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<td>Memo, Dent to the President, 3-8-72</td>
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<td></td>
<td></td>
</tr>
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<td>H. R. Haldeman</td>
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<td>Memo, Strachan to HRH, 3-13-72</td>
<td></td>
<td></td>
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</tr>
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<td>Memo, Higby to Strachan, 3-9-72</td>
<td></td>
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</tr>
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<td></td>
<td></td>
<td></td>
</tr>
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</tr>
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<td></td>
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<tr>
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<tr>
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### Presidential Materials Review Board
### Review on Contested Documents

**Collection:** H. R. Haldeman  
**Box Number:** 309

<table>
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<tr>
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<th>Action</th>
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<th>Description</th>
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<td>169</td>
<td>Return</td>
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<td>Memo, Dent to the President</td>
<td>3-15-72</td>
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<td>3-14-72</td>
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<td>n.d.</td>
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MEMORANDUM FOR: H. R. Haldeman

FROM: Gordon Strachan

SUBJECT: New Hampshire Primary Returns

Harry Dent will prepare a one-page summary of the results for the President tomorrow morning at 6:00 a.m. I will pick up the memorandum at 7:00 a.m. and deliver the original for the President to the Ushers at 7:30 a.m. You will receive a copy of Dent's memorandum to the President simultaneously.

Tonight, Jeb Magruder and Harry Flemming will have an election watch at 1701. Al Kaupinen and Tom Girard will be at the New Hampshire Headquarters calling results to Flemming and Magruder.

The polls close at 8:00 p.m. Network projections are expected between 9:30 and 10:00 p.m. I will be in touch with Magruder at one-half hour intervals from 8:00 p.m. on. I can be reached at Larry Higby's home or my home through the White House Operator. Should you wish to talk to Jeb Magruder directly, he can be reached through 333-0920 or bellboy 381-1949.

John Mitchell will not be at the Committee tonight, and he told Magruder he would watch the results on T.V.

The New Hampshire Headquarters telephone numbers are: Area Code-603 224-6142; and, Area Code-603 224-7411.
March 8, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: G. STRACHAN
SUBJECT: New Hampshire Delegates

Harry Flemming confirmed that the President won all 14 "pledged to" delegates for the Republican National Convention. Neither McCloskey nor Ashbrook received any delegates.

On the Democratic side, Muskie received 16 delegates and McGovern received 6 of the 22 delegates to the Democratic National Convention.
MEMORANDUM TO: The President
FROM: Harry S. Dent
SUBJECT: New Hampshire Primaries

The President (69.5%) won a "solid and strong" victory -- according to Brinkley and other commentators -- while Muskie "failed to gain a majority" (48%) in winning. The networks proclaimed three winners -- the President, Muskie, and McGovern. Hailed as the surprise was McGovern with 36%. Yorty got 6.7%; Mills, 4.8%; Hartke, 3.1%; and Kennedy, 1%.

McCloskey won 19.6%, just under his "get out" 20% figure, and Ashbrook, 10%. On TV, McCloskey indicated uncertainty whether he would continue, but hinted he may. Ashbrook said he would stay all the way. Brinkley called this a big "center" victory for the President over a weak left and right.

The Post results showed 71% of the precincts and 68% for the GOP.

The Vice President was reported as boosting his credentials with a good write-in showing (75%) over Brooke and one other.

Kiker of NBC said "China helped." Harry Flemming thinks ITT cost us some votes and that the undecided vote went against us. He felt we put on a very good nuts and bolts operation, and that Lane Dwinnell and Executive Director Alan Walker did a good job. (He recommends a call to Dwinnell at 603/448-4410, 8:00 a.m. - noon).
In 1968 the President won 78% with no active opponents. Thus, compared to this, with two opponents (McCloskey there for months) and no Presidential appearance, the results do look very good. A Post story pointed out "this isn't 1968 so far as the incumbent is concerned."

All 14 RN delegates are safe. Our 18-year-old delegate was close.

Flemming and Dwinell will have a better analysis on the youth vote, etc., later today.

In Vermont City, Vermont, the President won 40% of 772 votes, with McCloskey getting 109 and Muskie 84. This was a non-partisan city primary.
Harry Dent will prepare a one-page summary of the results for the President tomorrow morning at 6:00 a.m. I will pick up the memorandum at 7:00 a.m. and deliver the original for the President to the Ushers at 7:30 a.m. You will receive a copy of Dent's memorandum to the President simultaneously.

Tonight, Bob Magruder and Harry Pluming will have an election watch at 1761. Al Haimon and Tom Girard will be at the New Hampshire Headquarters calling results to Pluming and Magruder.

The rolls close at 8:00 p.m. Network projections are expected between 9:30 and 10:00 p.m. I will be in touch with Magruder at one-hour intervals from 8:00 p.m. on. I can be reached at Harry Hagger's home or my home through the White House Operator. Should you wish to talk to Bob Magruder directly, he can be reached through 333-6920 or bellboy 331-1949.

John Mitchell will not be at the Committee tonight, and he told Magruder he would watch the results on T.V.

The New Hampshire Headquarters telephone numbers are: Area Code-603 224-6142; and, Area Code-603 224-7411.

---

JFM 3/7 8:15: Debates CBS Radio - 26% Per Mil  
8 JFM double above 70%  

9:00: 
Rep - 48
Dem - 33

8 JFM  
Rep 70
dem 19

CBS projection  
Rep 67
dem 19

---

Res. 12%
Rep - 70

dem 19

Jim -

Tally of see Herman's projections- for about 10:30.  

---

600 CBS projects this evening.
Date: March 7, 1972

TO: H.R. Haldeman

FROM: Gordon Strachan

Magruder requests authority to call members of the White House Staff (Colson, Pinch, Dent, Rumsfeld, Klein, Safire, Buchanan, Price, Clawson, Flanigan, Garment, and MacGregor) to ask them to refer political reporters' calls on the New Hampshire Primary to 1701. Van Shumway, Tom Girard and Magruder will act as spokesmen.

Yes, Magruder to call staff [X]

No, White House Staff to take political calls

Other [ ]

Ziegler agrees and will work with Magruder and Shumway on the line.
CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Statements to the Press Following the New Hampshire Primary Election

The Campaign Strategy Group has discussed the question of what our "line" should be to the press in the aftermath of the New Hampshire Primary Election. The recommendations that follow are based on the assumption that the contest will come out as predicted by published polls: the President will win a solid victory and Senator Muskie will show the results of some recent erosion of support.

It was agreed that no one in the White House should make a statement on New Hampshire. The President, or Ron Ziegler, will naturally be asked at the next news conference, and their answer should reflect Mr. Nixon's gratification at the strong support demonstrated by the people of the Granite State. In all other cases, the press should be directed to the Re-Election Committee for a statement.

On Monday evening, Frank Dale will fly to Washington to act as spokesman for the Re-Election Committee. Lane Dwinell will be the spokesman in Concord, New Hampshire. In addition, we feel it would be appropriate for Senator Dole, Senator Scott, Representative Ford, Governor Rockefeller, Governor Reagan and Governor Milliken to release statements to the press on Tuesday night or Wednesday morning.

On the Republican side, our statement should not mention McCloskey or Ashbrook in any context. We are gratified by the results of the election. It was a stunning victory which has proven once again that New Hampshire is Nixon Country. Lane Dwinell will express his thanks to the large number of volunteers whose hard
work and dedication led to victory for the President.

On the Democratic side, our comments should not single out any candidate by name. Our objective is to keep as many candidates as possible in the race for as long as possible, both for the divisive effects of their campaigning and for the continuing drain of campaign dollars. Our line should be that the results were inconclusive and showed that no candidate has succeeded in demonstrating his ability to lead the party.

Recommendation

That you concur with the plan outlined above, as to the designated spokesmen and the position they will take with the press on the New Hampshire Primary Election results.

Approve_______ Disapprove_______ Comment____________________
- I did not receive anything.

- Returns in 1 p.memo to P from Henry Bent by 7:45 in P.'s hands. cc H. on his desk.

- Jerry Warren brief state at morning briefing.

- L. class text.

H. tonight.

G -> H w/mechanism

G -> JSM.

Results:

10:00
Polls close at 8 P.
9:30 - 10:00 projection
9, 9:30, 10

381-1949 JSM page
JSM 2 Switchboard 0320
Flemming, la Rue
JM will watch on tube
P wants results at before 7:45 before leadership mtg - plus cc for H. Rent or AG.
G figures out P does not want results tonight but H does.
HAK - leadership

Goals: win 9, lose 9
Dent not hot 29, 21, rotten 28, 22
Bob-

This is the season for predictions.

Murray

P.S. Welcome back.
February 29, 1972

MEMORANDUM FOR: THE PRESIDENT

FROM: MURRAY M. CHOTINER

RE: 1972 Senate Races

As of February 29, this is my prediction of the 1972 Senate races. I reserve the right to change my opinion as we get closer to election day.

Present Senate -- 45 Republicans
55 Democrats

Republican seats in 1972 election -- 19
Democratic seats in 1972 election -- 14

<table>
<thead>
<tr>
<th>Rep. - Reasonably Safe</th>
<th>Dem. - Reasonably Safe</th>
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<tr>
<td>Alaska - Stevens</td>
<td>Arkansas - McClellan</td>
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<td>Colorado - Allott</td>
<td>Georgia - Gambrell</td>
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<td>Delaware - Boggs</td>
<td>Louisiana - Ellender</td>
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<tr>
<td>Idaho - Jordan not running</td>
<td>Minnesota - Mondale</td>
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<td>Illinois - Percy</td>
<td>Mississippi - Eastland</td>
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<td>Iowa - Miller</td>
<td>North Carolina - Jordan</td>
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<td>Maine - Smith</td>
<td>West Virginia - Randolph</td>
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<td>Massachusetts - Brooke</td>
<td>Total: 7</td>
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<td>Michigan - Griffin</td>
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<td>Nebraska - Curtis</td>
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<td>New Jersey - Case</td>
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<td>Oregon - Hatfield or McCall</td>
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<td>R.I. - Chafee to defeat Pell</td>
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<td>South Carolina - Thurmond</td>
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<td>Tennessee - Baker</td>
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<td>Texas - Tower</td>
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<td>Wyoming - Hansen</td>
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Total: 17
Doubtful - Leaning Republican

Kansas - Pearson (Docking may run)
Kentucky - (Nunn)
New Hampshire - McIntyre
New Mexico - Anderson not running
Oklahoma - Edmundson (Bartlett)
Virginia - Spong

Total: 6

Doubtful - Leaning Democratic

Alabama - Sparkman (Blount should stop running against Wallace. His opponent is aged Sparkman.)
Montana - Metcalf
South Dakota - Mundt

Total: 3

Total Prognostication

Republicans 23
Democrats 10

If predictions are correct, Senate will consist of:

49 Republicans
51 Democrats

MMC:a
February 4, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. TIMMONE
FROM: GORDON STRACHAN
SUBJECT: Young People on T.V. at Convention

Bob read your proposal on the uses of T.V. at the RNC Convention. One of the aspects which particularly concerns him is how we plan on being sure that on all the T.V. shots plenty of young people are seen rather than the old delegates.

Harry Flemming has been working on the delegate selection process in the states. He has received some rather specific instructions from the Attorney General as to the large number of young people who will serve as delegates.

Bob asked that you, Flemming, and members of your Convention T.V. task force prepare a brief plan as to how T.V. will concentrate on young rather than old delegates.

cc: Harry Flemming

GS:dg
$G = L \frac{1}{2} \pi r^2$ still holds

PC/L 1/27
Several weeks ago, I asked a young man on my staff if he had any thoughts concerning the 1972 Republican Convention. The attached memorandum was the result of that comment I made to him. While it is long, it is worth reading. After you have a chance to look it over, I would like to discuss it with you by phone. It strikes me that there are some interesting suggestions and also that a perspective is presented, which is substantially different from that of many of us involved and interested in the subject.

cc: Bob Haldeman

Bob: It is worth reading.
The 1968 election showed conclusively the power of TV in politics. That power has, if anything, grown in the years since then.

Partly because of the McGinnis book, and partly because we won, and partly for some other reasons, I think that we have convinced ourselves that we're pretty darn slick salesmen, and that, having "sold" a President once, we can do it again.

It is my conviction that this ain't necessarily so.

In the public eye, as far as "selling the President" is concerned, we have already been hung for a goat.* But I'm sorely afraid that, finding ourselves up against someone who really, instinctively, in the McLuhan sense, "understands media" (e.g. EMK), we could well, unless we have planned carefully and creatively against just such a thing, find ourselves left at the starting line just staring at his dust. This is what we must plan against, and we have everything to gain and little to lose.

If you're going to be hung anyway, you might as well be hung for a goat as hung for a sheep.

We must be wary and remember that HHH, who didn't

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*The book will probably be reissued in a large paperback printing for the campaign. McGinnis will probably, as a syndicated columnist, campaign commentary and maybe even become a TV commentator. The movie comedy (?) based on his book will be opened just about this time.
after all do so badly, started with many of the same kind of media disadvantages as did the President; that many of the media tried to shift the emphasis to Agnew-Muskie not only because of the ideological aspects of that confrontation, but because the two were better media packages.

The News Twisters has shown (even assuming that it's only 80% accurate as Ephron now claims) that we would be naive to expect anything but the usual fair deal from the media in 1972.

What we should set out to do, therefore, is to beat the media at its own game. Such turnabout would not only be fair play, it would be long overdue just desserts. We should use Beelzebub to cast out the Devil.

This year we will have two particular advantages going into the Convention. We will know who their nominee is, and we already know who our's will be.

I think that we should view the whole campaign as a kind of seamless cloth, of which the Convention is a part. The campaign image that we want to project of our Administration should begin when the Chairman lifts the gavel in San Diego, not on Labor Day.
We have a product to sell; it happens to be a great product; certainly the best in living memory; it has a good track-record regarding delivery and performance; we know its strengths and weaknesses, and have the data from two earlier test-marketings (one successful, one not) to draw upon -- remembering that the product has improved and developed in the last few years.

We know from years of marketing experience that the ultimate check on false advertising is that you can only sell a bad product once: to paraphrase Lincoln, you can only fool most of the people once. We don't have anything to worry about in that department. We've washed whiter than white and we can prove it.

But we also know from years of marketing experience that a fancy new package on the shelf next to an old faithful one can lead the consumer's roving eye astray.

So what we have to do, it seems, to me, is exactly what so many people accuse us of doing -- as if there were anything wrong in it (except, perhaps, that it's us doing it). We have to do what has to be done to elect a President today. We hav
to psych out the TV medium and approach it on its own terms. Knowing all the time that it will be an uphill battle because we don't even start out with the advantage of its being neutral; as Edith Ephron has shown, even with the supposedly "kid gloves" media treatment of 1968, we still got screwed again. So we have to re-think our approach to the tools available in the 1972 campaign, and use each according to its possibilities and limitations...and our possibilities and limitations.

This is saying nothing new, and it has undoubtedly been done many times over already.

Since you asked me, however, I will venture the following observations and suggestions. I put in this disclaimer at the beginning because a paper like this has to come off sounding presumptuous. It isn't meant to be. But it would be otiose to keep putting modest self-deprecations in every other paragraph. So if the tone is sometimes strident and know-it-all, it isn't meant to be --- and the motives for writing are obviously laudable.
VIOLENCE A PROBLEM

Rennie Davis and that crowd have promised/threatened that the largest demonstration in the history of the world will be held at San Diego during the Convention. The time and place are as bad as can be from that point of view: school will be out, and there should be fine weather for beaching during the day and demonstrating during the night; and no hassle about accommodations, with endless beaches to sleep out on.

The media, aware that some of its finest and most dramatic hours occurred at Chicago in 1968, will not be loath (a) to come by the same good stuff again, and (b) sock it to the Republicans and the President rather than the Democrats this time around. From the media point of view, the biggest thing that could happen at either Convention would be for Dan Rather to get punched in the gut again, but this time by a Republican cop.

Since whatever else you plan in terms of media image and presentation will be junked in favor of any violence which the cameras can detect occurring or even a-stirring in or around Convention Hall, our first and foremost thought should be given to
finding ways of forestalling that violence. If any such ways exist. Perhaps if some of the leader-agitators could be temporarily removed, the demonstrations would either fall apart or come to nothing anyway; the outcry at something like this would be great, but the potential image damage such violence could do us could be inestimable.

PIZZAZZ

The President is not keen on too much pizzazz and rightly so. However, since we've removed virtually every issue from the campaign (and, especially, if EMK is the opponent), pizzazz is going to be the name of the 1972 game.

Now this doesn't mean that Mrs. Nixon should play touch football in suede hot pants on the South Lawn; but a few more TV moments like those with the surfers in California and the exchanges that took place then would be worth their weight in media gold.
Our Convention, especially since there will be little excitement about the choice of the Presidential nominee, must focus on providing as much viewing interest, entertainment, and diversion as possible.
Another thing: even if violence occurs at the Convention and becomes a prime media focus, this could create a paradoxical viewing disadvantage for us. The viewers may have become tired out by the violence which may take place at the Democratic Convention. Thus, if there has been violence during theirs and is (a) none at ours or (b) our violence is of the same kind, the viewers will in either case be let down since televised night riots are only interesting up to a point.

The two inhering elements of Convention excitement for us are: (1) the Vice-Presidential nomination and (2) whether the President will attend or not. We may have decided long before hand that either or neither of these two can be exploited. If they can, however, they should be.

I think that the nuts and bolts business of the Convention should be done during the day, leaving the prime-time TV hours on each night for a well-produced and packaged program of purposeful and high level political entertainment and uplift.

The elements of such a program are: structure, development, and excitement. The structure is provided
by the issues which are, in effect, the plot. Since we do seem to have pre-empted the issues, this gives us both a foot up and a foot down. A foot up because we can pick and choose among them; a foot down because while we will be saddled with having to address at least some of them, the Democrat will be relatively free (an especially welcome freedom in the case of EMK who is building his national image on the basis of "concern" for groups, e.g. Indians, POWs, the poor, etc.) to address the issues as pure drama rather than as substantive political concerns.

I see the campaign as a whole, and don't think that any element of it (the convention, the pacing of the campaign itself, the choice of issues, their presentation) should be considered separately apart from the others.

I think that we should aim to present a consistent, coherent, well-planned, responsive, and entertaining picture to the American people of who we are, what we've done, and what we want to do. The sum of the campaign—which is to get the President re-elected—should be greater than any of its parts, but every part should contribute directly to that sum.
We should aim not only at showing the already faithful how we have exercised our stewardship over the last 3 1/2 years, but we should also aim at addressing and overturning a lot of long and strong-held stereotypes about Republicans, the President, and this Administration.

The campaign, the Convention, should have a tone. A media tone. A media tone of aware, concerned confidence.

This tone will emerge out of the issues and the way we choose them and treat them. To be a good media issue, an issue must have three qualities: IT MUST BE EMOTIONAL, REDUCABLE, AND DRAMATIZABLE.

This, it seems to me, is the fact of media life with which we must deal. Would it were otherwise, but ignore it at our peril. But since it is a fact of life, and since we must deal with it, we should deal with it honorably, responsibly, sensibly, squarely, and creatively.

From this point of view, it is useful briefly to assess and rate the issues and potential issues in this campaign.
THE ECONOMY. Most people's perception of this issue is measured by the amount of cash they have in their pocket at a given moment. This will possibly be the toughest issue of all for us to sell, even if Phase II has already had great success by the time of the Convention.

Because where money is concerned, people know and don't like it if they have less, but if they have the same amount, then, like Oliver Twist, they just want more. So if Phase II hasn't yet succeeded, we'll be in trouble, but even if it has succeeded in restoring the status quo ante the inflationary spiral, we'll get precious little thanks for our efforts, and just demands for more money. And as far as such demands are concerned, we're at a disadvantage vis a vis the Democrats who are better promisers than we are. The economy is just not a sexy issue, and we should not delude ourselves that it will be a strong selling point for us.

THE PRESIDENT. People have short memories, and the President will get little credit for perhaps his most notable accomplishments: For having restored a confidence, security, and dignity to the office.
And just three years after LBJ was a prisoner of the White House, it is already taken for granted that RW can and does move around - in fact, he's even criticized for it!

The President is not an exciting media personality. This fact was successfully countered in the inspired "lone man in the arena" format of 1968. But of course we are now starting at a disadvantage in that regard since the McGinnis has laid all those techniques out, and the media (with or without McGinnis) will be poised ready to pounce as soon as they appear again. We will have to be very smooth and subtle in selling our selling this time.

Since the President is at his best in small groups, part of the programming should aim at showing him off in such settings, leading up to the climax of his in-person acceptance speech, where this man who has been shown in personal, intimate, and decisive settings, will suddenly be addressing a crowd of cheering thousands - with all the right camera angles, and faces in the background.
VIETNAM. I suspect that this is going to still be one of the biggest—possibly, in fact, the biggest—issues.

You will recall the ferocity and directness of the questions at the Presidents to Presidents conference; and this is what I was told by various young faculty people out at Central State; and it will certainly be the main issue for most of the protesters and demonstrators who will come to San Diego.

The trouble with this issue, and the reason for its persistence, is that it is one with which people feel at home. It has been developed for them over a long period of time, and many of the responses to it have been reduced to the level of pre-conditioned cliche. But that is what a lot of people feel most at home with.

You will recall Lowenstein's simplistic, unfair, unethical and lousy, and incredibly emotional and effective remarks at that Presidents to Presidents meeting. We got the same thing when we went to talk with EMK.
And John Kerry and his crowd are, if nothing else, media-created, media-directed, and media-sustained over the issue of Vietnam. There is, too, of course, a tie-in with the drug question.

To counter this issue effectively, we must be prepared to put forward dramatic and graphic representations of (a) why we have to stay in Vietnam yet awhile, and (b) how quickly we're getting out in the meantime.

This is by no means a dead issue, and it would be unwise to think that as long as casualties are down and troops are on the way out that it will be removed from the campaign.

I'm not sure of the best way to dramatize this issue. Would it be possible to have, say, a good-looking, slightly mod-looking Vietnam veteran who is also a delegate address the Convention on our policies as they work out in the field, or even one on the
Vietnamese students to speak briefly and feelingly about the history of the conflict and the importance of the American presence throughout Asia as a bulwark against repression; or a POW/MIA wife to talk about the heroism in a forgotten war. Perhaps this could be a good issue; I think that the factual material in Counsellor Finch's speech to the Downers Grove meeting is pretty good stuff.

EMK will be using the POW/MIA issue prominently, and his line is a significant one: "We must develop more daring and creative means of negotiation, as did my brother, and as did Robert Kennedy." There are hysterical wives on the other side, and they make great TV, so we had better be ready to deal with this issue. I think we can count on its being used to emotionalize the war issue once again, so we must be ready to deal with it humanely and constructively, but emotionally as well.

DRUGS. The actual evidence about the drug epidemic seems to be somewhat conflicting: is it growing still apace or is it slightly slowing down? At any rate, it doesn't seem to be as immediate an issue as it was several months ago. It might be anticipated, however, that as the spring and summer approach, there will be more cases of flagrant abuse or even
At any rate, it seems to me that this is a very important issue, a very dramatizable issue, a very emotional issue, and, perhaps sadly, a very reducable issue. It is also an issue on which we have a good record, but one which could also offer us some good inroads against the opposition.

Could we have an ex-ghetto addict address the Convention on the horrors of the spread of drugs? Did you read John O'Connor's piece about Geraldo Rivera, the Puerto-Rican news commentator, lawyer, and OEO recruiter, in last Sunday's *New York Times*? (See page following.) He won the Press Broadcasters Award for his ABC news series on drugs in Harlem. (He really is very good and engaging in an attractive unprofessional way, just like Jim Bouton, who does the sports on the same award-winning show.) Perhaps we should go after him -- even if only on the drug issue. Could we get Dr. Jaffe to talk bluntly and forcefully about our programs; and how about Bud Krogh who is young and, I think, good TV, as our drug spokesman? How about an ex-military addict? How about Gov. Cahill (whose son, as you may recall, was notoriously busted) talking directly...
He's at Home in the City Jungle

By JOHN L. O'CONNOR

T here is no such thing as "Gleam," the American Samoan actor. Yet I've heard from people of all kinds who say that Gleam, a native of the island of Tonga, is a man with a magnetic charm that attracts both men and women. He has been described as "the most charming man in the world," and many women have fallen in love with him. But what of "Tonga," the paradise island that he calls his home? Is it really a paradise? Is it possible to find real happiness in a place that is so remote from civilization?

In order to answer these questions, I went to Tonga for a week. I was struck by the beauty of the island, and by the friendliness of its people. But I was also surprised by the poverty and ignorance of many of the inhabitants. There are few schools on the island, and the people have little opportunity to learn about the outside world. The government is corrupt, and the people are exploited by foreign interests. Nonetheless, I found that there is something appealing about this island, something that sets it apart from other places in the Pacific. I hope that one day it will be possible for the people of Tonga to have a better life, and for the island to become the paradise that it once was.
to parents about the problem of the spread of drugs in the middle-classes? What would be lead-story news, and someone like him would be the ideal person to make our points:

--that we have an excellent and innovative and enlightened record in treating hard drug abuse as a medical problem;

--that we have been very successful on the diplomatic and law-enforcement front, in curbing the spread of illicit narcotics (how about having a French and Turkish anti-drug leader there to congratulate us and also to add some cosmopolitan exotica to the Convention program?);

--that we have been sensible and "liberal" in our legislation on marijuana (making simple first offense possession an expungable misdemeanor rather than a felony, etc.)

AND

--that on this issue we can call the bluff of the Democratic trendies who court a youthful constituency with their plastic grooviness, but who have thus far avoided defining their own stand on marijuana. Why not force EMK or HHH or McGovern or Muskie to come out and say that either they would legalize the stuff, or else they can only approve
what RN has done. In either case, it would clear the air and set up this issue which is, I think, both important, favorable, and dramatizable.

Do you remember the ABC show "Heroes and Heroin"? It had footage of RN in a Cabinet meeting which was, to my mind, except for the terrible grainy soundtrack, some of the most forceful political television in a long time, showing RN in concerned, informed, non-nonsense action. Could we use some of that? Or something like it?

CHINA. I don't see this as being a terrifically big issue. No, I don't. Unless, as we all hope, the President brings back some incredibly big concessions from the Chinese - say, our prisoners of war released - I believe that it is something the American people are aware of, and approve of, but something that they don't feel really affects them, or would cause them to cast or change a vote.
Otherwise, I should think that the disaffected conservatives will not warm to the "bridging-the-gaps-opening-the-lines-of-communication" line which doesn't, after all, answer the basic moral/ideological issue as they see it, or the difficult questions of our responsibility to Taiwan.

Besides, this is the kind of ball which the Democrats are better at running with than we are. From a media standpoint, EMK in the Forbidden City or patting a Chinese baby on the head or Joan Kennedy wearing a Chinese silk slit skirt to the Peking Opera is just inherently more exciting TV than Dr. Kissinger dining with Mr. Chou or even RN supping with Chairman Mao. And the Democrat line will just underscore this: "It took a Republican anti-communist to open up these lines, but now it will take us to make anything out of them..." This will be especially successful with the youth vote which so vociferously approved our initiative. It's a case of promises, promises again, but that's where it seems to me this kind of issue is at.

It seems to me, in fact, (and maybe this is just my own hobbyhorse) that there is cause for grave concern in this area. The argument about the
sorely tested. And they themselves have sent one of their leading intelligence men (who has already been expelled from two countries, I think) to the UN, and as yet (admittedly early) show little sign of doing anything there which will prove how right we were in helping them get in.

What there will be regarding this issue, I think, is a considerable interest on the part of the American people about what China really looks like. This is a travelog issue. I suggest that we see that a top-level camera crew accompanies the President, and that one way or another they get footage of him and China and of him-and-China which can be premiered as one of the feature film highlights of the Convention. This might be part of a "Charting the Unknown" film which could deal dramatically, powerfully, and (yes) theatrically with things like: Space (a good collection of the best NASA footage), China (strikingly done travelog/image stuff), and, say, something like cancer research (using microphotography, etc.) stressing RN's interest and determination to put our efforts behind curing it.
THE GREENING ISSUES. I suspect that a group of issues which seem to have very little profile now will be very important in this campaign. Because they are already important media issues. I call them the "greening issues", because they partake of the liberal-oriented greening of America psychology which informs so much of the liberal establishment, from the universities right through to the media.

These are the knee-jerk reflex issues which anyone who purports to be "concerned" and groovy must stand up and salute. They are eminently and possibly infinitely emotional, dramatizable, and reducable.

As such, they have been given considerable time and space in the media; from special reports on the evening news to segments of TV news magazines to Sunday afternoon talk fests to network specials. They have been constantly hammered into the American people who probably aren't concerned with or interested in them as real issues as such. But issues they are.

And, to date, they have virtually been the home turf of the opposition.

These issues are: ecology/pollution; Indians; social concerns generally in American society.
Ecology/pollution.
Republicans, stereotypically associated with big business, have taken a bad rap on industrial polluting. The Alaska pipeline, and the Black Mesa project haven't helped in the combined Ecology/Indian axis of issues.

The President has stated the theme, "This is a beautiful country...", and this could be the theme of a whole line of Convention activities and campaign publicity. (A good theme song for this issue might be "What A Country" from the musical comedy All American - with some slight lyric changes, it would really convey the sweep and movement and enthusiasm of the American character and countryside.)

We have a good spokesman in Secretary Morton, and anything to be done to build up his Paul Bunyan proportions and lumberjack-jacket credibility would be effort well spent. Our Legacy of Parks is a good phrase and already a successful program - we should make this a major feature of our image. This could be tied in with the President moving around (captured on film for the Convention) bringing the Presidency to the people in scenic places.
Indians.

Here again, we've either been slapped with a bad name, or have been unsuccessful in making our concern seen and felt. EMK seems to have carved out this particular segment for his very own.

This could be made into a very important and very emotional issue. And we could get a very wide spectrum of support from unlikely and useful places if we really went all out to be seen to help the Indians.

What a fantastic convention moment (i.e., TV media moment) it would be if a dozen full-dressed Indians representing the tribes of America came on with John Wayne and Robert Redford, after a song by Buffy Sainte Marie, to thank the Republicans for what they have done for the first Americans.*

*Writing in the Washington Post of 26 September 1971 about Robert Redford, Rex Reed wrote, inter alia: "Redford, the first motion picture name since Brando to combine charisma, sexuality, and super-stardom with exceptional acting talent, owns acres of land in Utah... He has just been off shooting the rapids for two weeks and harassing the Utah government about not damaging the ecology with a superhighway that would actually have benefitted his own growing ski complex, Sundance.... Redford has done this himself with his search for privacy and peace in Utah, his rabid love of outdoor sports, his interest in the Indians of Black Mesa whose land and customs are being doomed by a power plant." About his new film, Hot Rock,
Social concern.

Once again the old stereotypical guilt by association

Redford said, "We made it in New York, though that's probably the end of that. It's too difficult, costly, tragic. The unions are their throats. (sic) The only good buy is Mayor Lindsay. He honestly tried, bent over backwards. There hasn't been any political person who has done as much for the arts except President Kennedy." Reed continued: "Redford's next film will be about politics, though he is on record as being the most apolitical of actors. 'I don't want to talk about this movie,' he says, proceeding to talk. 'It is apolitical; no it's not, its antipolitical. That's the way I am too. With the exception of a few people who are honestly trying to do good things, I'm pretty much against the system that controls this country at the moment. It's not working. But I'm not an activist, absolutely not. Still this movie will just put the whole system up to look at, try to get inside more than television or the press can. Get a grasp on what the politicians don't want us to know. We are living in an age of deception. There's a barrier between the people who administer this country and the public. The film won't take a political stance on one side or the other -- that's death to me, boring, uninteresting. But we've got to look at the system that controls this country."

Well, the bigger they come the harder they fall. And in star terms they don't come much bigger than Redford, and I have the feeling that if he were approached on a direct, one-to-one help the Indians basis, he might really give what we're doing an honest once-over. After all, the President's State of the Nation doesn't sound too different from his own comments on the failure of the current system to deliver satisfaction to the people.

This has been a long digression, but it serves two purposes: it indicates the kind of approach we might take to the Indian problem; it points to the kind of new, relevant celebrity we should be trying to reach, even if only on one particular issue or another, like Sammy Davis Jr. on drugs.
has paired off Republicans with big cigar-chomping businessmen in their mahogany and plush boardrooms figuring out new ways to screw the poor. (As Marvin Gaye sings in his new chart-climbing hit "Inner City Blues", "Money, we make it/ Before we see it, you take it...").

With social concern as with ecology/pollution and Indians, there's a direct proportionate ratio between making promises and being perceived as "caring". And it's hard to fight such will o' the wisp promise politics. But that's what we'd better do. Let's hoke it up a little if necessary. Good hoke; our hoke.

There are considerable dramatic possibilities here. There was an excellent documentary on poverty which Westinghouse sponsored (paid for too?) about two years ago which was strikingly photographed in black and white, and which used Judy Collins' recording of "I Think It's Gonna Rain Today" to great dramatic effect. That kind of thing, which is true, low-keyed, useful, and dramatically powerful, with a Republican name-tag on the end of it, is what we should be looking for.

Can we get some Black businessman —wearing an Afro and mod clothes or dashiki, not a Brooks Brothers
suit and a crew cut- and/or businesswoman who have benefitted from the "piece of the action" we've provided. That kind of direct address at the Convention could make very good and very colorful -no pun intended- TV.

**Surveillance in the society.**

This may seem like a ringer in this group. But even if it doesn't get off the ground with most people, it will still be used — is, indeed, being used right now.

You may remember, for example, that this was one of the most prominent points in Mayor Lindsay's statement about why he was leaving the Party: "To me, the most troubling development has been the government's retreat from the Bill of Rights. Washington has tapped phones without court order; spied on our citizens with military agents; arrested thousands of people — protesters and bystanders alike— without legal authority; given "minimum enforcement" to the rights of minorities; and even tried to censor what we see on television and read in our newspapers." (My italics.) That's pretty strong language. And a lot of it undoubtedly has to do with run-of-the-mill New York press, to which has spoken...
under Lindsay and from which there's no reason to expect that Lindsay himself should be totally immune. And a lot of it has to do with the immediate liberal constituency to which Lindsay was partly addressing himself.

But there's an awareness of this kind of concern in society (again, the media's imposition of an issue on the national consciousness) even if it isn't a widespread issue -- yet. But when newspaper cartoons tackle it

and when popular novels and films like *The Anderson Tapes* deal with it, there's something there ready to blossom with enough coaxing and fertilization. We should be ready.

Key figures relating to this issue are Mr. Hoover and the AG. Both are long-standing targets. To this kind of political attack will be added the
President's determination to find strict constructionist Supreme Court Justices* and his "obsession" with Patton, etc., etc., to build up the image of a repressive administration aiming at its own kind of version of a wired nation.

*Cf. EMK's speech in New York a few weeks ago — excerpted, natch, on the op ed page of The New York Times— on "The 'Burden' of the Constitution", and containing passages like:

"They (i.e., we) wear buttons that say, 'We care about Congress'. But they will not tell Congress the whole story about military spying on civilians, about foreign-aid plans, or about so-called national-security wire-tapping......They argue that bugging and tapping and undercover spying are necessary to get intelligence on dangerous groups......They deny that they are repressing dissent, but they issue an unprecedented and probably unlawful Executive Order directing the dormant and powerless —but dangerous— Subversive Activities Control Board to start checking up not only on dissident groups but also on those who have 'sympathetic association' with them," etc. Can there be any doubt that EMK is trying out an issue? A big issue?
SOME SUGGESTIONS

You asked for some suggestions about staging the Convention. I doubt that you anticipated this 29-page harangue. There's more.

At the Convention particularly, I think that we should make optimum use of:

(a) our best in-Party media personalities.

- yourself, Mr. Finch, Sen. Percy, Gov. Rockefeller, Sen. Goldwater, Gov. Reagan, Sec. Morton, Sec. Connally, Sen. Baker, and how about finding good-looking people like the Governor of Tennessee, Mayors, young State officials, etc., and seeing if they have any media savvy. And how about the AG who many people probably haven't seen or heard speak live on TV?

-we should also get all the White House under-30 staff and under-35s, and parade them around that Convention wherever a TV camera is placed; we should give them virtual media schedules, to making themselves available for interviews...and let them drop the occasional bit of news which will make them desirable for further interviews. This is a very important factor in the campaign's and Convention's tone. There should be a lot of young faces in the TV background on the Convention platform - the Hanzliks and Bradbeers and Blecksmiths and Cheneys, etc.

-in this regard, the White House Fellows will probably go to both Conventions. They should be prominently placed at ours - the more young faces (including, incidentally, a Black woman, a Chicano, and an Indian) the better. And I daresay that they would be quite enthusiastic about their impressions of Nixon's Washington if they were interviewed by the media - and the more valuable for being non-political.
(b) studio-produced entertainment as an actual part of the Convention proceedings during prime-time hours.

-something like an all-star half-hour show to kick things off after the Keynote. Paying the performers if necessary and allowable. And a big show. The Supremes or the 5th Dimension and Charley Pride, Jonathan Winters, and, say, Brel, welcoming the Republicans to San Diego. But not a corny political show. Just good entertainment that the average viewer might actually choose to tune in with a few Republican zingers every now and then. Could something like this be done as a paid fundraising dinner, say in New York with Mrs. Eisenhower there, and relayed live on a giant screen to the Convention, and direct to the networks?

(c) feature films and documentaries as part of the Convention proceedings during prime time hours.

(See above, under ISSUES.)

We should aim at getting the support of important celebrities and public figures even, or, in fact, especially, if it is only on one particular aspect of our program. This is both a more sensible goal, and will create a real impression of purposeful action across a wide spectrum. In doing this we should also aim at presenting an up-to-date image. John Wayne on his own won't do any more.

These are some of the kind of people I have in mind:
The President was pleased by the strong support he was shown in the New Hampshire Presidential primary. He deeply appreciates the efforts of those who, in his absence, campaigned on his behalf, and he is grateful to the voters of New Hampshire for their expression of continued confidence.

###
March 8, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. DENT
SUBJECT: New Hampshire

*Results as of 2:30 p.m.:

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<th>Nixon</th>
<th>McCloskey</th>
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The Youth Vote

Conclusion at N. H. campaign headquarters is that we did better in this area than expected. Hanover, site of Dartmouth College, provides a gauge. Of 1,349 ballots, the President won 595, McCloskey 707 and Ashbrook 47. This is in contrast to 1968, when the President tallied 388 votes to 406 in a write-in for Rockefeller and 229 in a write-in for Eugene McCarthy on Republican ballots. Dwinell feels the youth vote overall was not a big factor.

The Undecided Voters

As far as can be judged from the telephone campaign, the undecided votes were divided evenly and not overly weighted toward any candidate.

Conclusion at this Point

Further analysis will be made of the youth and undecided votes. Our people on the scene still feel it was a strong victory, especially since the President did not go into New Hampshire and McCloskey spent 90 days there and considerable money.

*These results are with 99% of the precincts reporting, and are being given by the press as final. However, campaign headquarters say more are to report. We will maintain contact and update later today.
WASHINGTON AP - The White House said Wednesday that President Nixon was pleased by his strong showing in the New Hampshire presidential primary.

"The President noted the results of the New Hampshire primary," press secretary Ronald L. Ziegler said to the sound of laughter in the press room.

"The President was pleased by the strong support he was shown and he is grateful to the voters of New Hampshire for their continued support," Ziegler said.

Francis Dale, chairman of Nixon's campaign committee, said in a separate news conference that the primary voting Tuesday indicated a solid approval of Nixon's performance as President.

"It confirms that the voting populace is aware of the President's record and his performance," Dale said. "We gather that his performance has been weighed and given solid approval."

Nixon received 69 percent of the Republican vote in the primary, first in the nation in the 1972 campaign.

Ziegler declined to comment on the Democratic side of the primary, but Dale said the result made it "clear that no one emerges from the crowd of Democratic contenders."

Ziegler also was reluctant to answer a question about the 83 percent of Republican voters who gave their support to Reps. John Ashbrook and Paul McCloskey. Dale also would not comment on the immediate future of Ashbrook and McCloskey but said he expected them and their followers to back Nixon in the general election.

Dale is chairman of the Committee for the Re-election of the President. John N. Mitchell, who recently resigned as attorney general with Nixon's campaign manager, operating through the committee.

rs608pes march 8 we
Frank Dale, Chairman of the Committee for the Re-Election, held a press conference at 1701 at 11:00 a.m. There was no formal statement. The attached UPI wire is the first to run.
ADD 1 POLITICS, WASHINGTON (UPI-54)

FRANCIS DALE, CHAIRMAN OF THE COMMITTEE FOR THE REELECTION OF THE
PRESIDENT, SAID NIXON'S VICTORY IN NEW HAMPSHIRE WAS AN ENDORSEMENT
OF THE PRESIDENT, SAID NIXON'S VICTORY IN NEW HAMPSHIRE WAS AN
ENDORSEMENT BY THE VOTING PUBLIC OF HIS POLICIES, OBJECTIVES, AND
PERFORMANCE.

"HIS PERFORMANCE HAS BEEN WEIGHED AND HAS BEEN OVERWHELMINGLY
APPROVED," DALE SAID AT A NEWS CONFERENCE. "HE SAID THE NEW HAMPSHIRE
RESULTS "FORESHADOW A LONG SERIES OF CONTINUING VICTORIES."

DALE CONTENDED THAT ALTHOUGH NIXON GOT A LOWER PERCENTAGE OF THE
VOTE THIS YEAR THAN IN 1968 WHEN HE POLLED 77.6 PER CENT OF THE
VOTE, TUESDAY'S VOTE WAS EVERY BIT AS MUCH OF A VICTORY.

"THIS TIME THERE WAS ORGANIZED OPPOSITION," DALE SAID. "LAST TIME
THERE WAS ONLY AN ORGANIZED LAST MINUTE WRITE-IN (FOR GOV. NELSON
ROCKEFELLER OF NEW YORK)."

DALE SAID THE DEMOCRATIC PRIMARY SHOWED THAT "NO ONE HAS EMERGED
FROM THE CROWD OF DEMOCRATIC CONTENDERS. IT (THE DEMOCRATIC
NOMINATION) IS GOING TO BE OPEN, IT SEEMS, TO ME, RIGHT DOWN TO THE
CONVENTION."

3/8--CE1263P
MEMORANDUM FOR:  
FROM:  
SUBJECT: Campaign Plan for Black Vote

Having carefully reviewed your draft plan, I am quite impressed with 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 grab 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 four major sections:

1. Background on Black Vote. You cover this only briefly on page 1 and part of page 2 of your plan. I suggest a more comprehensive discussion of demographic data, issues of concern to Blacks, voting trends, and conclusions on this group and what they will respond to. This then sets the stage for the development of a strategy.

2. Strategy. This would start with a short statement of your strategy which, as I see it, is to increase the Black vote to 12% by publicizing the President’s record of accomplishment for Blacks and, thereby, convince Blacks of the President’s concern. You should, of course, be more specific if you can by stating the issues that will be exploited in this effort. Then, briefly cover the strategy for making this happen (e.g., a comprehensive PR program, Presidential involvement, and the mission of the field organization). Finish with a brief discussion of the key States you intend to focus on and those you expect to neglect. Provide decision blanks for the strategy.

3. Plan of Action. In the preceding section you told where you were going, and here you outline how you intend to get there. Your major suggestions should all be included here as elements of the plan (e.g., make Black appointees more visible, form groups of Black opinion leaders,
encourage Black GOP candidates, provide visibility to Blacks at convention, 
hold a fund-raising dinner, and elements of the communications plan. You 
should, however, also cover issues/initiatives you feel need to be modified 
or expanded by the Administration, new initiatives needed, the objectives 
of the field operation and how they will be reached, and your rough timetable 
for establishing a field operation. Provide decision blanks at relevant places 
within this section.

4. **Organization.** Outline here the organization needed to carry out 
the plan of action. Start with the overall team that will coordinate the efforts 
(i.e., Jones, Brown, Scott, and Black appointees). Then, cover the organi-
sation and duties of the Washington and field staffs and make your case for 
additional staff. Also cover the plan for the overall national committee. 
Provide decision blanks as appropriate.

Now let me get into a few other comments and observations that we should be 
sure to discuss tomorrow:

1. **It is important to recognize that the campaign plan is a general ap-
proach aimed at a broad appeal toward the Blacks to be taken now. Later, 
as the State Victory Plans are developed, you will tie in with these and 
develop a specific Black 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 pre-
amble or built into the plans section.**

2. **Selection and Reporting of State Black 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 Black effort in each State.

3. **Black Spokesman.** You hit this hard both with Administration 
appointees and outside opinion leaders. I fully agree, but to get maximum 
visibility we need to develop at least 1 star who can command national attention. 
This would be someone who could really hit the theme that the Dems take Blacks 
for granted and they way to real power is to show some independence. I don't 
know who this should be or how we will do it, but you should begin giving 
serious attention to the problem. Without 1 real star we just won't generate 
the publicity needed.

4. **Opinion Leaders.** You aim at forming 5 groups initially and more 
later. I like the idea a lot, but there are several questions:
-- How will these be related to the regular citizens' groups? For example, we will most certainly have an Educators for Nixon group which will include some Blacks. Won't this overlap, and how do we rationalize this?

-- Why do you choose real estate brokers as a major group? They are hardly a major force in our society.

-- Where can we fit in leaders such as Art Fletcher and Jim Farmer who may be with us?

-- What is the ultimate cost likely to be? You mention $18,000 as a start-up budget.

5. Local Republican Organizations. I really don't understand this section. What are these organizations and what are we really trying to do?

6. Black GOP Candidates. This is a good idea, but it will obviously depend on cooperation in the States and the ability of our men to get through the primaries. Also, who would take on this project and how much financial support do you feel is needed?

7. Fund-Raiser. I'm not sure this is the best way to spend your time, and it could backfire on us. First, money is not the key factor for us. Second, it would take a hell of a lot of yours and Brown's time that may be more productively used elsewhere. Finally, the Dems could criticize the GOP for taking money away from the Blacks while Dems favor the reverse. Perhaps we should convert this idea into a testimonial for the President sponsored by Black appointees. We could set up regional tie-ins and use this as a vehicle for publicity and for recruiting volunteers. If we do anything here, I suggest you have omitted some of our best people from your proposed list of sponsors (e.g., Jackson, Pierce, Ben Davis, Koontz).

8. Communications. I agree that we will want to use paid ads, but only on a selective basis. This will be decided case by case based on the needs pointed up in the State Victory Plans. All media commitments for all groups will be decided in this way. On the brochure, I like the idea but wonder whether 20 pages isn't twice as long as need be. Let's be sure to discuss this one so an early decision can be made.

9. Operation "Put-Up." I don't completely understand this concept and need some elaboration.
10. **Field Operations.** Your emphasis on field operations is right on target, and in my gut I feel you need the 3 field coordinators. However, you have to make the case more clearly and relate the coordinators to key States before we can make a request to Mr. Mitchell.

11. **Other Staff.** I do not agree with the need for a scheduling coordinator. This should be done through Bart Porter and Stan Scott. You need to make your case stronger for the 2 staff assistants.

I look forward to seeing you tomorrow when we can cover the above and other points in greater depth.
March 7, 1972

TO: Fred Stracher

FROM: Harry Flemming

Attached is the new confirmed state chairmen list. Please note the new format, i.e., one state to each page. As additional information is made available on headquarter's offices, etc. a new sheet on that state will be forwarded to you. PLEASE KEEP THE ATTACHED LIST AS YOUR MASTER LIST, ADDING THE NEW PAGES AS THEY ARE RECEIVED.

If there are any difficulties regarding phone numbers, names and addresses as listed please contact Barbara Pierce (Ext. 283) so that corrections may be made.

Harry Flemming
CONFIDENTIAL

March 6, 1972

Announcement date: Not announced to date

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE
CHAIRMAN: Mr. Sam Mardian (602) 264-5981
office: P. O. Box 1032 Phoenix, Arizona 85001
Phoenix, Arizona 85021

home: 7310 North Fourth Drive (602) 944-7110
March 6, 1972

Announcement date: February 4, 1972

HEADQUARTERS OFFICE: CALIFORNIA COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
Airport Marina Hotel
Los Angeles, California 90045

NIXON STATE CHAIRMAN: Governor Ronald Reagan
State Capitol
Sacramento, California 95814

address EXECUTIVE mail to: Mr. Lyn Nofsiger
temporary residence: Airport Marina Hotel
Los Angeles, California 90045

directorate: c/o of HEADQUARTERS (address above)

(213) 641-6612
(916) 445-2841
(213) 670-8111
March 6, 1972

Announcement date: January 11, 1972

NO HEADQUARTERS
OFFICE AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Governor John Love
Executive Chambers
office: Colorado State Capitol Bldg.
Denver, Colorado 80203
home: Executive Mansion
400 E. 8th Avenue
Denver, Colorado 80203

* * * * *

VICE-CHAIRMAN
Mrs. Robert K. Michael (Pat)
7075 Roaring Fork Trail
Boulder, Colorado 80301

* * * * *
CONFIDENTIAL

March 6, 1972

ANNOUNCEMENT DATE: January 25, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Nathan G. (Gus) Agostinelli
State Comptroller
office: 30 Trinity Street
Hartford, Connecticut 06115
(203) 566-5565

home: 95 Olcott Street
Manchester, Connecticut
(203) 643-8683
* * * * *

EXECUTIVE DIRECTOR: Charles Coe
office: c/o Republican State Central Committee
410 Asylum Street, Room 315
Hartford, Connecticut 06103
(203) 248-9661

home: Morgan Road
Canton, Ohio 06019
(203) 693-4727
March 6, 1972

CONFIDENTIAL

Announcement date: none

* CONTACTS THROUGH PRIMARY

* PRIMARY COORDINATOR: L. E. (Tommy) Thomas
  office: P. O. Box 490
           Panama City, Florida
           (904) 785-7920
  home: 2814 Canal Drive
         Panama City, Florida
         (904) 785-7834

* GOP STATE HEADQUARTERS: P. O. Box 311 (103 Call Street)
                           Tallahassee, Florida 32302
                           (904) 222-7920

* PRIMARY CONTACT: Mrs. Walter E. Hawkins (Paula)
                   241 Donnerich Drive
                   Maitland, Florida 32751
                   (305) 644-0350

FLORIDA
March 6, 1972

Announcement date: February 1, 1972

HEADQUARTERS 
OFFICE: 
INDIANA COMMITTEE FOR THE 
RE-ELECTION OF THE PRESIDENT 
2nd Floor 
Five Indiana Square 
Indianapolis, Indiana 46204 

* * * * * 

NIXON STATE CHAIRMAN 
Mr. Will H. Hays, Jr. 
c/o Headquarters 

* * * * * 
HONE: 413 Crawford Street 
Crawfordsville, Indiana 47933 

(317) 635-7302 or 
(317) 632-7886 
(317) 362-2416
March 6, 1972

Announcement date: January 10, 1972

HEADQUARTERS OFFICE:

ILLINOIS COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
110 South Dearborn, Room 200
Chicago, Illinois 60603

* * * * *

CAMPAIGN MANAGER:

Thomas Houser
if not at headquarters:
Office, Suite 3200
One First National Plaza
Chicago, Illinois

residence:
219 N. Hickory
Arlington Heights, Illinois

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ILLINOIS
March 6, 1972

Announcement date: February 21, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * * *

NIXON STATE CHAIRMAN: Churchill Williams
office: Oelwein State Bank
Oelwein, Iowa 50662
(319) 283-3361

home: 9 Hillside Drive West
Oelwein, Iowa 50662
(319) 283-2331

* * * * * *

CO-CHAIRMAN: Mrs. Elmer M. (Mary Louise) Smith
home: 654 59th Street
Des Moines, Iowa 50312
(515) 279-5390

* * * * *
March 6, 1972

Announcement date: not announced to date

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Ned Harding
office: P. O. Box 2011
24 Free Street
Portland, Maine 04104

home: South Freeport
Maine

* * * * *

CO-CHAIRMAN: Mrs. David R. Tibbetts (Dona)
home: 9 Central Street
Bangor, Maine

* * * * *
March 6, 1972

Announcement date: December 15, 1971

HEADQUARTERS
OFFICE: MARYLAND COMMITTEE FOR THE
RE-ELECTION OF THE PRESIDENT
7979 Old Georgetown Road
Bethesda, Maryland

* * * * *

NIXON STATE CHAIRMAN: Edward P. Thomas
Senate of Maryland
office: Carroll and Frederick County
Annapolis, Maryland
home: 710 Wyngate Drive
Frederick, Maryland

* * * * *
March 6, 1972

Announcement date: March 6, 1972

NO HEADQUARTERS OFFICE AT PRESENT

NIXON STATE CHAIRMAN: Jack Gibbs
office: c/o BBDO
211 West Fort Street
Detroit, Michigan 48226

home: 2755 Somerset Blvd
Troy, Michigan 48084

* * * * *

(313) 965-0620
(313) 646-2326
March 6, 1972

Announcement date: December 22, 1971

HEADQUARTERS OFFICE: MISSOURI COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT 130 South Bemiston, Suite 309 St. Louis, Missouri 63105
Exec.Secy. - Mrs. Mildred Huffman

* * * * *

NIXON STATE CHAIRMAN: Lawrence K. Roos c/o of Headquarters (address above)

office: Supervisor, St. Louis County (314) 889-2016
home: 943 Tirriil Farms Road (314) WY3-3766
St. Louis County, Missouri

* * * * *

CO-CHAIRMAN Mrs. Ed. Jones (Jean)

home: 301 Price Street (816) 884-3234
Harrisonville, Missouri 64701

* * * * *
March 6, 1972  

Announcement date: Not announced to date

NO HEADQUARTERS OFFICE  
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: G. W. Deschamps (State Senator)  
District No. 26, Missoula County (406) 549-0535  
Route 2, Mullen Road  
Missoula, Montana 59801

* * * * *
Announcement date: January 7, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: George Cook

office: Chairman and Chief Executive Officer
Bankers Life of Nebraska
Lincoln, Nebraska

home: 3070 Sheridan Blvd.
Lincoln, Nebraska

(402) 467-1122
(402) 423-6272
March 6, 1972

Announcement date: January 13, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

** ** ** **

NIXON STATE CHAIRMAN: C. Clifton (Cliff) Young
office: P. O. Box 1361
232 Court Street
Reno, Nevada 89501
(702) 786-7600

home: 2085 Regent Street
Reno, Nevada 89502
(702) 329-0587

** ** ** **
March 6, 1972

CONFIDENTIAL

Announcement date: November 1, 1971

HEADQUARTERS OFFICE: NEW HAMPSHIRE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
New Hampshire Eigh~ay Hotel
Concord, New Hampshire 03301

* * * * *

NIXON STATE CHAIRMAN: Governor Lane Dwinell
c/o Headquarters

home: 94 Bank Street
Lebanon, New Hampshire 03766

(603) 448-1121

* * * * *

EXECUTIVE DIRECTOR: G. Allan Walker
c/o Headquarters

home: #5 Millpond Drive
Nashua, New Hampshire

(603) 888-0713

* * * * *

ASSISTANT CHAIRMAN: Mrs. Bedford Spaulding (Roma)
home: 8 Maple Avenue
Claremont, New Hampshire

(603) 543-3449

* * * * *
March 6, 1972

Announcement date: not announced to date

NO HEADQUARTERS OFFICE
TO DATE

* * * * *

NIXON STATE CHAIRMAN: Governor William T. Cahill
                             State House
                             Trenton, New Jersey 08625

                             (609) 292-6000
March 6, 1972

Announcement date: Not announced to date

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN:
office: Ed Hartman
        Suite 100, Merrill Bldg.
        131 Adams, NE
        Albuquerque, New Mexico 87108

home: (505) 256-9848

* * * * *

NIXON CAMPAIGN MANAGER:
office: Willard Lewis
        Santa Teresa Corporation
        965 First National Tower
        Las Cruces, N.M. 88001

home: P. O. Box 209
      Las Cruces, N.M. 88001

* * * * 
CONFIDENTIAL

March 6, 1972

Announcement date: 1971

HEADQUARTERS OFFICE:
NORTH CAROLINA COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
916 E. Morehead Street
Charlotte, North Carolina 28202
(704) 372-9500

NIXON STATE CHAIRMAN
Charles Jonas, Jr.
c/o headquarters
(704) 372-9516

office: Reynolds and Company
330 S. Tryon Street
Charlotte, N.C. 28202
(704) 377-3651

home: 302 Colville Road
Charlotte, North Carolina
(704) 332-7018
March 6, 1972

CONFIDENTIAL
NORTH DAKOTA

Announcement date: Not announced to date

NO HEADQUARTERS OFFICE TO DATE

* * * * *

NIXON STATE CHAIRMAN: John Rouzie (701) 223-7750
216 Avenue F or
West Bismarck, North Dakota 58501 (701) 523-3261
March 6, 1972

CONFIDENTIAL

Announcement date: not announced to date

NO HEADQUARTERS OFFICE
TO DATE

* * * * *

NIXON STATE CHAIRMAN: Mrs. Rex Moore (Rita)
home: 7210 Waverly Drive
Oklahoma City, Oklahoma 73120

(405) 843-9597

if no answer, please leave message:
Mr. Clarence Warner
Chairman, Republican State Committee of Oklahoma

(405) 528-3501

* * * * *
March 6, 1972

HEADQUARTERS OFFICE: OREGON COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
Room 505, Terminal Sales Bldg.
1220 S.W. Morrison Street
Portland, Oregon 97205

NIXON STATE CHAIRMAN: Congressman Wendell Wyatt
c/o Headquarters

Wash. office: (202) 225-2206

home: 1209 Huntley Place
Alexandria, Virginia

EXECUTIVE DIRECTOR: Mr. Warne Nunn
c/o Headquarters

home: 2405 Bellwood Drive
Lake Oswego, Oregon 97034

CO-CHAIRMAN
home: 2320 9th Avenue
Milwaukie, Oregon

CONFIDENTIAL
March 6, 1972
Announcement date: February 14, 1972

NO HEADQUARTERS OFFICE
AT PRESENT (see below under Exec. Director)

* * * * *

NIXON STATE CHAIRMAN:
Mr. Arlen Specter
District Attorney's Office
Room 666, City Hall
Philadelphia, Pa. 19107

(215) 686-2660
(24 hr. service)

home: 3417 Warden Drive
Philadelphia, Pa. 19129
(215) GE8-2622

CONTACT: John Steinberg
(215) MU6-3964

* * * * *

ASSISTANT CHAIRMAN:
Herman Bloom
Office, home
1822 Spruce Street
Philadelphia, Pennsylvania 19103

and temporary
headquarters:

* * * * *
March 6, 1972

Announcement date: February 14, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Mayor James L. Taft, Jr.
office: Executive Chambers
City Hall
Cranston, Rhode Island 02910

home: 53 Fairfield Road
Cranston, Rhode Island 02910

(401) 461-8271
(401) 785-1844

CONTACT
Robert C. Connaughton
office: (401) 461-8271
Director of Administration
City of Cranston

* * * * *
March 6, 1972

CONFIDENTIAL

Announcement date: Not announced to date

NO HEADQUARTERS OFFICE AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Hal C. Byrd
office: P. O. Box 1926
Deering-Milliken Corporation
Spartanburg, South Carolina 29302

home: 1009 Glengalyn Circle
Spartanburg, South Carolina 29302

* * * * *

SOUTH CAROLINA
March 6, 1972

Announcement date: Not announced to date

NO HEADQUARTERS OFFICE
AT PRESENT

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NIXON STATE CHAIRMAN

W. E. "Obie" O'Brien
office: Dakota State College
  c/o Karl Mundt Library
Madison, South Dakota

home: 215 North Chicago Avenue
  Madison, South Dakota 57042

* * * * *

VICE-CHAIRMAN - EAST SOUTH DAKOTA

Mrs. M. O. Lee (Vendin)
home: 438 Jefferson Blvd.
  Huron, South Dakota

(605) 352-5038

* * * * *

VICE-CHAIRMAN - WEST SOUTH DAKOTA

Mrs. Robert Lee (Dode)
home: Boulder Canyon Route
  Sturgis, South Dakota 57786

(605) 347-3225
March 6, 1972

Announcement date: March 6, 1972

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NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CO-CHAIRMAN
Senator William Brock
office: 304 Old Senate Office Bldg.
Washington, D.C. 20510

CONTACTS:
Bill Goodwin - home: (202) 546-5765
Carol Browning - home: (202) 544-3319

* * * * *

GOVERNOR IN TENNESSEE
Governor "Joffie" Dunn
office: State House
Nashville, Tennessee 37219

residence: Governor's Mansion
or
Nashville, Tennessee 37219 (615) 741-2784

(615) 741-2784
March 6, 1972

Announcement date: January 14, 1972

NO HEADQUARTERS
OFFICE AT PRESENT

* * * * *

NIXON STATE CHAIRMAN
 Dick Richards
 office: 2610 Washington Boulevard (801) 399-3303
 Ogden, Utah 84401

 home: 4735 Madison Avenue (801) 621-4163
 Ogden, Utah 84403
March 6, 1972

NO HEADQUARTERS
OFFICE AT PRESENT

** ** **

NIXON STATE CHAIRMAN
office: Chairman, Republican State Committee
P. O. Box 70
Montpelier, Vermont 05602

** ** **
March 6, 1972

CONFIDENTIAL

Announcement date: February 18, 1972

HEADQUARTERS OFFICE: WISCONSIN COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

229 E. Wisconsin Avenue
Milwaukee, Wisconsin 53202

NIXON STATE CHAIRMAN

John K. MacIver

c/o Headquarters
(address above)

office: Michael, Best & Friedrich
626 East Wisconsin Avenue
Milwaukee, Wisconsin

home: 5498 North Lake Drive
Milwaukee, Wisconsin 53217

EXECUTIVE DIRECTOR

Mr. Charles Davis
McDonald, Davis & Assoc., Inc.

office: 411 E. Mason Street
Milwaukee, Wisconsin

home: 1776 Church View Drive
Milwaukee, Wisconsin

CO-CHAIRMAN

Mrs. Mary Kay Hansen

home: 8241 North River Road
Milwaukee, Wisconsin
March 6, 1972

Announcement date: March 7, 1972

NO HEADQUARTERS OFFICE TO DATE

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NIXON STATE CHAIRMAN

Mrs. Robert (Barbara) Gosman

C/o Republican State Headquarters

Box 241

Casper, Wyoming 82601

home: 120 East 15th Street

Casper, Wyoming 82601

(307) 243-9166

(307) 234-2801
March 7, 1972

MEMORANDUM FOR: LARRY HIGBY
FROM: CHARLES COLSON

Per our conversation Dick Howard reports from the attached that we did not do anything in New Hampshire although most reporters predict that there will be a Democratic write-in for Nixon. According to Magruder, there are no write-ins possible in Florida and in Wisconsin it is handled by cross-overs. I would think for very good reasons that we would not want to encourage cross-overs.

In the event this should be pursued as far as other states are concerned, I have asked Jeb to compile a list of those primaries where write-ins are possible.
MEMORANDUM FOR: DICK HOWARD

FROM: CHUCK COLSON

Did we have a write-in campaign on the Democratic side -- write-ins for Nixon? Did we use mail or advertise? Check Magruder immediately. Also find out for me first thing -- are write-ins possible in Florida and Wisconsin and let me know by mid-morning.
February 29, 1972

MEMORANDUM FOR: H.R. Haldeman
FROM: Gordon Strachan
SUBJECT: New Hampshire Youth Coordinator/ Alleged Haldeman Telephone Call

The February 28th news summary refers to a Sunday POST (February 27th) article on the New Hampshire Campaign (attachments at Tab A). The article emphasizes the youth activities for the President. The President's New Hampshire Youth Coordinator, Mike Scully, works for Ken Rietz. Jeb Magruder and Ken Rietz granted Scully authority to talk to the press about the youth activities. Magruder received a "blank" memorandum (orally explained to Magruder as being from the President) that the campaign should win some mock elections (copy attached at Tab B). I have talked with Magruder and Rietz several times about the importance of winning mock elections. This New Hampshire college mock election was the first that Rietz thought we could win and publicize if there were an all out effort (memorandum attached at Tab C regarding the New Hampshire mock election). Rietz personally went to New Hampshire to emphasize to his youth campaigners the importance of this election.

On the day of the election I called Magruder and Rietz at 1:30 p.m. to find out how the voting was going. Rietz called his New Hampshire contacts and said he had just had a call from Mr. Haldeman and wanted to know the results. My telephone call to Rietz and Magruder served as the basis of the statement in the newspaper. Rietz and Magruder admit they inappropriately used your name but Rietz felt he needed the extra "clout" to push his people in New Hampshire.

The Attorney General was also quite anxious to receive the results and Magruder called him at 2:30 p.m., one-half hour after the polls closed with the results. The Attorney General referred to the results that evening in a story that was picked up by the POST on February 11.

The net result is that I should have instructed Rietz more carefully never to use your name for "clout". Rietz and Magruder and I talked about this on Sunday when the POST story appeared.
The mock election at Dartmouth, scheduled for February 28, was cancelled because the President would have lost. He would have lost because the Muskie students are in a very rough battle with the McGovern students over fraudulent polls. The result of this battle would have been a maximum turnout and no assurance that the President would win.
When Muskie got to the Newsweek piece reprinted by the Union Leader on Mrs. Muskie's dirty jokes, smoking and drinking remarks, he broke down and wept. Several times, applause came as he sought to compose himself. Loeb responded that his paper had said nothing itself on Mrs. Muskie and Newsweek says it has no complaint from Muskie's camp when the article first appeared.

Also p. 1 in Post: Miss. Gov. Waller buys some more time as he seeks to put together a bi-racial delegation to the Dem. Convention; Thurmond receives credit from Veteran civil rights leaders in S.C. for securing grants which help blacks; Mansfield and Scott summon entire Senate for Tuesday attempt to defeat Griffin's measure.

Unprecedented slashing of Holton budget request ($136 M of $5.2 B) and analysis of what's happened to intellectuals and their overinflated hopes and capacities to influence the Gov't close out p. 1.

P. 2 features RN's NH effort -- its biggest asset is RN in China; its "biggest surprise" is the strength of the youth for Nixon operation which has mobilized as many weekend volunteers as McGovern, and in New Hampshire college's mock election, RN received 32 percent, Muskie 28 percent, McGovern 15 percent. Note by RN Youth Coordinator of the President's interest in the vote as seen by an HRH call even before results were in... Gallup says it's 43-42 RN over Muskie with 10 percent for Wallace, 47-39 RN over EMK.

Becker poll in Mass. gives Muskie 46 percent, HHH 15 percent, McGovern 11 percent, Lindsay 8 percent....Muskie is featured interviewee in Outlook's continuing series on candidates. He says his peace proposal -- set date for end of all US actions -- hasn't been made. He says RN's wasn't new and had been rejected before. Muskie feels Saigon should start acting as if there could be an end to US aid -- that is US public's attitude. The interview closes with Muskie saying he doesn't have a formula to handle the backgrounder controversy. He could have answered similarly on questions on busing, the economy, and disclosure of contributors. Of interest is his denial of "Trust Muskie" slogan. Credibility is an issue -- but "I don't really think that as a man I'm more trustworthy than other men."
N.H. Drive Kept Rolling For Absent President

By Mary Russell
Washington Post Staff Writer

Manchester, N.H., Feb. 26—Up to last Tuesday, there were no TV spots, no billboards, no radio ads here pushing President Nixon's candidacy, for reelection. There were, of course, the multitudinous hours of television coverage of the President in Cuba, the kind of publicity that no other candidate could buy.

It has been, in the words of Mr. Nixon's New Hampshire coordinators, a low-key but not low-effort campaign. Perhaps the biggest surprise in the Nixon campaign is the strength of the Youth for Nixon organization. Some of it can be attributed to two politically savvy New Hampshire field directors who have been concentrating on New Hampshire.

Mike Scully, a graduate of Colgate, worked for Sen. Lowell Weicker (R. Conn.) from June until October and then took on the job of New England field director of Youth for Nixon. His co-director is Ted Wigger, who graduated from the University of New Hampshire and worked for a California congressman until returning to New Hampshire last fall.

The two of them began visiting New England colleges and universities in December.

"Part of the problem for Republican kids, or those who think they like Nixon, is pressure from their peer group. That's not a popular stand. So we visited colleges, telling students that they had to have the guts to be vocal if they were backing President Nixon; that it took courage, but it was the responsibility to participate, not to speak out," Scully said.

As a result, he said, "we set up active Nixon for President club on 11 of 12 campuses."

Thus when the Youth for Nixon "decided to canvass Republican wards of Manchester one weekend recently they drew 400 to 500 students comparable to the largest number that came in for Sen. George McGovern up to this weekend.

"I have a feeling attitudes are changing," Scully said. "The draft and Vietnam defused as issues, students just aren't moved in their thinking any more. Besides there's no real star in the Democratic party to attract them, and they're not looking around. When they do, they sometime conclude President Nixon isn't doing such a bad job after all."

Scully thinks on the whole the new voters—18 to 21—have shown, "Mostly apathy. He thinks less than 50 per cent of these potential new voters in New Hampshire have registered. But he thinks a fair number of those who will have go to President Nixon.

Scully says he doubts there is such a thing as a youth block vote and cites a mock election conducted by the student government of New Hampshire College in Manchester.

There President Nixon received 32 per cent of the vote, Sen. Edmund Muskie, 28 per cent, Sen. George McGovern, 15 per cent with others getting six per cent or less.

"The President was the President ever interested in that. The balloting was supposed to end at 2 p.m. that day. And at 1:50 p.m. Bob Haldeman was on the phone asking for results. When he got them I knew they went straight to the President's desk."

"I guess even with the China trip the President is still keeping an eye on New Hampshire."

"Obviously, we don't have a recognition problem," said Slas, president of the New Hampshire Committee for the Re-election of the President. "The committee does consider "realt concern" is the possibility that Nixon supporters might be apathetic about turning out at the polls, figuring that the President has it all sewed up. They are concerned, to a lesser extent, about the 1921-year-old voters.

Two Taken Seriously

They also say they take seriously the President's two opponents in the March 7 primary here, Rep. Paul McCloskey (R-Calif.) and Rep. John Ashbrook (R. Ohio), and have hedged their predictions accordingly.

They begin by noting the 1968 campaign, when New York Gov. Nelson Rockefeller was only a write-in candidate and Michigan Gov. George Romney had dropped out. "In 1968, with no competition, we got 70 per cent of the vote," Slas said. "It's not unreasonable to expect 70 per cent this time."

"McCloskey's serious, articulate and sincere and he's been spending a lot of time here. That's bound to have an effect. And, of course, there are people who think the President is not conservative enough."

"But there is also a line of thought that charges by McCloskey that the President is not visible enough and by Ashbrook that he's too liberal are offsetting, giving the President the appearance of occupying the favored middle ground."
The goal of the Nixon campaign is to keep up interest, take advantage of the President’s image as a statesman and ward off any feeling of neglect. New Hampshire voters may have, since the President has taken himself out of active campaigning until after the Republican National Convention, in August and will make no personal appearance here.

To reach these goals the campaign has been organized into an effort that consists of:

- A well-planned Youth for Nixon effort to get the vote of young people.
- Visits by nearly a dozen “surrogates” — cabinet members, congressmen, senators and agency heads who come to the state to speak for the President.

A media campaign with some radio spots, TV spots and newspaper ads has just begun. It will intensity up to primary day and will feature, according to Bias, endorsements of the President by others.

The climax of the surrogate appearances in the state will be March 3 with an “Appreciation Day Rally” for the President.

Gov. Rockefeller will be the keynote speaker, radio and TV star Art Linkletter will be master of ceremonies, At least 14 cabinet officers, governors, congressmen and senators will also attend the rally.

It is rumored that Vice President Spiro Agnew and movie star John Wayne will also be brought in.

The New Hampshire Committee for the Re-election of the President, headed by former New Hampshire Gov. Lane Dwinell, with main headquarters in Concord, New Hampshire, handles most of the operations.

The telephone survey was organized by Nancy Brainard, a Minnesotan with the National Committee for the Re-election of the President in D.C.

Volunteers mostly housewives — work out of eight headquarters scattered around the state. They keep from two (Wolfsboro) to 16 (Manchester) phones manned twelve hours a day (from 8 a.m. to 9 p.m.).

Working from voter registration lists they call those in their districts listed as Republicans and ask, “In the primary election can President Nixon count on your support?” Computerized file cards are then marked, for Mr. Nixon, against and undecided. If they are against, they are asked whether they will support Averell Harbrook or McClovery. If they are undecided, they are asked which of a number of issues are bothering them — Vietnam, the economy, the environment, drugs, foreign policy, crime and health care. The issue is then checked, they are sent literature on the issue. All undecideds are called back again.

A get-out-the-vote drive will be launched from the phone centers a few days before the election.
January 11, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JEB MAGRUDER
FROM: 
SUBJECT: Campaign Activities

What is happening with our effort to start to get good trial heat polls out of colleges and high schools.

We need to try to develop an effort here on both counts, particularly going for some high school support in New Hampshire so we don’t get all negative stories.

It is ridiculous to let the McCloskey people get the kind of story they got out of the one high school poll which was obviously a heavily loaded operation.

Perhaps we should try one high school in New Hampshire and maybe one college to test operations since the overall effort has zero results today. See if we can’t generate out of each one of these a major effort and if that effort is productive, get several other schools doing the same thing and get some polls out on them.

On a different subject, we now need to see that there is a maximum interest developed in the Democratic primary and try to get all the news media focusing there instead of on the Republicans.

One line we should be using is “because of the lack of significant competition in the Republican primaries, we don’t expect any large vote turn out”.

LH:km
The Committee to Re-Elect the President conducted a mock election at New Hampshire College in Manchester, New Hampshire today. Sample ballots were given to 150 students (total enrollment 950). The results were:

- Nixon: 32%
- Muskie: 28%
- McGovern: 15%
- Ed Cole (local): 6%
- Humphrey: 3%
- Lindsay: 3%
- McGovern: 3%
- Ashbrook: 1%
- Hartke: 1%
- Yorts: 1%

At the direction of Jeb Magruder and Ken Rietz, Van Shumway, and Tom Sias, the New Hampshire PR Director for the Committee to Re-Elect the President, are handling publicity in Washington and New Hampshire respectively.
MEMORANDUM FOR GORDON STRACHAN

The Campaign Committee is extremely anxious to get the word to all people necessary that they have two key events upcoming -- a rally in New Hampshire on March 3 and a rally in Miami, Florida on March 9. They are extremely hopeful that these two significant events are not overshadowed by some announcement or action by the President following his return from China.

In our news planning operation, we can keep these two dates open so that the rallies are significant news items; however, because some significant news events are scheduled by much higher authorities it has been requested that you at least inform Bob Haldeman of these two events and dates for his and the President's planning.

Thanks.

W. Richard Howard
THE WHITE HOUSE
WASHINGTON
February 19, 1971

MEMORANDUM FOR MR. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: Campaign Task Forces

As you may know many of our staff political operatives both here at the White House and outside are thinking about Campaign 72. Each is haphazardly pursuing his own area of interest.

One approach to this problem is the pre-emptive Task Force. By establishing a Task Force in each of the key areas, the right thinkers are put on the right projects and the free-lancer is pulled into the system. This approach establishes target areas and thereby enables the Attorney General to establish a time frame for the campaign. One advantage is that it requires no one's full time effort so no elaborate outside organization need be established.

Suggested areas for the Task Force approach to be applied include:

Advertising and Direct Mail;
Polling, Computers and Research;
Citizens Committees and the State by State Campaign Organizations;
The 18 - 21 year old vote;
The Black and Women's Vote;
Middle America;
And Democratic Contenders.

Each Task Force could have White House Staffers; individuals in Departments, such as Dick Moore, Stan Pottinger, and Don Santarelli; representatives from the RNC, such as Tom Evans or Lyn Nofziger and independent advisers such as Cliff Miller. Task Forces that should probably begin operating immediately include:

1. Advertising and Direct Mail The basic question seems to be what type of organization and approach is appropriate for the President in 1972. Suggested members for the group
include Chapin, Garment, Shakespeare, Rumsfeld and Nofziger. Rhatican could serve as the Project Manager for this Task Force.

2. Polling, Computers and Research Work has already begun on expanding our computer capabilities. A Task Force of Staff members who will know what we will need in 1972 as well as those with the technical background to determine the feasibility should be formed. The group could include Timmons, Huston, Price and Howard. Ron Baukol could act as Project Manager. The correct use and development of polling could be under the direction of Flanigan, Colson, Magruder, Dent and Safire. Dick Howard could serve as Project Manager.

3. Democratic Contenders They should be considered as a group as well as individually. The strategy of the group as coordinated by Lawrence O'Brien should be determined and appropriate responses developed. One member should be assigned to each contender to assure complete grasp on his strategy. The Task Force here for the group could include Buchanan, Price, Moore, Finch, and Nofziger. The Project Manager could be Rob Odle. The project Manager could also be a reliable person in one of the departments.

Since this is primarily a campaign tool which would draw on White House Staff members, if you approve I would like to discuss the idea with the Attorney General.

Approve ___________________________  Disapprove ___________________________

Comment ___________________________
TO:  
H.R. HALDEMAN

FROM:  
GORDON STRACHAN

You received the speaking kit last weekend. Price and Harper asked for authority to grant limited distribution with individual veto power. Price is wondering if he can proceed on that basis.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

March 8, 1972

MEMORANDUM FOR GORDON STRACHAN

FROM: DAVE GERGEN

SUBJECT: Distribution of Speakers' Kit

In the memo which Ray sent to Mr. Haldeman last week on the speakers' kit, he raised the question of whether distribution should be extended to various groups around the country.

Already we have a rather pressing request from Van Shumway about his State chairmen. I think he would like to resolve this one by having the Fact Sheets and Quotes sent out to the chairmen along with 3-4 general fresh speeches -- not the specific-type speeches already produced.

We shall probably make a decision on his latest request before the end of the week, but in the meantime, do you think we might obtain some guidance on Ray's question?

Many thanks.
MEMORANDUM FOR:  

MR. GORDON STRACHAN

As you requested this morning, I am attaching copies of the latest total vote as of 11:30 this morning, a copy of our handout following the press conference this morning, a copy of the UPI wire where the college mock election ran, and a copy of the piece that ran on the UPI wire at noon.

There no was no formal statement for Dale. For the most part he simply took questions.

Attachments
Nixon Wins Primary in Vermont City

RANDOLPH, Vt., March 7 (UPI) — President Nixon received 407 of the 772 votes cast here Tuesday to win what was believed to be the nation's only municipal presidential primary.

Rep. Paul N. McCloskey (R-Calif.) was a distant second with 109 votes and Sen. Edmund S. Muskie (D-Maine) the leading Democratic contender was third with 84 votes in the winner-take-all, nonpartisan election.

The voting was lighter than expected, with only 772 of 1,000 registered voters casting ballots.

Behind Mr. Nixon, McCloskey and Muskie were James Boren of the Bureaucratic Party with 77 votes, Sen. Hubert H. Humphrey with 21, Sen. George S. McGovern (D-S.D.) 20, Rep. Shirley Chisholm (D-N.Y.) 21, Alabama Gov. George Wallace, 8, Eugene McCarthy, 8, New York Mayor John Lindsay, 5; Sen. Henry (Scoop) Jackson, 4; Rep. Wilbur Mills (D-Ark.) 4; Rep. John M. Ashbrook (R-Ohio) 4; Sen. Vance Hartke (D-Ind.) 0; and Democratic Los Angeles Mayor Sam Yorty, 0.
UPI-63
ADD 1 POLITICS, WASHINGTON (UPI-54)

FRANCIS DALE, CHAIRMAN OF THE COMMITTEE FOR THE REELECTION OF THE
PRESIDENT, SAID NIXON'S VICTORY IN NEW HAMPSHIRE WAS AN ENDORSEMENT
OF THE PRESIDENT. SAID NIXON'S VICTORY IN NEW HAMPSHIRE WAS AN
ENDORSEMENT BY THE VOTING PUBLIC OF HIS POLICIES, OBJECTIVES, AND
PERFORMANCE.

"HIS PERFORMANCE HAS BEEN WEIGHED AND HAS BEEN OVERWhelMINGLY
APPROVED," DALE SAID AT A NEWS CONFERENCE. HE SAID THE NEW HAMPSHIRE
RESULTS "FORESHADE A LONG SERIES OF CONTINUING VICTORIES."

DALE CONTENDED THAT ALTHOUGH NIXON GOT A LOWER PERCENTAGE OF THE
VOTE THIS YEAR THAN IN 1968 WHEN HE POLLED 77.6 PER CENT OF THE
VOTE, TUESDAY'S VOTE WAS EVERY BIT AS MUCH OF A VICTORY.

"THIS TIME THERE WAS ORGANIZED OPPOSITION," DALE SAID. "LAST TIME
THERE WAS ONLY AN ORGANIZED LAST MINUTE WRITE-IN (FOR GOV. MELSON
ROCKEFELLER OF NEW YORK)."

DALE SAID THE DEMOCRATIC PRIMARY SHOWED THAT "NO ONE HAS EMERGED
FROM THE CROWD OF DEMOCRATIC CONTENDERS. IF THE DEMOCRATIC
NOMINATION) IS GOING TO BE OPEN, IT SEEMS TO ME, RIGHT DOWN TO THE
CONVENTION."

3/8 --GE1203P
035A
FLORIDA 3-8
WITH POLITICS
BY DAVID L. LANGFORD

THE ELECTION ON 38 COLLEGE CAMPUSES WAS A VOTE BY STUDENTS WHO ARE
REGISTERED DEMOCRATS AND REPUBLICANS. WITH 36 OF THE 38 CAMPUSES
REPORTING, PRESIDENT NIXON WON IN A LANDSLIDE OVER REP. PAUL MCCLOSKEY,
R-CALIF., ON THE REPUBLICAN SIDE.

UPI 02-08 03:16 AES

039A
YORTY 3-8
WITH NEWHAMP
MANCHESTER, N.H. (UPI)--MAYOR SAN YORTY OF LOS ANGELES SAID TUESDAY
NIGHT HE DEFINITELY IS NOT OUT OF THE PRESIDENTIAL RACE DESPITE HIS POOR
SHOWING IN THE NEW HAMPSHIRE PRIMARY.
"I WILL DEFINITELY BE IN THE CALIFORNIA PRIMARY AND MAYBE SOME OTHERS
IN THE INTERIM," HE SAID.
105A

WITH NEMHAMP

MANCHESTER, N.H. (UPI)--POPULAR VOTE FOR REPUBLICAN PRESIDENT (264)

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MANCHESTER, N.H. (UPI)--POPULAR VOTE FOR DEMOCRATIC PRESIDENT (264)

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</tr>
</tbody>
</table>

UPI 03-08 11:24 AES
MEMORANDUM
OF CALL

TO: 

☐ YOU WERE CALLED BY— ☐ YOU WERE VISITED BY—

[Signature]

Of (Organization)

Miami (305) 377-1966

☐ PLEASE CALL ——— PHONE NO. ——— CODE/EXT. ——— ex 569

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☒ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

1. We received 84% of vote in Fla. College mock election.
2. More than any other candidate.
3. Most only one candidate.

RECEIVED BY [Signature] DATE [Date] TIME [Time]

STANDARD FORM 63
REVISED AUGUST 1967
GSA FPMR (41 CFR) 101-11.6
RN's results are variously described as: "sweeping to an easy victory... "On the verge of crushing opposition from left and right with a margin almost as big as he had in '68 when running virtually unopposed,"... "Scoring a runaway victory,"... "Swamped 2 GOP challengers,"... "Without even visiting the state,..." "Decisively defeated" Ashbrook and McCloskey.

Sen. Dole said the results reflect the judgment that the American people are going to make on RN and his leadership in Nov... And he added -- "The opposition race is obviously wide open, and the so-called 'leading' candidate isn't leading anymore." Dole said Muskie should have expected at least 2/3 considering his frontrunning status, virtually no opposition and his neighboring residence... UPI reports the Veep's statement that the results "overwhelmingly expressed their NH GOP confidence in RN's leadership."

In the nation's only municipal pres. primary -- Randolph, Vt. -- RN received 407 to 109 for McCloskey (who visited there at least once) and 84 for Muskie. (Only 770 of 1900 registered voted.)... And in Fla's student poll of registered voters on college campuses, RN won a landslide over McCloskey -- 1989 to 246. McGovern won the Dem race with 1784 to 1373 for Chisholm (1); 1096 for Muskie; 1085 for Lindsay; 986 for Wallace; 749 for Jackson; 643 for Inliss and 160 for McCarthy. The anti-busing amendment was supported 6119-4334.

UPI (Milne) says "Muskie turned back a surprisingly strong surge by McGovern to win. However he failed to achieve a majority, putting in question his standing as the front-runner for the Dem nomination... Heavily favored to win,... Muskie ran into unexpectedly heavy opposition... An earlierUPI report says Muskie's totals "seriously threatened his role as the leading contender for the nomination."... AP says McGovern's showing "has dimmed [Muskie's] victory."

In the GOP VP write-in race, VP Agnew had 74% with 40% tallied. Brooke was running a distant third with 7%. Chief Burning Wood had 19% -- he got the NH GOP VP nod in '68,... Peabody, the only one on the Dem VP ballot, got 93% of their tallies.
MEMORANDUM FOR: BILL TIMMONS
FROM: GORDON STRACHAN
SUBJECT: FRED DIVEIL

Fred Divel is another employee of Walt Disney. He is not in the Ziegler, Higby category, but he might be of use to you in San Diego. The next time you travel to San Diego you might want to interview him to determine if he would be of any service. I do not know him personally. Steve Bull and Larry Higby know him but are neutral.
MEMORANDUM

March 1, 1972

MEMORANDUM FOR THE STAFF

FROM: ROBERT C. ODLE, JR.

Attached is an updated inter-office telephone list.

Also attached are two copies of our new office staff directory. Please check the directory immediately to make certain your address and telephone numbers are correct, and report any corrections to me by the close of business tomorrow. You may wish to take one copy home.

Please encourage your callers to use your outside lines. Our system is built around these lines and is not designed for all your calls to come in on 333-0920. Modern telephone systems use direct lines such as those we have installed for each staff member, and our system will ultimately break down unless these outside numbers are given out and regularly used.

Additional copies of this directory are available from Sylvia Panarites.

Thank you very much for your cooperation and please let me know of any corrections you may have in the listings.

bcc: Mr. Lawrence M. Higby
### STAFF DIRECTORY

<table>
<thead>
<tr>
<th>Name</th>
<th>Office Phone</th>
<th>Address</th>
<th>Home Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria T. Agnich (Mr. &amp; Mrs. Richard)</td>
<td>333-5767</td>
<td>4203 Pickering Place, Alexandria, Virginia 22309</td>
<td>780-0194</td>
</tr>
<tr>
<td>David J. Allen (Mr. &amp; Mrs.)</td>
<td>333-7060</td>
<td>3426 South Wakefield Street, Arlington, Virginia 22206</td>
<td>931-6975</td>
</tr>
<tr>
<td>Yvonne Allen (Mrs. Peter H.)</td>
<td>298-6850</td>
<td>10701 Meadowhill Road, Silver Spring, Maryland 20901</td>
<td>593-5046</td>
</tr>
<tr>
<td>Arthur L. Amolsch (Mr. &amp; Mrs.)</td>
<td>333-7060</td>
<td>2524 Paxton Street, Woodbridge, Virginia 22191</td>
<td>(703)491-1448</td>
</tr>
<tr>
<td>Alex M. Armendaris</td>
<td>333-6560</td>
<td>1026 16th Street, N.W., Apt. 503, Washington, D.C. 20036</td>
<td>393-5165</td>
</tr>
<tr>
<td></td>
<td></td>
<td>210 Wakowa, South Bend, Indiana 46617</td>
<td>(219)232-6804</td>
</tr>
<tr>
<td>Louis W. Barnett</td>
<td>333-0941</td>
<td>Republican State Central Committee of L.A. County, 1326 West Sixth Street, Los Angeles, California 90017</td>
<td>(213)483-9550</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home: 358 West Cedar Street, Burbank, California 91506</td>
<td>(213)845-4898</td>
</tr>
<tr>
<td>Paul E. Barrick (Mr. &amp; Mrs.)</td>
<td>333-4550</td>
<td>7300 Lackawanna Drive, Springfield, Virginia 22150</td>
<td>451-3636</td>
</tr>
<tr>
<td>Thomas D. Bell, Jr.</td>
<td>333-4570</td>
<td>122 11th Street, S.E., Washington, D.C.</td>
<td>546-5765</td>
</tr>
<tr>
<td>James W. Bennett</td>
<td>333-0920</td>
<td>9205 Long Branch Pkwy., Silver Spring, Maryland 20901</td>
<td>439-0690</td>
</tr>
<tr>
<td>Mildred Bighinatti (Mr. &amp; Mrs. Enso V.)</td>
<td>333-2375</td>
<td>1301 Delaware Avenue, S.W., Washington, D.C. 20024</td>
<td>484-8146</td>
</tr>
<tr>
<td>Katherine A. Black (Miss)</td>
<td>333-8280</td>
<td>2301 Connecticut Avenue, N.W., apt. 2, Washington, D.C. 20008</td>
<td>232-6298</td>
</tr>
<tr>
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<td>Nancy L. Blair (Miss)</td>
<td>333-3104</td>
<td>53-A G Street, S.W.</td>
<td>Washington</td>
</tr>
<tr>
<td>Mark A. Bloomfield (Mr. &amp; Mrs.)</td>
<td>333-4560</td>
<td>10201 Grosvenor Place, Apartment 1402</td>
<td>Rockville</td>
</tr>
<tr>
<td>Henry M. Buchanan (Mr. &amp; Mrs.)</td>
<td>652-0580</td>
<td>7613 Edenwood Court</td>
<td>Bethesda</td>
</tr>
<tr>
<td>Monico Bungato (Mr. &amp; Mrs.)</td>
<td>333-0920</td>
<td>7814 Livingston Road</td>
<td>Oxon Hill</td>
</tr>
<tr>
<td>Maxwell Calloway</td>
<td>(904)222-7920</td>
<td>1658 North Ridge Road, N.W.</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Jack Caulfield (Mr. &amp; Mrs.)</td>
<td>5205 Concordia Street</td>
<td>2400 Virginia Avenue, N.W., Apartment C-316</td>
<td>Fairfax</td>
</tr>
<tr>
<td>Arden Chambers (Miss)</td>
<td>333-8280</td>
<td>1435 Fourth Street, S.W.</td>
<td>Washington</td>
</tr>
<tr>
<td>Victoria Lynn Chern (Miss)</td>
<td>333-2013</td>
<td>1423-S 27th Street, N.W.</td>
<td>Washington</td>
</tr>
<tr>
<td>Murray Chotiner (Mr. &amp; Mrs.)</td>
<td>298-9030</td>
<td>4400 68 Place, Apt. B-2</td>
<td>Hyattsville</td>
</tr>
<tr>
<td>Patricia M. Cochran (Miss)</td>
<td>333-0820</td>
<td>1900 South Eads Street, #815</td>
<td>Arlington</td>
</tr>
<tr>
<td>Lois Jean Coleman (Miss)</td>
<td>333-4707</td>
<td>949-A 25th Street, N.W.</td>
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</tr>
<tr>
<td>James E. Cooper</td>
<td>333-0920</td>
<td>2030 F Street, N.W., Apt. 903</td>
<td>Washington</td>
</tr>
<tr>
<td>Sandra S. Cram (Mrs.)</td>
<td>333-0350</td>
<td>1207 33rd Street, N.W.</td>
<td>Washington</td>
</tr>
<tr>
<td>Josephine L. Creighton (Miss)</td>
<td>333-2835</td>
<td>1404 30th Street, N.W.</td>
<td>Washington</td>
</tr>
<tr>
<td>Nancy Louise Crouch (Mr. &amp; Mrs. Robert A.)</td>
<td>333-1265</td>
<td>(212)247-0300</td>
<td></td>
</tr>
<tr>
<td>Connie Cudd (Miss)</td>
<td>333-0941</td>
<td>(212)247-0300</td>
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<tr>
<td>Peter H. Dailey (Mr. &amp; Mrs.)</td>
<td>333-3515</td>
<td>(212)247-0300</td>
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<tr>
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<td>Susan Ann Davis (Miss)</td>
<td>333-0350</td>
<td>1546 44th Street, N.W.</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>Jane M. Dannenhauer (Miss)</td>
<td>333-1370</td>
<td>1600 South Eads Street</td>
<td>Arlington, Virginia</td>
</tr>
<tr>
<td>Maureen Devlin (Miss)</td>
<td>333-1669</td>
<td>3010 Q Street, N.W.</td>
<td>Washington, D.C.</td>
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<tr>
<td>Charles E. Dexter, Jr.</td>
<td>333-3797</td>
<td>5533 33rd Street, N.W.</td>
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<tr>
<td>Charles E. Dexter, Jr.</td>
<td>333-0696</td>
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<tr>
<td>Ann L. Dore (Miss)</td>
<td>333-7060</td>
<td>2000 N Street, N.W.</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>Yolanda Dorminy (Mr. &amp; Mrs.)</td>
<td>333-4550</td>
<td>5434 Broad Branch Road</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>Martha H. Duncan (Miss)</td>
<td>333-3106</td>
<td>6171 Leesburg Pike</td>
<td>Falls Church, Virginia</td>
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<tr>
<td>Margie L. Elliott (Mr. &amp; Mrs.)</td>
<td>333-0920</td>
<td>490 Old Post Road</td>
<td>Aberdeen, Maryland</td>
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<tr>
<td>Harold D. Fangboner (Mr. &amp; Mrs.)</td>
<td>333-0820</td>
<td>9018 Brierly Road</td>
<td>Chevy Chase, Maryland</td>
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<td>Barbara B. Pierce (Mr. &amp; Mrs. Donald)</td>
<td>333-4560</td>
<td>1641 Fitzgerald Lane</td>
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<tr>
<td>Arthur Finkelstein</td>
<td>333-6478</td>
<td>1101 Midland Avenue</td>
<td>Bronxville, New York</td>
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<tr>
<td>Harry S. Flemming</td>
<td>333-4560</td>
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<td>Harry S. Flemming</td>
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<td>John C. Foltz (Mr. &amp; Mrs.)</td>
<td>333-0650</td>
<td>5301 Remington Drive</td>
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<tr>
<td>Richard L. Fore</td>
<td>333-2667</td>
<td>2635 Wagon Drive</td>
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<tr>
<td>Kristin Forsberg (Miss)</td>
<td>333-0455</td>
<td>2100 Connecticut Avenue, N.W.</td>
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<tr>
<td>Laura Frederick (Miss)</td>
<td>333-2622</td>
<td>3250 N Street, N.W., Washington, D.C. 20007</td>
<td>338-0236</td>
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<tr>
<td>John B. Fuller (Mr. &amp; Mrs.)</td>
<td>333-7060</td>
<td>209 Wolfe Road, Alexandria, Virginia</td>
<td>683-4511</td>
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<tr>
<td>Theodore J. Carrish (Mr. &amp; Mrs.)</td>
<td>333-1265</td>
<td>2914 Kings Chapel Road, Falls Church, Virginia 22040</td>
<td>560-4250</td>
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<tr>
<td>Roy L. Gibson</td>
<td>333-0920</td>
<td>7804 Gradey Boulevard, Springfield, Virginia 22150</td>
<td>451-4555</td>
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<tr>
<td>Thomas E. Girard (Mr. &amp; Mrs.)</td>
<td>333-7060</td>
<td>8200 Tauton Place, Springfield, Virginia 22152</td>
<td>569-9479</td>
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<tr>
<td>Lawrence Y. Goldberg</td>
<td>333-6433</td>
<td>2111 Jefferson Davis Hwy., Apartment B08, Arlington, Virginia 22202</td>
<td>892-2827</td>
</tr>
<tr>
<td>George K. Gorton</td>
<td>333-4570</td>
<td>706 Sixth Street, S.W., Washington, D.C. 20024</td>
<td>638-1976</td>
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<tr>
<td>Anne Graham (Miss)</td>
<td>333-5767</td>
<td>1719 Oak Lane, McLean, Virginia 22101</td>
<td>KE8-6242</td>
</tr>
<tr>
<td>Veronica Anne Haggart (Miss)</td>
<td>333-0650</td>
<td>4801 Kenmore Avenue, Apartment 314, Alexandria, Virginia 22304</td>
<td>751-0793</td>
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<tr>
<td>Sally J. Harmony (Mrs.)</td>
<td>333-6575</td>
<td>4515 Willard Avenue, Chevy Chase, Maryland 20015</td>
<td>652-6807</td>
</tr>
<tr>
<td>Mary Angela Harris (Miss)</td>
<td>333-4212</td>
<td>5713 MacArthur Blvd., N.W., Washington, D.C. 20016</td>
<td>244-6354</td>
</tr>
<tr>
<td>Rita E. Hauser (Mrs. &amp; Mrs. Gustave)</td>
<td>333-3104</td>
<td>1 Washington Circle, N.W., Apartment 411, Washington, D.C. 20037</td>
<td>296-5080</td>
</tr>
<tr>
<td>J. Curtis Herge (Mr. &amp; Mrs.)</td>
<td>333-0350</td>
<td>1102 Wayside Blvd., Alexandria, Virginia 22308</td>
<td>(212)744-1262</td>
</tr>
<tr>
<td>Judith G. Hoback (Mrs. James)</td>
<td>333-4550</td>
<td>9702 Montauk Avenue, Bethesda, Maryland 20034</td>
<td>530-8629</td>
</tr>
<tr>
<td>Daniel W. Hofgren (Mr. &amp; Mrs.)</td>
<td>333-2375</td>
<td>3006 P Street, N.W., Washington, D.C.</td>
<td>333-2995</td>
</tr>
</tbody>
</table>
Carroll J. Holton  333-8280  4001 Ames Street  396-3479  Washington, D.C. 20019
(Mr. & Mrs.)  PB381-1962
Joseph Horacek III  (213)278-3233  125 N. Harrington Avenue  (213)476-5353  Los Angeles, California 90049
Office:  9229 Sunset Blvd,  Los Angeles, California 90069
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(Miss)  Chevy Chase, Maryland 20015  Chicago, Illinois 60613
Patricia G. Hutter  333-3104  3800 Lakeshore Drive  (312)281-8329
(Mrs. & Mrs. Laddie)  Chicago, Illinois 60613
Eveline M. Hyde  333-4550  5807 Aberdeen Road  320-3347  Bethesda, Maryland 20034
(Mr. & Mrs. Henry)  333-5311
Lea Jablonsky  333-4646  #7 Snows Ct.  Washington, D.C. 20037
(Miss)  333-5311
Phillip Joanou  333-3053  5663 Bramblewood Road  785-1176  La Canada, California 91011
(Mr. & Mrs.)  546-8274
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(Miss)  333-4181
Marilyn K. Johnson  333-0941  2304 41st Street, N.W.  Washington, D.C. 20007
(Miss)  484-1987
Paul R. Jones  333-7220  640 M Street, S.W.  Washington, D.C. 20024
(Mrs. & Mrs.)  483-6400
Herbert W. Kalmbach  333-1668  1056 Santiago Drive  (714)646-0422  Newport Beach, California 92660
(Mr. & Mrs.)  Madison Hotel  256-7231
A. Noelle Kantzer  333-7060  3702 Quaint Acre Circle  525-8273  Falls Church, Virginia 22041
(Miss)  549-3835
Tina Karalekas  333-6433  1200 North Nash Street, Apt. 828  Alexandria, Virginia 22302
(Hr. & Mrs. S. Steven)  337-8399
Allan G. Kaupinen  333-4560  700 Beverly Drive  256-7231  (Mr. & Mrs.)  525-8273
700 New Hampshire Avenue, N.W.
Paul W. Kayser  333-0820  Watergate South, Apt. 304  Washington, D.C. 20037
(Mr. & Mrs.)
Catherine Koob
(Miss) 333-0820 3577 Hamlet Place
Chevy Chase, Maryland 20015 657-8270
Karen Koon
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Washington, D.C. 20037 965-5628
Loughrey R. Kuhn
(Mr. & Mrs.) 333-3564 1280 21st Street, N.W.
Washington, D.C. 20036 833-1575
Fred C. LaRue
(Mr. & Mrs.) 333-2622 310 Watergate West
2700 Virginia Avenue, N.W.
Washington, D.C. 20037 337-2520
Frank M. Leonard
(Mr. & Mrs.) 333-4212 1112 16th Street, N.W., Apt. 701
Washington, D.C. 20036 833-8627
G. Gordon Liddy
(Mr. & Mrs.) 333-6575 9310 Ivanhoe Road
Oxon Hill, Maryland 20022 567-3607
Charlotte Lyeth
(Miss) 333-8280 1530 26th Street, N.W.
Washington, D.C. 20007 333-1544
Jeb S. Magruder
(Mr. & Mrs.) 333-4557 PB 381-1949 4814 Fort Sumner Drive
Washington, D.C. 20016 229-3065
Robert H. Marik
(Dr. & Mrs.) 333-2835 8600 Fenway Road
Bethesda, Maryland 20016 365-2795
Jeanne C. Mason
(Miss) 333-4567 5601 Seminary Road, Apt 117N
Falls Church, Virginia 22041 820-1987
Margaret McClung
(Miss) 333-0350 710 University Blvd., West
Silver Spring, Maryland 20901 593-3566
James McCord
(Mr. & Mrs.) 333-0920 PB 381-1950 7 Winder Court
Rockville, Maryland 20850 762-7678
Georgina McCormack
(Miss) 333-6560 3616 Whitehaven Pkwy, N.W.
Washington, D.C. 20017 333-1674
Angela Lee Miller
(Miss) 333-4570 517 South Royal Street
Alexandria, Virginia 22314 683-5229
Clifford A. Miller
(Mr. & Mrs.) 333-4707 2419 Westridge Road
Los Angeles, California 90049
L.A. Office: Braun & Company
Los Angeles, California 90005 (213)472-1485
(213)385-3481
James E. Mills 333-3564 130 North Carolina Avenue, S.E. Washington, D.C. 20003 544-8240
William E. Minshall III 333-0350 2538 Queen Anne's Lane, N.W. Washington, D.C. 20037 338-5189
Daniel G. Mintz 454-2946 10612 Cavalier Drive Silver Spring, Maryland 20901 593-3213
Jeannie Downs Mitchell (Mrs.) 333-2592 Route #4, 1183 Latrobe Drive Annapolis, Maryland 21401 (301)757-4899
John N. Mitchell (Hon. & Mrs.) 333-4646 2510 Virginia Avenue, N.W. Washington, D.C. 20037
L. Robert Morgan (Mr. & Mrs.) 333-0276 8315 Aqueduct Road Potomac, Maryland 20854 340-0272
Judith E. Myers (Miss) 333-0276 4201 South 31st Street Arlington, Virginia 22206 578-6830
Edward Nixon (Mr. & Mrs.) 333-3434 Lynwood, Washington (206)743-5450
Betty A. Nolan (Miss) 333-5767 3811 W. Street, N.W. Washington, D.C. 20007 337-2733
William D. Novelli (Mr. & Mrs.) 333-1889 6015 Jacob's Ladder Columbia, Maryland 21043 997-0625
Lee R. Nunn (Mr. & Mrs.) 333-4550 Washington Hilton Hotel Washington, D.C. 20009 Ext. 0-145
Weekends: Route One Cave City, Kentucky 42127 (502)453-2231
Robert C. Odle, Jr. (Mr. & Mrs.) 333-4567 8523 Westover Court Springfield, Virginia 22152 569-1009
Michael O'Donnell (714)233-5775 853 Thomas Street, Apt. 3 San Diego, California 92109 (714)488-5196
Kathleen O'Melia (Miss) 333-0920 1213 29th Street, N.W. Washington, D.C. 20007 338-3885
Sylvia Panarites (Miss) 333-1912 2016 North Adams Street, Apt. 604 Arlington, Virginia 22201 527-8233
Thomas A. Pappas 333-4560 450 Summer Place Boston, Massachusetts Madison Hotel, D.C. (617)542-4210 or (617)484-3524 483-6400
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<td>Constance Santarelli</td>
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<td>(Mr. &amp; Mrs. Donald E.)</td>
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<td>Susan Schjelderup</td>
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<td>Michael A. Scully</td>
<td>333-4570</td>
<td>618 Tolisome Hill Road</td>
<td>(203)333-7126</td>
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<td>Glenn J. Sedam, Jr.</td>
<td>333-6575</td>
<td>907 Leigh Mill Road</td>
<td>759-3797</td>
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<tr>
<td>(Mr. &amp; Mrs.)</td>
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<td>Great Falls, Virginia 22066</td>
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<td>Pauline F. Sedlak</td>
<td>333-3564</td>
<td>1900 Lyttonsville Road, Apt. 903</td>
<td>Silver Spring, MD 20910</td>
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<tr>
<td>DeVan L. Shumway</td>
<td>333-7060</td>
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<td>Vienna, VA 22101</td>
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<tr>
<td>Hugh W. Sloan, Jr.</td>
<td>333-1370</td>
<td>7022 Alicent Court</td>
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<tr>
<td>Joseph Smith</td>
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<td>Kenneth M. Smith</td>
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<td>Nancy H. Steorts</td>
<td>333-3104</td>
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<tr>
<td>Maurice H. Stans</td>
<td>333-8280</td>
<td>2500 Virginia Avenue, N.W.</td>
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<tr>
<td>William W. Stover</td>
<td>333-0016</td>
<td>2800 Woodley Road, N.W.</td>
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<td>Patricia A. Strunk</td>
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<td>Kenneth K. Talmage</td>
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<td>Robert M. Teeter</td>
<td>333-2832</td>
<td>880 Colliston Road</td>
<td>Ann Arbor, MI 48105</td>
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<td>Teri Anne Thayer</td>
<td>333-4212</td>
<td>3221 Connecticut Avenue, N.W.</td>
<td>Washington, DC 20037</td>
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<td>Webster B. Todd, Jr.</td>
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<td>Dolores Ulman</td>
<td>333-4560</td>
<td>1200 North Nash</td>
<td>Alexandria, VA 22309</td>
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<td>Laura B. Underwood</td>
<td>333-7060</td>
<td>10415 Samana Drive</td>
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<td>Nora Lee Vandersommen</td>
<td>333-2615</td>
<td>1322 15th Street, N.W., Apt. 24</td>
<td>Washington, DC 20005</td>
</tr>
</tbody>
</table>
Richard Visceglia
1925-3 Rosemary Hill Drive
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589-0311

Carrie Elizabeth Wagner
(Miss)
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(Major & Mrs. Karl)
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333-0727

Barbara W. Zapp
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333-2338
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New Carrollton, Maryland 20784
577-6928

Joan Donnelly
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Washington, D.C.
965-1299

Note: Some home telephone numbers require the use of area codes. The area code for
Virginia is 703; for Maryland, 301; Washington, D.C., 202.

While the main Committee number is 333-0920, please use the direct-dial outside lines
whenever possible.

"FB" means "Page Boy." To ring someone on his pageboy, dial the number on your tele­
phone. The person will hear a buzzer and know to call his office.
You asked whether the Florida College mock election resulted from Ken Reitz and Committee for the Re-Election of the President activity.

Ken Reitz and two outside organizers developed the results reported in the UPI wire which appeared in the March 8 News Summary. Reitz' report on his organizers and methods is attached with the full UPI wire story.

The detailed description of the results and colleges is also attached. Frank Dale distributed this fact sheet to the Press on March 8.
ORLANDO, FLA. (UPI) -- SEN. GEORGE MCGOVERN FINISHED FIRST, WITH REP. SHIRLEY CHISHOLM A CLOSE AND SURPRISING SECOND, IN TUESDAY'S STATEWIDE COLLEGE STUDENT PRIMARIES.

THE ELECTION ON 38 COLLEGE CAMPUSES WAS A VOTE BY STUDENTS WHO ARE REGISTERED DEMOCRATS AND REPUBLICANS. WITH 36 OF THE 38 CAMPUSES REPORTING, PRESIDENT NIXON WON A LANDSLIDE WIN OVER REP. PAUL MCCLOSKEY, R-CA., FOR THE GOP NOMINATION.

THE STANDING WERE:

DEMOCRATS: MCGOVERN 1,784; MRS. CHISHOLM 1,373; SEN. EDMUND S. HUSKIE, D-MAINE 1,696; NEW YORK MAYOR JOHN V. LINDSAY 1,685; ALABAMA GOV. GEORGE WALLACE 986; SEN. HUBERT H. HUMPHREY, D-MINN., 643; FORMER MINNESOTA SENATOR EUGENE MCCARTHY 160; SEN. VANCE MARTEK, D-IND. AND REP. WILBUR MILLS, D-ARK., 24 EACH; AND MAYOR SANY ORT OF LOS ANGELES, 16.

ON THE REPUBLICAN SIDE: NIXON 1,989; AND MCCLOSKEY 246.

BILL CASTELLANO OF FLORIDA TECHNICAL UNIVERSITY WHERE THE ELECTION IS BEING COORDINATED SAID THE "STRAW VOTE" ON BUSING WAS PASSED 6,119 TO 4,334 AGAINST.

"THIS MEANS, I SUPPOSE, THAT THE GOVERNOR'S STAND ON BUSING AS A USEFUL TOOL FOR DESEGREGATION HAS BEEN VOTED DOWN BY SUPPOSEDLY LIBERAL COLLEGE STUDENTS," SAID CASTELLANO.

CASTELLANO SAID MRS. CHISHOLM'S SHOWING WAS THE BIGGEST SURPRISE. SHE NOT ONLY WON AT BLACK SCHOOLS SUCH AS FLORIDA A&M, BUT ALSO RAN WELL AT PREDOMINANTLY WHITE FLORIDA STATE UNIVERSITY, WHERE SHE FINISHED SECOND BEHIND MCGOVERN.

MRS. CHISHOLM CARRIED PREDOMINANTLY WHITE FLORIDA ATLANTIC AND FLORIDA PRESBYTERIAN COLLEGES AS WELL.

"PERHAPS SHE CAMPAIGNED MORE STATEWIDE THAN WE REALIZED, AND I THINK THIS IS A PRETTY MUCH OF A SURPRISE TO ME. I THINK SHE DID BETTER THAN ANYONE THOUGHT. THE FACT THAT THE STUDENTS KNOW ENOUGH ABOUT HER TO PUT HER IN SECOND PLACE MIGHT BE THE SUBJECT FOR FURTHER ANALYSIS."

UPI 03-08 12:42 A.M.
The following are the results of the mock primary held in Florida colleges yesterday. 36 colleges participated.

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<th>REPUBLICAN PRIMARY</th>
<th>DEMOCRAT PRIMARY</th>
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<td>(statewide totals)</td>
<td>(statewide totals)</td>
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<td>Pres. Nixon 1970 votes-84 %</td>
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<td>McCloskey 244 10.4%</td>
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<td>Ashbrook 132 5.6%</td>
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<td>Mills 24</td>
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The whole primary was sponsored by the Student Government of Florida Technical University, sanctioned by the State Legislature, and sponsored by various groups on the individual campuses. A list of the participating colleges and their results are attached.

Special items of interest in this election:

The President won 35 out of 36 colleges reporting.

The President received more votes than any candidate in either primary.

The President won both primaries at St. John's River Junior College in Palatka, Florida. The Democratic primary was won with write-in votes.

In addition to getting a higher vote than any candidate in either primary, the President won more campuses than any other candidate in either primary.
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<th>Humphrey</th>
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KEY
1) Atlantic University
2) Central Florida Community College
3) Chippola Junior College
4) Embry
5) Florida Presbyterian College
6) Palm Beach Atlantic College
7) Lake Seminole College
8) St. Petersburg Junior College
9) St. Leo College
10) Seminole Junior College
11) Florida A & M
12) Brevard Junior College - Gentral Campus
13) Valencia Junior College
14) Polk Community College
15) North Florida Junior College
16) Rollins College
17) Hillsborough Community College - Dale-Mabry Campus
18) Indian River Community College
19) Brevard Junior College - South Campus
20) St. Petersburg Junior College
21) Florida Southern College
22) Palm Beach Junior College
23) Gulf Coast Community College
24) Miami Dade College (North)
KEY: cont.

25) Daytona Beach Junior College
26) Okaloosa - Walton Junior College
27) Stetson University
28) University of Miami
29) Florida Technological University
30) Bethomb Cookman College
31) Barry College
32) Florida Institute of Technology
33) Hillsboro Community College - Seminole Campus
34) Pensacola Junior College
35) Talahassee Junior College
36) Florida State University
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MEMORANDUM FOR H. R. HALDEMAN

FROM: G. STRACHAN

John Mitchell is alleged to be *very* upset regarding the number of 1701 staffers who went on the charter flight to Florida.

The cost of the flight is approximately $10,000 and a manifest is not available to us without stirring up a real hornet's nest in Magruder's operation.
DO NEWSMEN PAY?

GOP Flight to Miami Causes CAB Hassle

A gala charter flight to Miami today for Republican notables was on schedule despite a hassle over Civil Aeronautics Board regulations.

The flight is carrying guests to Florida "Appreciation Day for the President," and members of the press are accompanying the GOP leaders to Miami for the rally.

That is what caused the problem.

Originally the reporters thought to be sensitive about accepting the ride for nothing, were to be billed. Then a troublesome CAB rule cropped up that bans combining paying and non-paying guests on a charter flight.

"After several days of tossing over ideas," DeVan L. Shumway, press director for the Committee for the Re-election of the President, said yesterday the committee will take reporters along and decide later whether to charge them.

"We'll go ahead and take the guys down. As for the billing, I don't know what we're going to do," Shumway stated.

The rally will be attended by Interior Secretary Rogers C. B. Morton, California Gov. Ronald Reagan, several senators and House members, astronaut Frank Borman, Washington Redskins players Walter Rock and Jack Pardee, and Miss U.S.A., Debbie Shelton.

It was not immediately known which of these guests would be on the charter flight.

The reporters making the trip include, Shumway said, Les Barrer of Today, Donald Larrabee of Griffin-Larrabee News Bureau; Richard Beeson of the London Telegraph and Hugo Perez of Imparcial in Guatemala City.

Shumway said lawyers so far have disagreed over whether the reporters can be charged. He asserted he felt he would have "come under fire" if he had initially sent out invitations saying "we'll give you a free ride to Florida." As it stands, this aspect remains up in the air.
MEMORANDUM FOR:  H.R. HALDEMAN
FROM:  GORDON STRACHAN
SUBJECT: Florida Primary Ballot

The Florida ballot lists these candidates alphabetically for the Republican primary on March 14, 1972:

John M.  ASHBROOK
Paul N.  McCLOSKEY
Richard M.  NIXON

On the Democratic primary ballot, these names appear alphabetically:

Shirley  CHISHOLM
Vance  HARTKE
Hubert H.  HUMPHREY
Henry M. (Scoop)  JACKSON
John V.  LINDSAY
Eugene J.  McCARTHY
George  McGOVERN
Wilbur D.  MILLS
Edmund S.  MUSKIE
George  WALLACE
Sam  YORTY
TO: LARRY HIGBY
FROM: GORDON STRACHAN

The Attorney General does not know about this unless Colson has mentioned the idea to him privately.

However, if Safire and Moore form it, Dick Moore will either keep the Attorney General advised or will protect the idea if Colson gets caught.

I am still of the opinion that two "competing" campaign organizations have value. So if Colson can get this set up to obtain good campaign ideas that's fine.
MEMORANDUM FOR: DICK MOORE
BILL SAFIRE

FROM: CHARLES COLSON

February 15, 1972

EYES ONLY

It has been suggested that we assemble a small group of political PR experts -- the Lou Guglay, Tex McCrary types -- who could be put together as a consulting group for campaign purposes and to give us an added dimension and perspective as we go along through the campaign year.

I personally am not very high on Guglay and I use that only because that was the type of illustration I was given as the type of person that we should try to get.

I would very much like to get your thoughts on this project so that perhaps we could assemble such a group while the President is away. Hopefully, out of it in time would emerge a couple of strong men whom we could rely on for ideas and, importantly, for reactions from the outside to what we are doing. I have four or five thoughts of my own. Perhaps if each of you would assemble your thoughts, we could meet sometime later this week and set about to put such a group together. I would think that the three of us -- certainly the two of you -- should act as liaison with the group once we have it set up.
March 10, 1972

MEMORANDUM FOR: H.R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: McCloskey

The UPI wire on McCloskey’s news conference is attached. Although he will not continue to run for President, his name will remain on 10 ballots as a symbolic protest against the Vietnam War.

McCloskey will run for Congress in the 17th District, which is in Santa Clara County, south of his old district. His only competition is Bob Berry, a former congressman from New York, who has almost no chance of beating McCloskey in the primary. The only potentially strong challenger is Dr. Royce Cole. He is young and conservative and could win if Berry were out. Nofziger recommends that Berry be asked out of the race and that money be put into Cole’s campaign to accelerate the attack on McCloskey.

According to Nofziger, March 24 is the deadline for McCloskey to file a list of delegates for the California Presidential Primary. Nofziger thinks McCloskey is just unpredictable enough to file. Even if he doesn’t file, Nofziger believes some Democratic group would be well advised to spend the money to get a slate of McCloskey delegates and then run an ad campaign to increase the anti-Nixon vote. Nofziger is trying to find out if this is happening.

Magruder believes that the mere fact that McCloskey will probably have an easy primary and general election is attributable to the factionalism in the California Republican Party. In particular, Nofziger has not implemented his assignment to counter McCloskey.

GS: lm
CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: New Hampshire Telephone Canvass

This memorandum summarizes the results of the New Hampshire telephone canvass through Monday. A total of 59,293 Republican households were contacted. They supported the President by the following margin:

61% For
9% Against
30% Undecided

The undecided voters were then called again, after having received a special mailing on the President's record. On the second telephone call to 12,360 households, the formerly undecided voters responded as follows:

30% For
10% Against
60% Undecided

Finally, all voters who had indicated support for the President were called in a get-out-the-vote canvass (32,261 calls).

In total, then, 103,814 completed calls were made in the overall telephone operation through Monday. All remaining calls of undecided voters and get-out-the-vote calls were completed Tuesday.

CONFIDENTIAL
MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Project 7 March Mock Primary - Florida Colleges

Attached for your information is a memorandum from Ken Rietz reporting on the results of a mock primary held in 36 Florida colleges yesterday, March 7.

Attachment
MEMORANDUM FOR: JEB MAGRUDER
FRED MALEK

FROM: KEN RIETZ

SUBJECT: Project 7 March Mock Primary
Florida Colleges

The following are the results of the mock primary held in Florida colleges today (36 colleges participated):

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<td>Ashbrook 132 5.6%</td>
<td>Lindsay 1059</td>
</tr>
<tr>
<td></td>
<td>Muskie 1054</td>
</tr>
<tr>
<td></td>
<td>Wallace 953</td>
</tr>
<tr>
<td></td>
<td>Jackson 708</td>
</tr>
<tr>
<td></td>
<td>NHHH 632</td>
</tr>
<tr>
<td></td>
<td>McCarthy 157</td>
</tr>
<tr>
<td></td>
<td>Hartke 24</td>
</tr>
<tr>
<td></td>
<td>Mills 24</td>
</tr>
<tr>
<td></td>
<td>Yorty 16</td>
</tr>
</tbody>
</table>

Special items of interest in this election:
- We won 35 out of 36 colleges reporting.
- We received more votes than any candidate in either primary.
- We won the Democratic primary with write-in votes at St. John's River Junior College in Palatka.
- In addition to getting a higher vote than any candidate in either primary, we won more campuses than any other candidate in either primary.

Individual results for individual campuses will be available.

The whole primary was sponsored by the Student Government of Florida Technical University, sanctioned by the state legislature, and sponsored by various groups on the individual campuses.

cc: Van Shumway, Angela Harris
CONFIDENTIAL

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

Attached for your information are additional New Hampshire victory statements by Congressman James Cleveland, Secretary Morton, Congressman Ford, and Senator Dole.

Attachments
STATEMENT BY CONGRESSMAN JAMES CLEVELAND OF NEW HAMPSHIRE

I am very pleased that President Nixon has received this vote of confidence from the state of New Hampshire. President Nixon has worked against tremendous odds in his first term of office: he inherited a major and unpopular war; rampant inflation had taken hold and both houses of Congress were controlled by a very vocal opposition party.

With all these difficulties, the President has succeeded in winding down the war and is getting the economy on the right track. Furthermore, his efforts to achieve a generation of peace are showing great promise of success.

Today the voters of New Hampshire have given the President and indeed our country a fine vote of confidence. Once again New Hampshire has made a common cause common sense.
STATEMENT BY SECRETARY OF THE INTERIOR ROGERS C. B. MORTON

As one of those who went to New Hampshire to campaign on behalf of President Nixon, I am delighted at the great vote of confidence given him by the people of New Hampshire tonight. Four years ago, a similar landslide showing in New Hampshire started him on his way to the White House. Today's vote starts him on his way back for another term.

The voters in New Hampshire obviously recognized the President's great record. Those of us who campaigned on his behalf there campaigned on that record. I have said that President Nixon has built a great record as President of this country and the voters obviously share my conviction.
DRAFT

STATEMENT BY CONGRESSMAN GERALD FORD
MINORITY LEADER OF THE HOUSE OF REPRESENTATIVES

The voters of New Hampshire have shown the nation the tremendous support President Nixon has not only within the Republican Party but also across the spectrum of our society.

President Nixon deserves the great vote of confidence he has been given today. He has been a great President who has built a great record of achievement in his first term.

On the other side, it doesn't appear that any of the Democratic candidates was able to demonstrate the capacity for leadership to New Hampshire voters.
STATEMENT BY SENATOR BOB DOLE  
CHAIRMAN OF THE REPUBLICAN NATIONAL COMMITTEE

The returns from New Hampshire show a rousing vote of confidence for President Nixon. They clearly indicate that he has the support of New Hampshire voters — a support based on the record of his performance in his first term.

The results on the Democratic side show just the opposite: they show that none of the current Democratic candidates has the confidence of the voters. The Democrats in the party are quite clearly confused as to the qualifications of the candidates they have been offered. This is natural, since the candidates themselves seem to be confused. They are finding it difficult to run against President Nixon's record and so in many cases have resorted to personal attacks on the President. Obviously that has not worked. And just as obviously such attacks are not the stuff of leadership — as the hopelessly divided vote in the Democratic primary shows.
President

<table>
<thead>
<tr>
<th>NIXON</th>
<th>77,398</th>
<th>(69%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>McCloskey</td>
<td>22,675</td>
<td>(20%)</td>
</tr>
<tr>
<td>Asbrook</td>
<td>10,740</td>
<td>(10%)</td>
</tr>
<tr>
<td>Paulsen</td>
<td>1,146</td>
<td>(1%)</td>
</tr>
<tr>
<td>Muskie</td>
<td>40,425</td>
<td>(48%)</td>
</tr>
<tr>
<td>McGovern</td>
<td>31,812</td>
<td>(37%)</td>
</tr>
<tr>
<td>Yorty</td>
<td>5,244</td>
<td>(6%)</td>
</tr>
<tr>
<td>Mills</td>
<td>3,508</td>
<td>(4%)</td>
</tr>
<tr>
<td>Hartke</td>
<td>2,326</td>
<td>(3%)</td>
</tr>
<tr>
<td>Kennedy (Write-Ins)</td>
<td>794</td>
<td>(1%)</td>
</tr>
</tbody>
</table>

96% of the 302 precincts
wire time: 5:40 p.m. 3/8

Vice President 5:50 p.m.

AGNEW
42,830 (70%)

Burton
10,843 (18%)

Brooke
7,196 (12%)

Humphrey
292 (0%)

Coll.
256 (0%)

Jackson
87 (0%)

McCarthy
39 (0%)

97% of the 302 precincts
5:39 p.m.

V.P/Peabody - 36,343 - (95%) Agnew 1,837 (5%) 5:50 p.m.
**FINAL VOTE IN NEW HAMPSHIRE:**
As of 12 noon today --

<table>
<thead>
<tr>
<th></th>
<th>Nixon</th>
<th>McCloskey</th>
<th>Ashbrook</th>
<th>Paulson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Votes</td>
<td>69.12%</td>
<td>20.33%</td>
<td>10%</td>
<td>1%</td>
</tr>
</tbody>
</table>

99% of the vote is in.
Flemming
98
R n. 70. 75
McClellan 22, 35
Ashbrook 10, 47
Pawlak 4, 12

- our 69% what had end of last week
- undecided vote split bet. Ash + McC.

Fla - 60%

Campus Poll Day - Fla.

* Snyder - Results - CBS trend.

CBS

- 0 7:22 p.m. - P projected 63%
- 0 8:44 p.m. P 66
- 0 9:35 p.m. McClellan 20

- NBC + ABC didn't project early
  held off until 10 p.m.
MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. DENT
SUBJECT: New Hampshire

March 8, 1972

*Results as of 2:30 p.m.:

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nixon</td>
<td>69.12%</td>
</tr>
<tr>
<td>McCloskey</td>
<td>20.33%</td>
</tr>
<tr>
<td>Ashbrook</td>
<td>10%</td>
</tr>
<tr>
<td>Muskie</td>
<td>48%</td>
</tr>
<tr>
<td>McGovern</td>
<td>37%</td>
</tr>
</tbody>
</table>

The Youth Vote

Conclusion at N. H. campaign headquarters is that we did better in this area than expected. Hanover, site of Dartmouth College, provides a gauge. Of 1,349 ballots, the President won 595, McCloskey 707 and Ashbrook 47. This is in contrast to 1968, when the President tallied 388 votes to 406 in a write-in for Rockefeller and 229 in a write-in for Eugene McCarthy on Republican ballots. Dwinell feels the youth vote overall was not a big factor.

The Undecided Voters

As far as can be judged from the telephone campaign, the undecided votes were divided evenly and not overly weighted toward any candidate.

Conclusion at this Point

Further analysis will be made of the youth and undecided votes. Our people on the scene still feel it was a strong victory, especially since the President did not go into New Hampshire and McCloskey spent 90 days there and considerable money.

*These results are with 99% of the precincts reporting, and are being given by the press as final. However, campaign headquarters say more are to report. We will maintain contact and update later today.
MEMORANDUM FOR:
H.R. Haldeman
FROM:
Gordon Strachan
SUBJECT:
Release of Campaign Expenditures in New Hampshire and Florida

March 13, 1972

The question of whether to release the campaign expenditures in New Hampshire and Florida was considered by Magruder and Colson. The point would have been that less had been spent by the President in winning decisively than the Democrats had spent losing indecisively.

John Mitchell decided that in light of the Democrat's arguments about disclosure of fund sources it would be best if nothing were said about the expenditures for the President in either New Hampshire or Florida.
MEMORANDUM FOR:   MR. GORDON STRACHAN
FROM:   L. HIGBY

Per our conversation this afternoon, the following has been requested by the President:

1. A report by Friday at 5:00 p.m. on our celebrity situation.

2. A report on McCloskey and his situation in California.

3. With regard to McCloskey also find out whether or not his district has been redistricted so that he needs to run against another Republican incumbent or if he is in a safe district. Is there a candidate running against him? Does he have a chance, etc.

Bob would like this information, obviously, as soon as possible.

4. Also, find out who is on the Florida ballot who is on our side.

Thank you.
The White House
WASHINGTON

Date: ____________

TO: H.R. HALEMAN

FROM: GORDON STRACHAN

You asked for a brief recap of our position on the P’s position in Fla. and what the line should be in light of results.

Magruder checked Mitchell, Cole, and Tiegler. The P’s strong position is summarized in the attached memorandum. The line remains the same as in 11-17-68.

The P will win the primary and their coordination of the right attacks will not work. The attack should be on the Dems.
generally—the press will handle the specifics.
MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

SUBJECT: The Florida Primary

This memorandum summarizes the programs we have implemented in the Florida Primary Campaign, and what we know of the activities of the opponents on the Republican side. It also outlines our recommendations for press activities on election night, based on given assumptions of the election results.

Campaign Activities

Thirty-two speaking engagements with 19 different speakers have been scheduled in Florida. The major event was the rally on Thursday night at the Dade County Auditorium. Governor Ronald Reagan gave the main speech before a crowd of more than 2,000 people.

The direct mail program began with a mailing to 382,000 Republican homes in the ten leading Republican counties in mid-February. The primary purpose was to urge support of the President on election day. In addition, the recipients were asked to volunteer either their time or financial support. To date, nearly 4,700 volunteers have responded and over $26,000 has been collected. From all sources, nearly 6,600 volunteers are now in the process of contacting ten Republican households in their neighborhoods and asking for votes for the President next Tuesday. In addition, on their own initiative, local Republican leadership in many counties has developed a telephone get-out-the-vote operation which should reach several tens of thousands of households by election day. A get-out-the-vote telegram letter was sent into Pinellas County.

There has been no mass media advertising in the state. Buttons, brochures and bumper stickers have been distributed through the state organization.

The Youth Campaign has conducted a registration drive and participated in the volunteer voter canvass program. They have recruited more than 1,500 volunteers for a post-primary registration drive in the 18 major counties.
Opponents' Activities

Ashbrook has been campaigning extensively in Florida. He has sent at least three mailings into the state. There is very little evidence, however, of an Ashbrook campaign organization. We have talked to television and radio stations and newspapers in all media markets, and as of Thursday, Ashbrook has placed no orders for time or space. McCloskey has generated no campaign activity in the state.

Projected Results

In the light of the above, we feel that the final vote will show the President slightly stronger than he was in New Hampshire. He will probably suffer some erosion from the latest polls due to the continuing effect of Ashbrook's expanding name recognition. We would expect Ashbrook to come in second and McCloskey to finish a poor third.

On the Democratic side, our latest information is that George Wallace should win easily with 25-30% of the vote. Humphrey will very likely pass Muskie for second place with about 20% of the vote. Muskie should come in a close third. Jackson is closing fast and may wind up with 15% or more of the vote. There is an outside chance that he could finish higher than fourth. Lindsay and McGovern will finish well behind. McGovern is climbing on the momentum of his New Hampshire results, but will probably not beat Lindsay. A summary of the media expenditures of the Democratic contenders is shown in Tab A, along with ad copy for several commercials.

Florida Press Plan

In Florida - Tommy Thomas will be at the Hilton Hotel in Tallahassee with Harry Flemming and a few members of the state staff. Our press man, Roy Nilson, will be with Thomas, who will be our spokesman that evening. We will prepare a statement for Thomas. This will emphasize the President's success in the balloting and will not name other Republicans. If asked by newsmen about the Democrats, Thomas will follow the general strategy of citing the confusion in light of the expected Wallace victory and the inability of the Democrat to choose a leader.
We will also seek statements from all Republican congressmen and from Senator Gurney. We are also trying to arrange for an appearance by Gurney on the Today show, which will be broadcast from Florida the start of next week.

In Washington - We will have another complete system set up in our office to follow returns. A small working press staff will be on hand. The wire service stories will be passed to key staff members. Frank Dale will be here to serve as our spokesman. On Thursday, he will be available to answer questions at the office at 11:00 a.m. We will arrange for statements by Senators Dole and Scott and Congress- man Ford. The Vice President's staff will also be contacted for a possible statement.

JEB S. MAGRUDER
MEMORANDUM

TO: JEB MAGRUDER
FROM: PHIL JOANOU
SUBJECT: Florida Advertising Committed as of 3/9/72.

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Radio</th>
<th>Newspaper</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskie</td>
<td>$62,000</td>
<td>$12,000</td>
<td>$31,000</td>
<td>$105,000</td>
</tr>
<tr>
<td>Jackson</td>
<td>84,000</td>
<td>3,400</td>
<td>24,000*</td>
<td>111,400</td>
</tr>
<tr>
<td>Lindsay</td>
<td>67,000</td>
<td>8,800</td>
<td>21,000</td>
<td>96,800</td>
</tr>
<tr>
<td>Humphrey</td>
<td>43,000</td>
<td>5,600</td>
<td>71,000</td>
<td>119,600</td>
</tr>
<tr>
<td>McGovern</td>
<td>14,000</td>
<td>6,000</td>
<td>13,000</td>
<td>33,000</td>
</tr>
<tr>
<td>Wallace</td>
<td>34,000</td>
<td>2,800</td>
<td>87,000</td>
<td>123,800</td>
</tr>
<tr>
<td>Ashbrook</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>McCloskey</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Jackson - eight page newspaper insert in addition to regular ads. Cost not available as of 3/9

cc: Pete Dailey
MAN: Senator Henry M. Jackson talks to the people of Florida.

HENRY JACKSON: Though inflation is the number-one problem, the administration sat on their hands for over two and a half years and did nothing about it. Then they put on a freeze and they didn't know what they'd frozen. The working people know that just an increase doesn't solve any problems, if everything else is going on up. We have to stabilize it. It's like a cat chasing his tail, going round and round and round.

(APPLAUSE)

MAN: The preceding announcement paid for by Floridians for Jackson, Democrat.
CHARLES EVERS: I'm Mayor Charles Evers. And I support John Lindsay for many reasons. Number one, because he's a mayor, as I am. He knows the problems of this country and of these towns. Number two, because John Lindsay has proven over the years he's for all the people -- black, white, Puerto Ricans, and all of those who need to be cared for. We need a man who's got the guts and the courage to stand up and fight for the rights of Americans. John Lindsay is a doer and a fighter. He's not a talker.
MAN: Ed Muskie talks to Florida housewives about prices.

HOUSEWIFE: We notice the difference. Prices have gone up definitely.

HOUSEWIFE: Every day you come in the store, you find something higher. Like we used to pay for the green...seven cents. Now it's ten cents, seventeen cents sometimes.

HOUSEWIFE: I can tell you that I believe they are going up.

MAN: Let's do something about it. Let's send Ed Muskie to the White House. Muskie, for the country.
GEORGE WALLACE: You want to talk about law and order. Crime has decreased. Crime hasn't decreased when 127 policemen were killed in this country last year as the result of a conspiracy to assassinate police officers in this country, and I tell you, as the President of the United States, I would stand 100 percent behind every policeman and law enforcement official...

(ROARS AND SCREAMS OF CROWD)

MAN: Send your contribution to Wallace, Box 1972, Montgomery.
SENATOR MUSKIE: What our country needs at this time is to bring together in one fold the solid majority of Americans who understand that, notwithstanding their differences, what they share together is more important, and that if they will pursue what they share together, their different interests will be served as well, and indeed, better, than to divide amongst themselves.

ANNOUNCER: Muskie, for the country.
WOMAN: I share my husband's feeling that a vote for Wallace is a vote for Nixon.

MAN: Frankly, Wallace keeps making statements promising everything to everybody. To do everything like he says, he'd have to abolish the Supreme Court. He'd become dictator of the country without the US Congress.

WOMAN: I don't think Wallace is capable of handling a job like the Presidency.

WOMAN: I don't think we can have peace in this country with a George Wallace running. A President has got to be able to represent all the people.

SENATOR MUSKIE: Florida ought to be part of the national political process.

ANNOUNCER: Senator Ed Muskie.

MUSKIE: That's why I came to Florida. If the next President is to be truly able to lead this country, to mobilize all our people who are rational, to achieve national goals, we must reach out to all our people, whoever they are, wherever they live. From what I see of the people of Florida, they can respond to that idea, as well as the people of any state.

ANNOUNCER: And that's why this announcement is paid for by People for Muskie. Democrat.
WOMAN: I have several children, and they're getting older all the time and eating more, so that I find more money is going for groceries almost weekly. And I really feel that inflation is one of our big domestic problems, and I don't really feel the present administration has done enough to fight the inflation that's facing all of us.

SENATOR MUSKIE: The President's management of the economy has been a disaster.

ANNOUNCER: Senator Ed Muskie.

MUSKIE: We still haven't come to grips with the forces that produce inflation in the first instance, and all that has been done has undermined the ability of the economy to resume its growth in a healthy way. It's not going to be easy to put it back on track, and that's a very important thing to do. So managing the economy is going to be a first-priority item.

ANNOUNCER: Paid for by People for Muskie.
MAN: February 14th, Washington, DC. Senator Henry M. Jackson explains his Constitutional amendment against busing.

SENATOR JACKSON: The Constitution should specify that no governmental body has the right to transport children against the wishes of their parents from their home neighborhood to distant schools solely for the purpose of achieving a racial balance, and it would abolish once and for all a system of unequal schools in America. The Constitutional amendment will ensure that the child of a factory worker, the child of a farmer, will get a good education within the public schools, as good an education as the child of a dentist, the doctor, the businessman.

MAN: Paid for by Floridians for Jackson, Democrats.
WALLACE FOR PRESIDENT

MAN: ...get around town. You are invited to see, hear, and meet Governor George C. Wallace, Democratic candidate for President, Wednesday night, March 8th, at 8:00 PM at the Miami Beach Auditorium, 1700 Washington Avenue. Also, see Hollywood recording artist George Wallace, Jr., RCA recording star Hank Snow, and the star of television's "Hee-Haw" series, Grandpa Jones. Plus the Grand Old Opry's Billy Grammar (?). All in person this Wednesday night at 8:00 PM. Hear George Wallace tell it like it is. Hear George Wallace discuss the war in Vietnam, forced busing, workers' tax relief, and closing tax loopholes. Plus be entertained by some of the Grand Old Opry's biggest stars, "Hee-Haw"s Grandpa Jones, and special guest stars Billy Grammar and George Wallace, Jr. That's this Wednesday night at the Miami Beach Auditorium at 8:00 PM.

Paid for by the Committee to Elect Governor Wallace President, Democrat, Bill Friends (?), state campaign chairman.
ANNOUNCER: In 1960 John Kennedy picked him as his national chairman. In 1968 Richard Nixon asked him to be Secretary of Defense or Secretary of State. Just a few months ago the late Senator Holland said, "Scoop Jackson is my choice".

Kennedy, Nixon, Florida's Spessard Holland; respect for Jackson's experience -- and experience is something you need in a President.
MEMORANDUM TO: H. R. WALDEMAN

FROM: PAT BUCHANAN

Attached another "Muskie leak" thanks to the good offices of Ken Khachigian and 1701 -- that fellow Nicoll must not trust his mother anymore.

Buchanan
Nixon's Secret Politician

FREDERIC V. Malek, the tough young hatchet-man on the White House staff, is playing a secret role in President Nixon's reelection campaign as clandestine agent of the powerful H. R. (Bob) Haldeman.

Officially, Malek remains on the White House payroll as a personnel manager, totally removed from the campaign. In fact, he is playing a key role in the affairs of the Committee to Reelect the President, located one block from the White House, despite his lack of any political experience.

Malek's unpublicized function is to "coordinate" campaign activities for youth, the aged and other special groups. But in reality he is the eyes and ears of White House staff chief Haldeman.

Indeed, although the reelection campaign is supposed to be under John Mitchell's control, Haldeman's influence is present through Malek and other agents. Accordingly, any free discussion by Nixon campaign operatives, that might suggest something less than Mr. Nixon's infallibility is inhibited by the certainty that a disapproving Haldeman will hear all.

Nor has Malek, a self-made millionaire of 34 and graduate of West Point and the Harvard Business School, displayed the flexibility essential to campaign politics. He was the White House agent in the preemptory dismissal of top interior department officials in 1970 and the FBI in vestigation of CBS news correspondent Daniel Schorr.

Muskie's Ghost Diary

Sen. Edmund S. Muskie is considering hiring a one-time ghostwriter for Republican Gov. Nelson Rockefeller of New York at $1,000 a week to keep and write the senator's personal "journal" of the 1972 campaign.

Although a professionally ghosted Muskie journal might seem to violate the "trust Muskie" campaign theme, Doubleday & Co. is eagerly pushing the project. The journal would be the third book in a lucrative three-book contract Muskie signed with Doubleday.

In a Feb. 22 letter to Muskie, confidential aide Donald E. Nicoll outlined the project with assurance that "the gathering of information and the writing would not be a direct burden on you." The ghostwriter, Nicoll tells Muskie, "would have to be trustworthy and discreet, and . . . modest enough to keep himself out of the book as much as possible. It is, after all, supposed to be your 'journal,' if we do it."

Nicoll's proposed ghost: Rodney Campbell, a transplanted Englishman who ghosted Gov. Rockefeller's "Our Environment Can Be Saved" (Doubleday, 1970). The problem is Campbell's fee: $1,000 a week plus expenses, or around $50,000, "which is a sizable chunk from the admin's purse," laments Nicoll. Negotiations are still in progress.

House Busing Vote

Working strictly behind the scenes, the Justice Department dispatched three legal technicians to the House to get it to "instruct" its conferees on antibusing amendments to the big education bill last week.

The effort succeeded beyond the administration's widest hopes. The vote to "instruct" the House conferrees in the forthcoming House-Senate conference was a whopping 272 to 139. If the stringent House antibusing provisions are not accepted by the Senate conferees, the compromise bill probably will now be rejected by the House.

The Justice Department's technicians, apparently aided by White House lobbyists, persuaded Rep. Albert Quie of Minnesota, ranking Republican on the House Education Committee, to accept the "instruct" strategy. Though personally opposing two of the three amendments in the House bill, and voting against the motion to instruct, Quie did nothing behind the scenes to thwart the administration's strategy.

A Footnote: The explanation for this undercover operation was political. With busing a hot issue, White House strategists wanted a strong antibusing vote to offset the one-vote loss of an equally strong antibusing amendment in the Senate two weeks ago. The House vote gives President Nixon (not personally involved in the House action) a stronger political base for his own antibusing strategy.
March 13, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: Harry S. Dent
SUBJECT: New Hampshire Final

Following are the official New Hampshire results, as reported by the Secretary of State:

**REPUBLICANS: PRESIDENT**

<table>
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<tr>
<th>Candidate</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>RN</td>
<td>79,239</td>
<td>(67.5%)</td>
</tr>
<tr>
<td>McCloskey</td>
<td>23,190</td>
<td>(19.7%)</td>
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<tr>
<td>Ashbrook</td>
<td>11,362</td>
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</tr>
<tr>
<td>Paulsen</td>
<td>1,206</td>
<td></td>
</tr>
<tr>
<td>Mills</td>
<td>645</td>
<td></td>
</tr>
<tr>
<td>McGovern</td>
<td>554</td>
<td></td>
</tr>
<tr>
<td>scattering</td>
<td>515</td>
<td></td>
</tr>
<tr>
<td>Muskie</td>
<td>504</td>
<td></td>
</tr>
<tr>
<td>Yorty</td>
<td>55</td>
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**REPUBLICANS: VICE PRESIDENT**

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</tr>
<tr>
<td>Burton</td>
<td>11,264</td>
<td>(16.7%)</td>
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<tr>
<td>Brooke</td>
<td>7,648</td>
<td>(11.3%)</td>
</tr>
<tr>
<td>Peabody</td>
<td>894</td>
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<td>scattering</td>
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**DEMOCRATS: PRESIDENT**

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<td>(37.3%)</td>
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<tr>
<td>Yorty</td>
<td>5,041</td>
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<tr>
<td>Mills</td>
<td>3,560</td>
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Democrats: President (continued)

<table>
<thead>
<tr>
<th>Candidate</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Hartke</td>
<td>2,417</td>
</tr>
<tr>
<td>scattering</td>
<td>1,907</td>
</tr>
<tr>
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<td>854</td>
</tr>
<tr>
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<td>18</td>
</tr>
<tr>
<td>Collie</td>
<td>280</td>
</tr>
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<td>27</td>
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<td>McCloskey</td>
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</table>

DEMOCRATS: VICE PRESIDENT

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peabody</td>
<td>37,813</td>
<td>(85.3%)</td>
</tr>
<tr>
<td>Agnew</td>
<td>1,742</td>
<td>(3.9%)</td>
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<td>434</td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
</tbody>
</table>
Henley -
-Dean 2% ?
-who released?
March 13, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: Harry S. Dent
SUBJECT: New Hampshire Final

Following are the official New Hampshire results, as reported by the Secretary of State:

**REPUBLICANS: PRESIDENT**

- RN: 79,239 (67.5%)
- McCloskey: 23,190 (19.7%)
- Ashbrook: 11,362 (9.6%)
- Paulsen: 1,206
- Mills: 645
- McGovern: 554
- Scattering: 515
- Muskie: 504
- Yorty: 55

**REPUBLICANS: VICE PRESIDENT**

- Agnew: 45,524 (67.8%)
- Burton: 11,264 (16.7%)
- Brooke: 7,648 (11.3%)
- Peabody: 894
- Scattering: 1,806

**DEMOCRATS: PRESIDENT**

- Muskie: 41,235 (46.6%)
- McGovern: 33,007 (37.3%)
- Yorty: 5,041
- Mills: 3,560
Democrats: President (continued)

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March 10, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: Harry S. Dent
SUBJECT: New Hampshire Update

None of the statistics given thus far are official, but have been gleaned from the wire services. The Secretary of State is concerned that these may not be accurately reflective of the real vote. He has revised his deadline for the official tally until Monday. The 1972 figures at Tab A are based on the wire reports, but may at least indicate some broad trends.

Several conclusions are drawn at this point:

1) The President won a substantial victory. Press all over report it this way.

2) The President held his traditional areas of strength, as predicted by New Hampshire pros.

3) The GOP vote, by the unofficial scores, was up 6,011 from 1968, while the Democrats increased 28,113. The crossover of independents seemed to contribute to this, with the new registrations. However, the highly visible Democrat campaigning, and the expected protest vote factor are felt to have influenced this.

4) Dwinell says that if campaign effort was weak, it was in effort to get out maximum GOP vote. Some GOP voters seemed apathetic, assuming the President would win.
<table>
<thead>
<tr>
<th>COUNTY</th>
<th>TOTAL REP. VOTE</th>
<th>NIXON NUM. (%)</th>
<th>TOTAL DEM. VOTE</th>
<th>LBJ NUM. (%)</th>
<th>McCARTHY NUM. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belknap</td>
<td>5967</td>
<td>4794 (80)</td>
<td>2020</td>
<td>949 (46)</td>
<td>858 (42)</td>
</tr>
<tr>
<td>Carroll</td>
<td>4982</td>
<td>4176 (83)</td>
<td>663</td>
<td>292 (44)</td>
<td>303 (45)</td>
</tr>
<tr>
<td>Cheshire</td>
<td>7151</td>
<td>5383 (75)</td>
<td>2657</td>
<td>1220 (45)</td>
<td>1210 (45)</td>
</tr>
<tr>
<td>Coos</td>
<td>4807</td>
<td>3854 (80)</td>
<td>4889</td>
<td>2231 (45)</td>
<td>2373 (48)</td>
</tr>
<tr>
<td>Grafton</td>
<td>9228</td>
<td>7063 (76)</td>
<td>2998</td>
<td>1093 (36)</td>
<td>1639 (54)</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>24919</td>
<td>19740 (79)</td>
<td>22532</td>
<td>12791 (56)</td>
<td>7684 (34)</td>
</tr>
<tr>
<td>Merrinack</td>
<td>13775</td>
<td>10325 (74)</td>
<td>5231</td>
<td>2503 (47)</td>
<td>2242 (42)</td>
</tr>
<tr>
<td>Rockingham</td>
<td>21679</td>
<td>16643 (76)</td>
<td>7692</td>
<td>3155 (41)</td>
<td>3866 (50)</td>
</tr>
<tr>
<td>Strafford</td>
<td>7113</td>
<td>5447 (76)</td>
<td>4576</td>
<td>2076 (45)</td>
<td>2235 (48)</td>
</tr>
<tr>
<td>Sullivan</td>
<td>4317</td>
<td>3241 (75)</td>
<td>2211</td>
<td>1210 (54)</td>
<td>859 (38)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>103938</td>
<td>80666 (77)</td>
<td>55468</td>
<td>27520 (49)</td>
<td>23269 (41)</td>
</tr>
</tbody>
</table>

**NEW HAMPSHIRE 1968 PRESIDENTIAL PRIMARIES**

**NEW HAMPSHIRE 1972 PRESIDENTIAL PRIMARY**

Associated Press totals with a reported 98% of the vote counted:

<table>
<thead>
<tr>
<th>REPUBLICAN</th>
<th>%</th>
<th>TOTAL REPUBLICAN VOTE</th>
<th>TOTAL 1972 VOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nixon</td>
<td>75,997 (69.12)</td>
<td></td>
<td>109,949</td>
</tr>
<tr>
<td>McCloskey</td>
<td>22,357 (20.33)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ashbrook</td>
<td>10,474 (9.56)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paulsen</td>
<td>1,121 (1.02)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>109,949</strong></td>
<td></td>
<td><strong>109,949</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEMOCRAT</th>
<th>TOTAL DEMOCRAT VOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskie</td>
<td>40,006 (48)</td>
</tr>
<tr>
<td>McGovern</td>
<td>31,285 (37)</td>
</tr>
<tr>
<td>Yorty</td>
<td>3,128 (6)</td>
</tr>
<tr>
<td>Hartke</td>
<td>2,302 (3)</td>
</tr>
<tr>
<td>Coli</td>
<td>249 (0)</td>
</tr>
<tr>
<td><strong>Write-ins</strong></td>
<td></td>
</tr>
<tr>
<td>Mills</td>
<td>3,440 (4)</td>
</tr>
<tr>
<td>Kennedy</td>
<td>773 (1)</td>
</tr>
<tr>
<td>Humphrey</td>
<td>275 (0)</td>
</tr>
<tr>
<td>Jackson</td>
<td>85 (0)</td>
</tr>
<tr>
<td>McCarthy</td>
<td>38 (0)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>83,581</strong></td>
</tr>
</tbody>
</table>
March 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Robert Shlaudeman - Telephone Call - Mar. 11, 1972

On Saturday, March 11, Robert Shlaudeman called you. I took the call and he said he always contacted you regarding contributions to Richard Nixon's campaigns. I did not ask him for the amount of contribution but said I would check with you as to the appropriate person.

Mr. Shlaudeman asked about your mother's health. I told him I had seen the senior Mrs. Haldeman at the China trip departure and arrival and that she was in excellent health.

Mr. Shlaudeman has retired and is living in Sarasota, Florida (Area Code 813, 966-3156).

If he is a substantial contributor, I will ask Kalmbach to contact him. If not, Hugh Sloan will contact him regarding a contribution.
March 9, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: KEN RIETZ

Members of the youth organization directly involved in the Florida mock election were:

Maxwell Calloway - our full-time Florida youth field director. He started building a volunteer organization in Florida and developing college contacts several months ago.

George Gorton - our college director who has spent the last several months between New Hampshire and Florida.

Bill Ehrig - a full-time volunteer (we pay expenses only) from Pennsylvania. He spent the last month in Florida full-time setting up organizations on college campuses.

Our procedure was to organize the major campuses first. At each school we used volunteers to conduct dorm canvasses searching for registered supporters of the President. These supporters were then turned out on election day. We left the smaller rural campuses to last, feeling that the President would enjoy substantial strength there anyway. We then supplied poll watchers, tabulations, etc. whenever possible.

The mock election rules required all voters to show their registration cards and vote in the party's primary in which they were registered. Whenever possible we encouraged Democrats to write-in the President. Although the President received many write-ins, they were thrown out by the director of the mock election who is a McGovern state youth coordinator.
The final results of the mock election are:

<table>
<thead>
<tr>
<th>REPUBLICAN PRIMARY</th>
<th>DEMOCRAT PRIMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>(statewide totals)</td>
<td>(statewide totals)</td>
</tr>
<tr>
<td>Nixon</td>
<td>McGovern</td>
</tr>
<tr>
<td>1,989 votes</td>
<td>1,776 votes</td>
</tr>
<tr>
<td>McCloskey</td>
<td>Chisholm</td>
</tr>
<tr>
<td>246</td>
<td>1,372</td>
</tr>
<tr>
<td>Ashbrook</td>
<td>Lindsay</td>
</tr>
<tr>
<td>133</td>
<td>1,059</td>
</tr>
<tr>
<td></td>
<td>Muskie</td>
</tr>
<tr>
<td></td>
<td>1,054</td>
</tr>
<tr>
<td></td>
<td>Wallace</td>
</tr>
<tr>
<td></td>
<td>953</td>
</tr>
<tr>
<td></td>
<td>Jackson</td>
</tr>
<tr>
<td></td>
<td>708</td>
</tr>
<tr>
<td></td>
<td>NHII</td>
</tr>
<tr>
<td></td>
<td>632</td>
</tr>
<tr>
<td></td>
<td>McCarthy</td>
</tr>
<tr>
<td></td>
<td>157</td>
</tr>
<tr>
<td></td>
<td>Bartke</td>
</tr>
<tr>
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</tr>
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</tr>
<tr>
<td></td>
<td>Yorty</td>
</tr>
<tr>
<td></td>
<td>16</td>
</tr>
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</table>

Of special interest is the President's receiving more votes than any other candidate. He also won 35 out of 36 colleges reporting which is more than any other candidate.

cc: Fred Malek
    Jeb Magruder
MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. DENT
SUBJECT: Florida Primary

With 99% of the vote unofficially counted for both parties, here are the results:

**Republican**

<p>| | | |</p>
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<tr>
<th></th>
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<tr>
<td>RN</td>
<td>357,230</td>
<td>(87%)</td>
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<td>Ashbrook</td>
<td>35,977</td>
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**Democrat**

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<tr>
<td>Wallace</td>
<td>514,722</td>
<td>(42%)</td>
</tr>
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<td>Humphrey</td>
<td>231,015</td>
<td>(18%)</td>
</tr>
<tr>
<td>Jackson</td>
<td>167,539</td>
<td>(14%)</td>
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<td>McGovern</td>
<td>74,832</td>
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<td>Chisholm</td>
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<td></td>
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<tr>
<td>Mills</td>
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<td></td>
</tr>
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<tr>
<td>Yorty</td>
<td>2,576</td>
<td></td>
</tr>
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At this reporting, figures are not available on a Kennedy showing, but we will pursue this and report any available in updates.

Several points should be noted:

1) The President swept the state, winning with youth as well as showing solid strength in Dade County, the heart of the Ashbrook effort in Florida.

2) Ashbrook's 9% was scattered throughout the state. Early assessments indicate even in Dade it was no more than 10% to 12%. He nevertheless states he will go on to Indiana, California and other primaries.
3) Re-registrations may have cut down from the total GOP vote. However, most of those Republicans who re-registered did so to vote for Wallace and are expected to return to the Republican column in November. These probably did more harm to Ashbrook than the President.

4) The President's sweep is a tribute to his strength in the South, and shows the wisdom of assimilating state GOP leaders into the campaign structure. (I recommend phone calls to Tommy Thomas, Sen. Gurney and Paula Hawkins.)

5) The George Wallace victory is bigger than anyone thought. He will tout Florida as a "cross-section" of the country. He will also boast about "conquering" Dade County, an urban area where the Democrats tend to be liberal.

*6) Wallace won 75 of 81 delegates, including the 8 statewide slots to be appointed by the Democrat organization. This means Chiles and Askew will have to go to the convention as "guests," or as delegates pledged to Wallace.

7) Humphrey drew three times the black vote Shirley Chisholm got, and had labor and Jewish strength (he carried Dade's Jewish vote).

8) Sen. Jackson's strength was greatest in northwest Florida - the panhandle. His showing is interpreted as a semi-victory.

9) There has been absolutely no reporting of a Kennedy showing, suggesting he may have had even less than Yorty's 2,576. However, feeling is growing that Muskie is beyond salvage and Kennedy may emerge at any point to "save" the Democrats.

---

*Humphrey won six delegates in Claude Pepper's heavily black 11th district in Dade County.
THE STRAW VOTES

To the question, "Do you favor a Constitutional amendment prohibiting busing?" 1,108,792 (74%) said yes and 388,253 (26%) said no.

To the question, "Do you favor equal educational opportunity for all children?" 1,069,891 (79%) said yes and 291,388 (21%) were opposed.

To the question, "Do you favor a Constitutional amendment permitting prayer in the public schools?" 1,138,621 (79%) said yes and 296,102 (21%), no.

Conclusions
1) The busing amendment question required a positive answer to what for most is a negative subject, and may have been confusing. Also putting the issue on an amendment rather than a simple busing question, may have cut into the vote.

2) The school prayer question was for many a natural, since it called for a positive answer on a positive issue.
WASHINGTON
March 15, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. DENT
SUBJECT: Florida Primary

With 99% of the vote unofficially counted for both parties, here are the results:

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Several points should be noted:

1) The President swept the state, winning with youth as well as showing solid strength in Dade County, the heart of the Ashbrook effort in Florida.

2) Ashbrook's 9% was scattered throughout the state. Early assessments indicate even in Dade it was no more than 10% to 12%. He nevertheless states he will go on to Indiana, California and other primaries.
3) Re-registrations may have cut down from the total GOP vote. However, most of those Republicans who re-registered did so to vote for Wallace and are expected to return to the Republican column in November. These probably did more harm to Ashbrook than the President.

4) The President's sweep is a tribute to his strength in the South, and shows the wisdom of assimilating state GOP leaders into the campaign structure. (I recommend phone calls to Tommy Thomas, Sen. Gurney and Paula Hawkins.)

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Humphrey won six delegates in Claude Pepper's heavily black 11th district in Dade County.
To the question, "Do you favor a Constitutional amendment prohibiting busing?" 1,108,792 (74%) said yes and 388,253 (26%) said no.

To the question, "Do you favor equal educational opportunity for all children?" 1,069,891 (79%) said yes and 291,388 (21%) were opposed.

To the question, "Do you favor a Constitutional amendment permitting prayer in the public schools?" 1,138,621 (79%) said yes and 296,102 (21%), no.

Conclusions

1) The busing amendment question required a positive answer to what for most is a negative subject, and may have been confusing. Also putting the issue on an amendment rather than a simple busing question, may have cut into the vote.

2) The school prayer question was for many a natural, since it called for a positive answer on a positive issue.
March 15, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. DENT
SUBJECT: Florida Primary

With 99% of the vote unofficially counted for both parties, here are the results:

**Republican**

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Votes</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>RN</td>
<td>357,230</td>
<td>(87%)</td>
</tr>
<tr>
<td>Ashbrook</td>
<td>35,977</td>
<td>(09%)</td>
</tr>
<tr>
<td>McCloskey</td>
<td>16,978</td>
<td>(04%)</td>
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</table>

**Democrat**

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Votes</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Wallace</td>
<td>514,722</td>
<td>(42%)</td>
</tr>
<tr>
<td>Humphrey</td>
<td>231,015</td>
<td>(18%)</td>
</tr>
<tr>
<td>Jackson</td>
<td>167,539</td>
<td>(14%)</td>
</tr>
<tr>
<td>Muskie</td>
<td>109,461</td>
<td>(09%)</td>
</tr>
<tr>
<td>Lindsay</td>
<td>81,075</td>
<td>(07%)</td>
</tr>
<tr>
<td>McGovern</td>
<td>74,832</td>
<td>(06%)</td>
</tr>
<tr>
<td>Chisholm</td>
<td>44,770</td>
<td>(04%)</td>
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<tr>
<td>McCarthy</td>
<td>5,842</td>
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</tr>
<tr>
<td>Mills</td>
<td>4,618</td>
<td></td>
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<tr>
<td>Hartke</td>
<td>3,536</td>
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<tr>
<td>Yorts</td>
<td>2,576</td>
<td></td>
</tr>
</tbody>
</table>

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March 14, 1972

MEMORANDUM FOR:  
H. R. HALEMAN

FROM:  
GORDON STRACHAN

SUBJECT:  
Ehrlichman Versus Committee for the Re-Election of the President

A serious problem seems to be developing between John Ehrlichman and the Committee for the Re-Election of the President.

Fred Malek and Jeb Magruder have attended meetings and seen indications of Mr. Ehrlichman's attempts to undercut the effectiveness of the Campaign Committee. Three examples indicate their assessment may be correct:

1) As Malek's new role in the Campaign was being defined last month, most of the opposition came from Ehrlichman;

2) The Domestic Council slowed the production of "The Speakers Manual" for Administration spokesmen to use during the primaries;

3) Ehrlichman, through Ed Harper, has informed Magruder that a review committee -- John Ehrlichman, Ray Price and Bill Safire -- will begin analyzing the Campaign advertising. Magruder and Peter Dailey are reacting protectively citing their own advertising review group of Len Garment, Cliff Miller and Dick Moore.

Len Garment, who is familiar with the advertising suggestion by Ehrlichman, told me this morning that some serious thought should be given to Ehrlichman's real motives. Garment suggests Ehrlichman's desire to become involved in the Campaign has been accentuated by his alleged antipathy toward John Mitchell. The result is criticism of the Committee.

Ken Cole confirms that the relationship between Ehrlichman and the Committee is quite bad. Cole isn't sure why and has been meeting with Magruder and Harper in attempting to ameliorate the problems. Neither Cole nor I are prepared to recommend a solution for you yet. We will continue working on eliminating problems at the staff level to prevent involving you.

GS: car
March 14, 1972

MEMORANDUM FOR:
H. R. Haldeman

FROM:
Gordon Strachan

SUBJECT:
Florida Primary Returns

From Florida, Harry Dent will dictate a one page summary of the results for the President tomorrow morning at 6:00 a.m. I will pick up the memorandum at 7:00 a.m. and deliver the original for the President to the Ushers at 7:30 a.m. You will receive a copy of Dent's memorandum to the President simultaneously.

Tonight, Jeb Magruder will have an election watch at 1701, based on the Florida campaign individuals' analysis of the returns.

Some polls close at 7:00 p.m. and others at 8:00 p.m. Network projections are expected between 9:00 and 9:30 p.m. CBS and NBC have announced shows on the results beginning at 10:30 p.m. ABC has not announced but Mort Allin expects them to begin a few minutes before 10:30 p.m. I will be in touch with Magruder from 7:30 p.m. on. I can be reached through the White House Operator, either in Magruder's office or on pageboy. Should you wish to talk to Jeb Magruder directly, he can be reached through 333-0920 or bellboy 381-1949.

John Mitchell is not expected to be at the Committee tonight, and Magruder expects him to watch the results on T.V.
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<tr>
<th>State</th>
<th>Primary Date</th>
<th>Opposition</th>
<th>Status</th>
<th>Deadline/Announce</th>
<th>Latest Poll</th>
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</table>
MEMORANDUM FOR: AL KAUPINEN
FROM: MARK BLOCKFIELD
SUBJECT: Florida Primary/ Background

The presidential preference primary is closed and binding. Uncommitted delegates are not permitted. There is no write-in possibility for President or Vice-President. The delegates are chosen after the primary results are in.

Republicans will choose 40 delegates. 2 delegates will be elected from each of the 15 congressional districts. 6 delegates will be chosen at-large. 4 state GOP officials are automatic delegates.

Democrats will choose 81 delegates. Of those, 61 are elected by the voters in 12 congressional districts. 12 delegates go to the winner of the statewide presidential-preference poll. The remaining 8 are selected by the Florida Democratic State Executive Committee but must go to the winner of the presidential preference vote.

The polls are open from 7 A.M. to 7 P.M. throughout the state. The 10 largest counties provide 85% of the total vote and 9 of these counties also contain the greatest concentration of Republican voters. These 10 counties all utilize voting machines. By 8:30 these results should be in. The wires and T.V. coverage will probably still be the best source of information.

On the Republican ballot these candidates will be listed: (1) Richard Nixon (2) Pete McCloskey and (3) John Ashbrook.

On the Democratic ballot the candidates listed is as follows: (1) George Wallace (2) Hubert Humphrey (3) Edmond Muskie (4) George McGovern (5) John Lindsay (6) Shirley Chisholm (7) Vance Hartke (8) Sam Yorty (9) Eugene McCarthy (10) Henry "Scoop" Jackson and (11) Wilbur Mills.
OUR FRIENDS
MIAMI, FIA. AP -- HERE ARE THE VOTE TOTALS IN FLORIDA'S REPUBLICAN PRESIDENTIAL PREFERENCE PRIMARY WITH 23 PER CENT OF THE 2,841 PREFERENCES REPORTED:

NIXON 36,407 - 87 PER CENT
ASHMORE 8,689 - 20 PER CENT
McCOOK 2,985 - 4 PER CENT
ARCS 275 - 14 PER CENT
A294

R LHYIAYYU V

URGENT

MIAMI, FLA PRIMARY RJT NL A290 ADD: SCRAMBLE.

SEN. EDWARD S. MUSKIE OF MAINE WAS A POOR FOURTH, AND HIS
STANDING AS THE NATIONAL FRONT-RUNNER, SHANNON IN THE NEW
HAMPSTEAD PRIMARY A WEEK AGO, WAS IN SUSPENSE IN FLORIDA.

SEN. HENRY M. JACKSON OF WASHINGTON WAS THIRD BEHIND
WALLACE AND HUMPHREY.

PRESIDENT NIXON SWIFT TO LANDSLIDE VICTORY IN A REPUBLICAN
PRIMARY THAT NEVER WAS A CONTEST, AND GAINED 40 VOTES FOR
RENEWAL.

WALLACE'S LEADING FOR ALL 31 DEMOCRATIC DELegATE VOTES AT
STATE IN FLORIDA. HE WAS EIGHTED BY A LARGE TURNOUT OF VOTERS
WHO CAST BALLOTS FOR A PROPOSED AMENDMENT TO THE U.S.
CONSTITUTION TO OUTLAW THE TESTING OF SCHOOL CHILDREN.

IN THE 6TH GRAP: A299 2ND NL

LY32896 MAR. 14

A296

R LHYIAYYWWYY 'AR?

DEN PRES

MIAMI, FLA. AP - HERE ARE THE VOTE TOTALS IN FLORIDA'S DEMOCRATIC
PRESIDENTIAL PREFERENCE PRIMARY WITH 21 PER CENT OF THE 2,841
BALLOTS REPORTED:

WALLACE 166,190 - 44 PER CENT
HUMPHREY 46,157 - 17 PER CENT
JACKSON 33,155 - 14 PER CENT
MUSKIE 21,593 - 9 PER CENT
McCOY 14,422 - 6 PER CENT
LINDAY 13,670 - 6 PER CENT
CHRISHEM 69,367 - 3 PER CENT
MCARTREY 1,083 - 0 PER CENT
MILLS 4,781 - 0 PER CENT
YOCIT 513 - 0 PER CENT
HARTE 476 - 0 PER CENT
ARC3246S 14.
Here are the vote totals in Florida's Democratic
Presidential Preference Primary with 9 per cent of the 2,641
precincts reporting:

Wallace 42,869 - 49 per cent
Humphrey 14,243 - 16 per cent
Jackson 10,717 - 14 per cent
McKie 7,073 - 8 per cent
Lindsay 2,363 - 3 per cent
Governor 2,584 - 3 per cent
Chisholm 2,541 - 3 per cent
McCartney 337 - 0 per cent
Lindis 342 - 0 per cent
Young 198 - 0 per cent
Easter 166 - 0 per cent
Arvogels 14.
In the Republican race: Nixon had 36,613 votes, or 27 per cent. Rep. John L. Ashbrook stood at 8,448, or 9 per cent, and Rep. Paul N. McCloskey of California had 1,649 votes, or 4 per cent.

The Democrats: 5th GraF: A204

argaPes 14.
FOR QUALITY Oli
SCHOOLS:

A284

R LLYRYYLYV AR9

URGINO
STRAW VOTE
MIAMI, FLA. AP - HERE ARE THE RETURNS FROM 3 PER CENT OF FLORIDA'S 2,941 PRECINCTS ON THE THREE STRAW BALLOT QUESTIONS:
CHEFHR 26 TRUHIET FORCED BUSINESS ON SCHOOL CHILDREN:
YES 23,745 - 76 PER CENT
NO 6,730 - 22 PER CENT
WHETHER TO PROVIDE EQUAL OPPORTUNITY FOR QUALITY EDUCATION FOR ALL CHILDREN:
YES 21,767 - 73 PER CENT
NO 9,224 - 27 PER CENT
WHETHER TO ALLOW PRAYER IN THE PUBLIC SCHOOLS:
YES 24,922 - 83 PER CENT
NO 5,149 - 17 PER CENT
AR744223 14.

A285

R LLYRYYWYVF AR9

GOP PRES
MIAMI, FLA. AP - HERE ARE THE VOTE TOTALS IN FLORIDA'S REPUBLICAN PRESIDENTIAL PREFERENCE PRIMARY WITH 3 PER CENT OF THE 2,941 PRECINCTS REPORTING:
NIXON 7.410 - 83 PER CENT
MCGLANNEY 2,419 - 4 PER CENT
ASHBROOK 700 - 8 PER CENT
AR744620 14.

A286

R LLYLRY
URGENT

DEH PRES

M: FLA. AP - HERE ARE THE VOTE TOTALS IN FLORIDA'S DEMOCRATIC PRESIDENTIAL PREFERENCE PRIMARY WITH 3 PER CENT OF THE 2,841 VOTES REPORTING:

WALLACE 13,744 - 51 PER CENT
HUMPHREY 4,022 - 15 PER CENT
JACKSON 2,713 - 10 PER CENT
MCKINLEY 2,036 - 8 PER CENT
LUGGIV 1,324 - 5 PER CENT
LINDSAY 1,215 - 4 PER CENT
CHISHOLM 776 - 3 PER CENT
LORDSHY 189 - 0 PER CENT
LITTE 153 - 0 PER CENT
HARTKE 46 - 0 PER CENT
YKCA 41 - 0 PER CENT
AP40RES 14

A293

R LBIYXRYRZYYV AR
A276
R. LBYLLORYYR
URGENT

DEM PRPS.
FLA. AP — HERE ARE THE VOTE TOTALS IN FLORIDA’S DEMOCRATIC
PRESIDENTIAL PREPAREDNESS PRIMARY WITH LESS THAN 1 PER CENT
OF THE 2,341 PRECINCTS REPORTED:

WALOOG 163-86 PER CENT
JACOBER, 27-9 PER CENT
HUBBURY 99-14 PER CENT
TICKLE 24-3 PER CENT
SCHOWER 32-7 PER CENT
JACKSON 14-5 PER CENT
LUMBY 13-4 PER CENT
CROSBY 12-3 PER CENT
HIDE 9-2 PER CENT
McCAHON 1-0 PER CENT
YOCHE 0-0 PER CENT
HARTER 0-0 PER CENT

FRIDAYS MARCH 14

A278
R. LBYLLORYYR
URGENT

SAMI: YEL, AS — HERE ARE THE RESULTS FROM LESS THAN 1 PER
CENT OF FLORIDA’S 2,341 PRECINCTS ON THE VOTE STRAW-POLL ON
THE QUESTION: WHETHER TO ALLOW PRAYER IN THE PUBLIC SCHOOLS:

YES 2,395 - 72 PER CENT
NO 938 - 21 PER CENT

WEDNESDAY MARCH 14

A283
R. LBYLLORYYR
URGENT

FLA. PRIMARY ELEC. 2ND KD
BY WALTZ N. PETE
AP POLITICAL WRITER

MIAMI, AP — GOV. GEORGE C. WALLACE CRABBED THE EARLY LEAD
TUESDAY EIGHT AS THE FIRST BALLOTS WERE COUNTED IN FLORIDA’S
PRESIDENTIAL PREPAREDNESS PRIMARIES.
WALLACE 1,967, OR 16 PER CENT OF THE TOTAL, THE REST OF THE FIELD:

HUBBURY 1,967, OR 16 PER CENT
JACKSON 1,785, OR 14 PER CENT
LUMBY 735, OR 6 PER CENT
SCHOWER 363, OR 3 PER CENT
LUMBY 567, OR 4 PER CENT
CROSBY 262, OR 3 PER CENT
MILLS 63
YOCHE 56
HARTER 59
President Nixon's resounding victory in the Florida primary today following his huge endorsement by the voters in New Hampshire, is a clear demonstration of the remarkable support he enjoys across the country.

New Hampshire is a small, northern state with four electoral votes. Florida is a large, southern state with 17 electoral votes. What they have in common is respect for a great President who has built a great record in his first term in the White House.

No greater demonstration of the President's broad-based support among Republicans, Democrats and Independents can be found than these consecutive victories in two such different states.

On the other hand, the cavalcade of Democrats who wandered through Florida, each in search of a constituency, managed to prove only one thing: that none of them has yet found one.

The pathetic search for issues which has involved the steadily lengthening line of Democrat candidates has served mostly to keep some of them from their posts in the United States Senate. We could use them, believe me. We have a steadily lengthening list of legislative proposals from the President which has not been reduced in months.
President Nixon has won a tremendous victory in Florida. Following as it does an equally tremendous victory in New Hampshire one week ago, it clearly demonstrates the support the President enjoys among voters across this nation -- a support provided by Democrats, Republicans and independents.

The President is headed for a solid victory in November.
STATEMENT BY L. E. (TOBY) THOMAS, PRIMARY CAMPAIGN COORDINATOR
OF THE
FLORIDA COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

In 1952 and 1956 Florida voters backed Richard Nixon for Vice President when he was running with President Eisenhower. In 1960 and 1968 they backed him when he ran on his own for the Presidency. In fact, they have backed him every time he has been on the national ticket. Today's vote clearly demonstrates that they are backing him again in 1972.

The many thousands of Republicans who cast ballots in this primary have given solid endorsement to the policies and record of the President. They have unequivocally voiced their faith in his leadership -- both of the nation and of the Republican Party.

In contrast, the Democrats today revealed continued confusion and disarray. After two primaries, almost half a dozen of their candidates show about the same relative strength -- or, rather, weakness -- among the voters of their party. No one emerges from the pack. The Democrats remain, in effect, leaderless -- because none of their candidates has demonstrated the leadership qualities which the Presidency requires.

There has been a good bit of criticism of the primary system recently, and much of it may be valid. But our primaries in Florida have a special significance. Because our electorate is made up of people from all parts of the nation -- people who have moved to Florida from Idaho, from New York, from Missouri -- we, as much as the voters of any other state, are representative of the nation as a whole. In light of this, today's results -- President Nixon's substantial win and the indecisive showings of the various Democratic candidates -- accurately forecast the outcome of the primaries.
to be held in the months ahead, just as they forecast the outcome this fall, when Republicans, Democrats and independents will join together in giving the President an overwhelming victory.
STATEMENT BY CONGRESSMAN J. HERBERT BURKE OF FLORIDA

Although one swallow does not the summer make, the President's vote in the Florida primary, amidst the confusion and disorganization shown by the Democrat spectrum of votes cast for their candidates, strongly indicates the solidarity of the Republican party behind the President.

This strong showing amidst the Democrats' divided vote gives further assurance that the President will be re-elected in November.
Florida voters today have given clear endorsement in the Republican primary to the policies and leadership of President Nixon.

Although it is a southern state geographically, Florida in many ways reflects a national image due to the many Floridians who have come to the state from all parts of the country. And in this respect — diversity of origin — my home district, perhaps more than any other, is representative of the nation as a whole. For this reason, the President's strong showing throughout the state and, especially, in the Eighth District, is a good indication of his popularity across the country.

It is this popularity — this recognition of his record of achievement, of his responsible and vital leadership, which assures him victory in the primaries to come and, in November, with the support of Republicans, Democrats and independents, alike, re-election to a second term in the White House.
STATEMENT BY FRANK DALE, CHAIRMAN
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

President Nixon's great victory in Florida today is another indication of the support the President has among voters in all parts of the country. While the vote totals are not yet complete, it is quite clear that the President has been given a massive endorsement by the voters in the Republican primary.

The results of the Florida primary are especially significant because Florida is a diverse, rapidly-growing state with varied economic, social and ethnic interests.

President Nixon's appeal in a state registered heavily Democratic is due not so much to the disarray that permeates the Democratic party as to the leadership which the President has provided to the country in his first term. Three years after we chose him to be our President, he is obviously the choice of the voters to continue as President.

He was an overwhelming choice in New Hampshire last Tuesday and an overwhelming choice in Florida today. I am confident that the vast majority of voters in Illinois and Wisconsin primaries, the next two on the calendar, will endorse the President, too.

President Nixon carried Florida in 1968 and the results of today's primary are convincing evidence that he will carry Florida in 1972.

The decisive vote in Florida today obviously pleases all of his supporters and I want to say a special thank you to all those who have worked for the President -- and will continue working for him -- in Florida this year.
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NC

May 6

RN/McCl

& Ash

not in
deadline
pass

NEB

May 9

RN, McCl, Ash

RI

May 16

R.N. - anyone

Mar 25 write

Ash + McCl

Mid

May 16

R.N. will

3/17 deadline

RI

May 23

McCl, Ash, RN

S.D.

May 23

McCl, Ash, RN

Cell

Je C

R.N. will file

by deadline 4/21

N.M.

Je C

RN, McCl, Ash

not in, 

Apr 4 deadline
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**Need to Nominate: 1,509**
1972 Presidential Primaries

STATE  FILING DEADLINE  PRIMARY DATE
1. New Hampshire  January 6  March 7
2. Florida  February 10  March 14
3. Illinois  January 2  March 21
4. Wisconsin  March 7  April 4
5. Rhode Island  January 31  April 11
6. Massachusetts  February 8  April 23
7. Pennsylvania  February 15  April 25
8. District of Columbia  March 10  May 2
9. Indiana  March 23  May 2
10. Alabama  March 1  May 2
11. Ohio  February 2  May 2
12. Tennessee  March 9  May 4
13. North Carolina  March 7  May 6
14. Nebraska  March 10  May 9
15. West Virginia  February 9  May 9
16. Maryland  March 23  May 16
17. Oregon  March 14  May 23
18. California  March 24  June 6
19. New Jersey  April 27  June 6
20. New Mexico  Not set  June 6
21. South Dakota  April 21  June 6
22. New York  May 4  June 20
23. Arkansas  April 18  June 27

* States selecting primary by party or by party and non-party in May 1972:
  - California
  - Florida
  - Illinois
  - Oregon
  - New York
  - New Jersey

* States selecting primary by party only in May 1972:
  - Alabama
  - Arkansas
  - District of Columbia
  - Indiana
  - Maryland

* States selecting primary by party and non-party in April 1972:
  - New Mexico

* States selecting primary by party only in April 1972:
  - North Carolina

* States selecting primary by party and non-party in March 1972:
  - New Hampshire
  - Pennsylvania

* States selecting primary by party only in March 1972:
  - Ohio
  - Tennessee

* States selecting primary by party and non-party in February 1972:
  - Florida
  - Illinois
  - Wisconsin

* States selecting primary by party only in February 1972:
  - Massachusetts

* States selecting primary by party and non-party in January 1972:
  - Rhode Island

* States selecting primary by party only in January 1972:
  - New York

* States selecting primary by party and non-party in March 1971:
  - California

* States selecting primary by party only in March 1971:
  - Florida

* States selecting primary by party and non-party in February 1971:
  - Illinois

* States selecting primary by party only in February 1971:
  - Wisconsin

* States selecting primary by party and non-party in January 1971:
  - Rhode Island

* States selecting primary by party only in January 1971:
  - New York

* States selecting primary by party and non-party in April 1970:
  - Massachusetts

* States selecting primary by party only in April 1970:
  - New York

* States selecting primary by party and non-party in March 1970:
  - New Hampshire

* States selecting primary by party only in March 1970:
  - Ohio

* States selecting primary by party and non-party in February 1970:
  - Florida

* States selecting primary by party only in February 1970:
  - Illinois

* States selecting primary by party and non-party in January 1970:
  - Wisconsin

* States selecting primary by party only in January 1970:
  - New York

* States selecting primary by party and non-party in March 1969:
  - Rhode Island

* States selecting primary by party only in March 1969:
  - New York

* States selecting primary by party and non-party in February 1969:
  - Massachusetts

* States selecting primary by party only in February 1969:
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* States selecting primary by party and non-party in January 1969:
  - New Hampshire

* States selecting primary by party only in January 1969:
  - Ohio

* States selecting primary by party and non-party in April 1968:
  - New York

* States selecting primary by party only in April 1968:
  - New York

* States selecting primary by party and non-party in March 1968:
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* States selecting primary by party only in March 1968:
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* States selecting primary by party and non-party in February 1968:
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* States selecting primary by party only in February 1968:
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* States selecting primary by party and non-party in January 1968:
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* States selecting primary by party only in January 1968:
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* States selecting primary by party and non-party in April 1967:
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* States selecting primary by party only in April 1967:
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* States selecting primary by party and non-party in March 1967:
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* States selecting primary by party only in March 1967:
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* States selecting primary by party and non-party in February 1967:
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* States selecting primary by party only in February 1967:
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* States selecting primary by party and non-party in January 1967:
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* States selecting primary by party only in January 1967:
  - New York

* States selecting primary by party and non-party in April 1966:
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* States selecting primary by party only in April 1966:
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* States selecting primary by party and non-party in March 1966:
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* States selecting primary by party only in March 1966:
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* States selecting primary by party and non-party in February 1966:
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* States selecting primary by party only in February 1966:
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* States selecting primary by party and non-party in January 1966:
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* States selecting primary by party only in January 1966:
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* States selecting primary by party and non-party in April 1965:
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* States selecting primary by party only in April 1965:
  - New York

* States selecting primary by party and non-party in March 1965:
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* States selecting primary by party only in March 1965:
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* States selecting primary by party and non-party in February 1965:
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* States selecting primary by party only in February 1965:
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* States selecting primary by party and non-party in January 1965:
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* States selecting primary by party only in January 1965:
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* States selecting primary by party and non-party in April 1964:
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* States selecting primary by party only in April 1964:
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* States selecting primary by party and non-party in March 1964:
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* States selecting primary by party only in March 1964:
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* States selecting primary by party and non-party in February 1964:
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* States selecting primary by party only in February 1964:
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* States selecting primary by party only in January 1964:
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* States selecting primary by party and non-party in April 1963:
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* States selecting primary by party only in April 1963:
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* States selecting primary by party and non-party in March 1963:
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* States selecting primary by party only in March 1963:
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* States selecting primary by party and non-party in February 1963:
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* States selecting primary by party only in February 1963:
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* States selecting primary by party and non-party in January 1963:
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* States selecting primary by party only in January 1963:
  - New York

* States selecting primary by party and non-party in April 1962:
  - Massachusetts

* States selecting primary by party only in April 1962:
  - New York

* States selecting primary by party and non-party in March 1962:
  - California

* States selecting primary by party only in March 1962:
  - New York

* States selecting primary by party and non-party in February 1962:
  - New York

* States selecting primary by party only in February 1962:
  - New York

* States selecting primary by party and non-party in January 1962:
  - New Hampshire

* States selecting primary by party only in January 1962:
  - New York

* States selecting primary by party and non-party in April 1961:
  - Massachusetts

* States selecting primary by party only in April 1961:
  - New York

* States selecting primary by party and non-party in March 1961:
  - California

* States selecting primary by party only in March 1961:
  - New York

* States selecting primary by party and non-party in February 1961:
  - New York

* States selecting primary by party only in February 1961:
  - New York

* States selecting primary by party and non-party in January 1961:
  - New Hampshire

* States selecting primary by party only in January 1961:
  - New York
Having Impact '72 Race

By R. W. Apple Jr.

WASHINGTON, June 15 (UPI) - As a demonstration of the magnitude of the Republican convention that will meet in the next 10 days in Miami Beach, and the Democratic convention in Los Angeles, the first days of the conventions will bring a major impact on the '72 race.

Widespread reports from both conventions will be included in this space.

Marvin Mandel a Factor in Maryland

A clear winner in the primary in Maryland has been Marvin Mandel. He is in line to become the first Jewish Governor in the state.

W. Taylor Harrington, Jr.

The Democratic convention in Los Angeles will be marked by the selection of W. Taylor Harrington, Jr., as the man to fight against the Republicans.

The Candidates

Political activity increased as the conventions approached.

Senator Edward M. Kennedy, Jr., and Mayor Daley were on the road in North Carolina, and the Florida campaign was well underway. Representative Alan Cranston, D-Calif., was in New Hampshire, and the Democratic candidate for President, Senator John F. Kennedy, was in the heart of the Senate, preparing for the convention.

Representative John M. McDowell, D-Mass., was in New York City, and Representative John F. Kennedy, Jr., was in Los Angeles, preparing for the convention.

The Liberty League

The Liberty League, a group of conservative Republicans, was formed in New York City, and the candidates were scheduled to meet with the group.

Continued on Page 15, Column 3
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*Affidavit states (Secretary of State puts name on ballot)
**Dates subject to change
***Withdrawal "reasonable time before ballots are printed"
N.W.--No Withdrawal from Ballot
W.P.--Withdrawal set by party
(R) (D)--Party affiliation of Secretary of State
HIGH PRIORITY

-ADMINISTRATIVELY CONFIDENTIAL-

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: L. HIGBY

Bob would like a handy one-page summary from you of a run-down of the primaries, mentioning those states where we are on the ballot, who is against us, what our expectations are, etc. He doesn't want a long involved report, but something he can refer to very quickly; hopefully, only one page long.