<td>2.96</td>
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<tr>
<td>Wallace</td>
<td>32.13</td>
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<tr>
<td>Humphrey</td>
<td>16.47</td>
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<tr>
<td>Muskie</td>
<td>14.37</td>
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<tr>
<td>Jackson</td>
<td>10.84</td>
</tr>
<tr>
<td>Lindsay</td>
<td>8.53</td>
</tr>
<tr>
<td>McGovern</td>
<td>5.52</td>
</tr>
<tr>
<td>Chisholm</td>
<td>4.32</td>
</tr>
</tbody>
</table>

The remainder are undecided or minor write-in candidates.

CONFIDENTIAL
March 2, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT C. ODLE, JR.

Attached is our weekly report.

bcc: Mr. H. R. Haldeman
ADVERTISING

Wisconsin primary advertising plans, calling for an expenditure of $143,000 in media (television, newspaper, and radio) were approved. Advertising starts March 6. A meeting was held with John MacIver in Wisconsin concerning field workers promotional material and Wisconsin advertising plans. Wisconsin television commercials were produced in Milwaukee on February 23 and 24. Direct mail copy for Wisconsin was developed. Preliminary meetings for the California primary were held. A meeting with Dave Tomahany in San Diego concerning convention promotion activities was held on February 27.

AGRICULTURE

We attended a special meeting of the Republican Task Force on Rural Development and Land Use where we led a discussion on 'Rural America and the 1972 Election.'

At a dinner meeting with key "political" employees of USDA, we outlined our general campaign plans and strategy for the farm bloc. Their expertise and assistance will be invaluable during the campaign.

In order to put some momentum into the agribusiness (fund raising) portion of our campaign as soon as possible, we have begun to form a core group for this effort. Included in this group are: Clyde Wheeler, Vice President of Sun Oil; Ed Wheeler, President of The Fertilizer Institute; Wes McAden, Vice President of Cook Industries; and Mr. Martin Sorkin, an agricultural consultant. Mr. Lee Nunn has been consulted concerning the direction of this group, and follow up is planned for next week.

Coordination with Bob Chase at the RNC and Seeley Lodwick and Claude Gifford at USAD continues in regard to preparing information particularly on the opposition candidates and their respective proposals for agriculture.

We also met with Earl McMunn, Editor of The Ohio Farmer, on the agri-political situation in Ohio and discussed some possible names for consideration in our selection of the "Farm Family for Nixon" in Ohio. John Foltz also met with two ag college staff members from Ohio State University who are friendly to our cause and who provided an assessment of the feelings of farmers in that key state.
BLACK VOTE

In New York, we conferred with former U.S. Labor Dept. Assistant Secretary, Art Fletcher (now Director, United Negro College Fund). Fletcher, because of the nature of his present job (fund raising) will be able to assist only indirectly (through responses to questions after speaking engagements and appearances on talk shows, etc.). He asks assistance of the Administration in efforts to reach the private sector in raising funds for Black colleges, in getting on talk shows and in getting sponsors for a TV gala.

John Sims of U.S. Plywood is committed to working with our proposed committee of young businessmen and is seeking approval of his company to free up his time.

Attorney William Leftwich of D.C., following a luncheon meeting, indicated interest in working closely with Committee staff in support of the President.

A detailed review of strategy to attract Black votes was discussed with Fred Malek and Bob Brown.

We conferred with HUD Assistant Secretary Sam Jackson on his appearances in behalf of the Division's efforts and on involvement of Black appointees.

A southern California list of leading Blacks has been developed and is being shared with the State Chairman.

A planning group was appointed to work up a committee of professional athletes that will be meshed into the overall celebrities committee.

We were in touch with the Black Mayor of Inkster, Michigan, (Bivens) on a planned Detroit meeting of supporters (and additionally, talked with the meeting planners in Detroit).

We conferred with the Washington representative of the National Association of Social Workers which is now developing an interest in the issues of the campaign.

BUSINESS AND INDUSTRY

On Monday and Tuesday, we had meetings with our Chairman, Donald M. Kendall, in Purchase, New York. We discussed where we stand with our program to date and reviewed the prospects for Regional and State Chairmen.
On Wednesday, we attended a meeting in Chicago to observe a presentation by John Naughton, Vice President of Ford Motor Company. The purpose of this meeting was to hear his presentation of the Administration's new economic policy and to determine where portions of it might be applicable to our program.

On Thursday, we had an extensive discussion with Richard Clarke, of Richard Clarke Associates, who is Editor of "Contact." We explored with him the avenues in which he may be helpful.

The preliminary draft of our City Chairman's Guide Book was submitted for review and comment to Secretary Maurice Stans, Fred Malek, and Jeb Magruder. The proposed budget was also discussed with them.

ELDERLY

Todd devoted a major part of his time to the Presidential Message (now due March 8); redrafting OAD Campaign Plan and working with Malek on straightening out internal operating problems within the White House.

Mills continued his field research and work was completed on the letter to Nixon State Chairmen. First batch of letters was sent out on Friday calling for reply no later than March 15th.

Todd also met with Timmons to discuss role of Older Americans in the Convention and the make-up of the Platform Committee and how to get a good plank contained therein. Timmons agreed to have the names of all over 60 Delegates and Alternates forwarded over here so we may begin grading them and identifying spokesmen and program participants to articulate our particular position within convention structure and with the media.

Todd met with CAB Chairman Browne to discuss half-fare air fares for the elderly. Concluded legislation was best way. Senator Pearson (running this year) has a bill in and Todd recommended that the Administration back it, thereby getting credit without upsetting airlines, as it probably won't go anywhere. This suggestion was also made to Max Freidersdorf and he will check with Pearson.

Mills continued screening work to identify and prepare field spokesmen for release of the Presidential Message to ensure maximum national coverage. Exact method of delivery has not yet been decided.

On Friday, Todd went to NYC to meet with T.L. Pulling and R.S.
Perkins re some private initiatives that could be taken in N.Y. State. They will report back this week.

JEWISH

Political activity in California continued successfully with the selection and acceptance of chairmen for Northern and Southern California in the area directed at the Jewish vote. Albert Spiegel who is currently president of the Jewish Federation of Los Angeles, the central fund raising and communal agency, has accepted for Southern California. Harold Dobbs who has run for mayor of San Francisco several times and is well known in Northern California has accepted for that area.

Anglo-Jewish Press Day invitations were wired from the White House on Monday, February 28 and the event has received good coverage in the Jewish press which is a positive expression of interest by the press in the Jewish community. Briefing packages for the March 13th event are being prepared.

LEGAL

We conferred with George Webster concerning the structuring of the Lawyers Committee for the Re-election of the President,

We advised Mr. Palastak (in-transit advertising) concerning the media expenditure limitations on outdoor advertising under the Federal Election Campaign Act, 1971 (FECA).

We conferred with the General Counsel of the Department of Commerce in connection with the voter projection element of the FECA formula with regard to budgeting for the California primary.

William Novelli and Paul Mueller were each advised of the provisions of FECA as it pertains to telephoning, with the caveat that the forthcoming regulations of the Comptroller General will have a major impact in this area.

Our Counsel appeared as one of three panelists before the Republican Congressional Caucus to explain the provisions of FECA to that body.

A new contract between the Finance Committee and Design, Inc., was reviewed for Mr. Shumway.

For Business and Industry, we reviewed permissible partisan political activity by corporate executives.
We conferred further with Messrs. LaRue and Magruder on the problem of the David Green-RNC contract.

Our Associate Counsel went to New Hampshire and Florida as a member of the respective pre-advance teams. In New Hampshire he also met with LTV Business Jets’ representative to discuss aircraft leasing. The lease on the Dade County auditorium was negotiated and arrangements were made for the Miami Opera to relocate on the night of March 9. He also prepared the budget for the New Hampshire and Florida rallies.

**POLITICAL**

Our confirmed chairman in the states of Montana (Gaspard Deschamps), Oklahoma (Rita Moore), South Dakota (W.E. O’Brien), Wyoming (Barbara Gosman), Maine (Ned Harding), Arizona (Sam Mardian), New Jersey (Governor Cahill), Tennessee (Senator Brock and Governor Dunn), Michigan (Jack Gibbs) will all make announcements in early March.

The Wisconsin Committee for the Re-election of the President handled their press release locally on February 18 announcing John MacIver as chairman. Churchill Williams was announced as Iowa chairman on February 21 in Des Moines. The following day he was seated at the head table at the Iowa Lincoln Day Dinner, and received enthusiastic applause when introduced to the 2400 guests in attendance. In an effort to gain extra media coverage, the announcement of the woman co-chairman, current National Committee woman Mary Louise Smith, was done later in the week on February 24.

Rita Moore, our Oklahoma chairman, was in for a full day’s orientation on February 24. Barbara Gosman, Wyoming chairman; Arlen Spector, Pennsylvania chairman; and Churchill Williams, our Iowa chairman, will be in this week for orientation meetings.

**PR/MEDIA**

Van Shumway discussed the Oklahoma Committee announcement with Rita Moore, co-chairman, and he discussed the California press situation with Lyn Nofziger. Tom Girard prepared NRC’s Cathy Machin for TV coverage of Rogers Horton and briefed Frank Dale, accompanying him to the Washington Press Club. Ray Caldiro made up the “Appreciation Day” schedule and Tom wrote the notice to correspondents re going to N.H. for the rally. Tom got the media monitoring forms printed up. Art Acolisch wrote the Iowa release, the release announcing the Florida rally and the second release on the N.H.
rally. Ann Dore dealt with surrogates: Don Rumsfeld and the Chairmen of North Carolina, South Carolina, and Florida.

Van Shumway briefed Paul Jones re Jones' Wall Street Journal interview. He discussed an article about businessmen in politics with Business Week's Bruce Agnew. Van had an interview with Neal Currie of Westinghouse Broadcasting and discussed Mrs. Mitchell's column with Francis Laughton. Van made a major address at the Maryland Press Association on February 27. Tom Girard wrote an article for Monday about N.H. He discussed the N.H. rally all week and left for N.H. on Monday, February 28. Art Amolsch prepared the briefing package for Senator Dole's use on Face the Nation. Art wrote remarks for Frank Dale's use at the Press Club and wrote Dale's biography for Committee use. Ann Dore spoke with CBS election unit about issues, such as busing, on the Florida ballot and our inclusion of surrogates. She coordinated with the women's division about Cabinet members' and Senators' wives media placement. She also met with Senator Dole about media availability for state trips he will make.

Dave Allen acquired and forwarded to Florida information on Administration policy on busing. He is acquiring data on U.S. military and economic assistance for use in March 13 press briefing. He worked on system for acquiring publications from White House, Defense and Commerce and compiled initial listing of publications. He arranged briefings for Larry Goldberg re Soviet Jewry and U.S. Mid-East policy.

Van discussed mail program with Jeb Magruder, Dick Howard and Kathleen Balsdon. Angela Harris and Tom Girard took Soviet journalists on a tour of the Committee. Ann Dore planned personnel changes with Mr. Miller and Van, and she worked with Dan Todd re the President's message about the aged (March 8) and National Media Program. Frank Leonard "backgrounded" for decision on "The Nixon Years" and did editorial and production activities for the first issue of "The Re-elector".

SPANISH-SPEAKING

Briefings at the White House were with Robert Finch[Ray Hanslik (Assistant), Dave Weinman (OXM), Henry Ramirez (Cabinet Consultant)], William Harumoto, and A. F. Rodriguez. Briefings continued with officials in various government agencies. With the National Republican Hispanic Finance Committee discussions were begun with Ben Fernandez, Frank Oaxaca, Frank Casillas, Fred Berens, and Richard Garcia. A meeting was held at William Harumoto's office with major Spanish speaking appointees.
The Spokesmen Resources Division continued intensive preparations for the Appreciation Day rallies in New Hampshire, on March, 1972, and in Florida, on March 9, 1972.

We visited Manchester, New Hampshire, on Monday, February 21, 1972, for the purpose of meeting the New Hampshire event chairman, Mr. Charles Stafford (designated as such by Gov. Dwinell), and of introducing our lead advance man, Mr. Ed Murphy, and the rally producers, Mr. and Mrs. Jack Myers, to the site. We discussed the organization of the state support committees, the proposed program and related matters.

We also visited Miami, Florida, on Thursday, February 24, 1972, for the purpose of commencing preparation for the Florida Appreciation Day rally. We met with the Florida event chairman, Messrs. Cy Young and Steve Nostrand (designated as such by Mr. Tommy Thomas) and with the rally producers, Messrs. Bill Long, Bill Pitts and Dave Crotty. As in New Hampshire, we discussed the organization of the state support committees, the proposed program, etc.

**VOTERS' RIGHTS (BALLOT SECURITY)**

We now have 14 Voters' Rights (Ballot Security) chairmen. New additions since our last report are: Florida - Paul C. Wolfe, Indiana - Garry Landau, Montana - Charles C. Lovell, and Nevada - Lee R. Rose.

**WOMEN**

Arrangements were made by Pat Hutar for the writing of the Wisconsin telephone idea promotion piece and the preparation of a script for Mrs. John Mitchell to use in launching the program. The script, prepared by Art Amolsch, is very clever and is now awaiting approval by Mr. Mitchell. The promotion piece will be ready shortly.

Arrangements for the Re-election Committee Hospitality Suite at the RNC Leadership Conference are proceeding. Our chairman, Mrs. Pauline Kenehan, a volunteer from Maryland, is doing a fine job of recruiting and scheduling volunteers for this operation. Nancy Steorts is handling arrangements from our shop.

Following an invitation from Pat Hutar, Connie Armitage met with Jeb Magruder for a discussion on areas of mutual interest in the Re-election campaign. Connie also met with Ken Rietz, Ann Dore
and Pete Dailey while she was here. We keep in close touch and will work with her on the development of the special October 21 NGRW campaign activities day.

Time was spent on finishing the planning proposal for volunteer activities during the campaign. The plan will be submitted to Jeb Magruder early next week for presentation to Mr. Mitchell.

The Steering Committee meeting to be held during the Leadership Conference was approved and Pat Hutur called to invite national committee, state committee leaders and others for such a meeting.

YOUTH

We have set up under "non-partisan" sponsorship four mock elections at New Hampshire colleges, one high school mock convention and one high school poll. Following are the results:

**COLLEGES**

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<tbody>
<tr>
<td>Manchester-2/10/72</td>
<td>Nixon 32%</td>
<td>Nixon 47%</td>
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<tr>
<td></td>
<td>Munkie 28%</td>
<td>Munkie 19%</td>
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<tr>
<td></td>
<td>McGovern 15%</td>
<td>McGovern 14%</td>
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<td>Ned Coll 6%</td>
<td>McGovern 13%</td>
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<td>Humphrey 3%</td>
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<td>Lindsay 3%</td>
<td>Jackson 2%</td>
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<td>Mckoskey 3%</td>
<td>Yorty 1%</td>
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<td></td>
<td>Ashbrook 12%</td>
<td>Lindsay 1%</td>
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<td>Hartke 12%</td>
<td>Ashbrook 6%</td>
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<tr>
<td></td>
<td>Write-ins(2) 7%</td>
<td>Write-ins(6) 6%</td>
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<tr>
<td></td>
<td>Nixon 44%</td>
<td>Nixon 4%</td>
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<td></td>
<td>Munkie 27%</td>
<td>Munkie 7%</td>
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<td>McGovern 11%</td>
<td>Kennedy 7%</td>
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<td>Humphrey 3%</td>
<td>McCloskey 3%</td>
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<td>Jackson 2%</td>
<td>Humphrey 1%</td>
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<td>Mckoskey 2%</td>
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<td>Ashbrook 13%</td>
<td>Red Coll .005%</td>
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<td></td>
<td>Hartke 6%</td>
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<td>Write-ins(6) 6%</td>
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The fourth mock election will be held this week at Plymouth State College in Plymouth, New Hampshire.

**HIGH SCHOOLS**

<table>
<thead>
<tr>
<th>Plymouth High School</th>
<th>Keasarpe High School Republican</th>
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<tbody>
<tr>
<td>Plymouth-Poll 2/18/72</td>
<td>Nock Convention, Sutton, N.H.-2/21/72</td>
</tr>
<tr>
<td>Nixon</td>
<td>Nixon 312 votes</td>
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<tr>
<td>Pat Paulsen</td>
<td>McClosey 135</td>
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<td>Munkie</td>
<td>Ashbrook 35</td>
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<td>Chisholm</td>
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<td>McCarthy</td>
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<td>Lindsay</td>
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<td>115 votes</td>
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RESEARCH AND STRATEGY GROUP

A planning meeting was held on Saturday, February 26 with all division heads. The purpose of this meeting was to develop recommendations on the conduct of the California Primary campaign and the remaining 13 primaries in which the President will participate. Lyn Nofziger attended the discussions on California.

Attached is the updated head-to-head Gallup Poll data on Nixon-Muskie-Wallace. It shows no change in the President's slight margin over Muskie.
MEMORANDUM FOR FRED MALEK
GORDON STRACHAN

Chuck Colson asked me to send you the attached for your information and for any thoughts you might have on how we can solve these problems. These are the kinds of things that will really have negative effects. Hopefully we can and had better get the kinks out now.

W. Richard Howard
MEMORANDUM FOR:  CHARLES W. COLSON
FROM:          PATRICK E. O'DONNELL
SUBJECT:      Nofziger's veto of Secretary Richardson's
visits to California

As I mentioned at a recent meeting, the Committee for the Re-
Election of the President has, per orders from your friend
Nofziger, ordained it in the best interest of the Administration
to preclude any California visits or invitations for Secretary
Richardson. Most recently, the Secretary had agreed to do the
Santa Monica Bar Association Law Day Program on May. There-
after, the Committee quashed the invitation after being notified
by the California coordinator (Nofziger) that "under no circum-
stances is Richardson to go to California".

Dick Mastrangelo, Richardson's scheduler, called to let me
know about this after Bart Porter, with whom I had earlier
registered some surprise and shock at this seemingly unilateral
decision, had told me they (Committee) would get back to me on
the subject. Obviously, they have gone ahead and instituted a
policy which will keep Richardson away from the State, at least
insofar as political events and fundraisers are concerned. If
this is in fact going to be the policy, so be it. But I wonder
whether or not the word should be coming through Bart Porter
or even Leonard Nofziger.

Shall I continue to plug Richardson into appropriate events?
Your thoughts will be appreciated.
GOP 3-4 NY

DAY LD

BY STEVE GERSTEL

MANCHESTER, N.H. (UPI)—The costumes for the pompon girls never came. The program started one hour late. The snowstorm cut into the crowd in the quilt of honor was absent.

Despite the obstacles, Republicans blitzed New Hampshire with a galaxy of politicians and entertainers Friday night.

Possibly the biggest one-day effort ever undertaken for a primary in New Hampshire, the Richard Nixon "Appreciation Day" activities started here by way of politicians flooding the state and ended with a "kickoff rally" that had a little bit of something for everyone.

But what the extravaganza cost the GOP remained a secret. In response to a question at a news briefing, former Gov. Lake Dunell, masterminding the New Hampshire campaign for President Nixon, refused to release the expenses or contributors in the president's campaign to score a massive victory in the nation's first primary Tuesday.

Although long in the planning stage, the "Appreciation Day" came at the same time that the Manchester Union Leader published a poll showing that 25 per cent of the registered GOP voters still were undecided. No one questioned that Nixon easily will defeat liberal Rep. Paul McClokey of California and conservative Rep. John H. Ashbrook of Ohio, but the canvassing and the rally were designed to trigger a large turnout for the president.

Harry Hilliard led their one-day effort, the visiting politicians and entertainers for Nixon went house, leaving McClokey and Ashbrook to battle for votes on a much smaller and less expensive scale.

On the Democratic side, front-running Sen. Edmund S. Muskie of Maine scheduled face-to-face campaigning on doorsteps around the Manchester and Concord areas before closeting himself with aids later today to prepare for Sunday's televised debate against the other Democrat, George S. McGovern of South Dakota.

Muskie's chief rival in New Hampshire, planned a full day on the circuit before moving into Boston and preparing for a televised interview Sunday and the debate.

Held in the National Guard Armory designed to hold 3,500, the Nixon rally drew four-tenths of the capacity for a show which blended politics and entertainment in about equal amounts. The talent from the political world as well as the entertainment field was strictly high-priced and imported.

Among the performers, some of whom like master of ceremonies Art Linkletter certainly donated their services, were Lionel Hampton, singer Lainie Kazan, and a young group called the "Collectors Item" from New York City.

With the exception of Gov. Walter Peterson and the New Hampshire congressional delegation, the politicians who came into New Hampshire aboard a chartered airliner from Washington also were from out of state.

They included Cabinet members Elliot Richardson and John Volpe, both from neighboring Massachusetts, and Senators from as far away as Kentucky and Tennessee.

Volpe drew the loudest cheers when he told the Nixon enthusiasts that "in the three years before January, 1968, 300,000 Americans went to Vietnam and in three years since then more than 400,000 have come home."

"And President Nixon will not rest until there are zero Americans in Vietnam," Volpe added, to more applause.

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FIGHTING 2, 2 TAKE TOTAL 54

A317

BY RALPH POLLOCK

THE PRESIDENT'S REPUTATION FOR EFFECTIVE LEADERSHIP WAS SUPPORTED BY HIS VICTORY IN THE ELECTION, CAMPAIGNING COMPLETED DAY BEFORE THE ELECTION, HE ANNOUNCED THE RESULTS TO THE NATION.

POLLOCK, A DEMOCRAT, HAD A CLEAR VICTORY IN THE PRIMARY, CARRYING 54 PERCENT OF THE VOTE.

POLLOCK'S VICTORY WAS A REVERSAL OF THE DEMOCRATIC PARTY'S TREND IN RECENT YEARS.

HIS VICTORY WAS A REAL HISTORIC MOMENT FOR THE PARTY, HAVING OVERCOME YEARS OF STRUGGLE.

POLLOCK, A LEADER IN THE DEMOCRATIC PARTY, HAD BEEN A RADIO AND TELEVISION PERSONALITY FOR YEARS, HAVING A PRONDERANCE FOR ELECTORAL POLITICS.

HIS CAMPAIGN WAS FUNDAMENTAL AND STRONG, HAVING A BASE OF SUPPORT ACROSS THE COUNTRY.

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AUG 30

R RICHARDSON

THURSDAY, AUGUST 30

THE SHOW AT THE ROYAL OF THE RICHARDSON, 11:30 AM

RICHARDSON SPACED RESIDENTS RISED HAS BEEN A PLEASURE
to you will be advised that the office is being closed.

RICHARDSON

AUG 27

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