

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
30	1	3/17/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Jack Drown and the Steering Committee of the California Committee for the Re-Election of the President. 1 pg.
30	1	3/11/1972	<input type="checkbox"/>	Campaign	Newspaper	A "Chicago Tribune" article written by Daniel C. Beggs and Henry A. Copeland titled "Effects of Youth Vote to Be Slight, College Students Say." 1 pg.
30	1	3/15/1972	<input type="checkbox"/>	Campaign	Letter	From RN to L.E. Thomas RE: the Florida primary. 1 pg.
30	1	3/20/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: information on campaign efforts in California and Wisconsin. 1 pg.

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30	1	3/14/1972	<input type="checkbox"/>	Campaign	Memo	From Nofziger to Ronald Reagan RE: various campaign issues, such as the Mexican-American vote in California, the role of women, and voter registration. 1 pg.
30	1	3/4/1972	<input type="checkbox"/>	Campaign	Memo	From Nofziger to Reagan RE: Southern California voter registration, efforts to obtain minority group votes, and other campaign matters. 2 pgs.
30	1	3/13/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Magruder to Mitchell RE: a dinner honoring Defense Secretary Mel Laird in Milwaukee, Wisconsin. 2 pgs.
30	1	3/13/1972	<input type="checkbox"/>	Campaign	Memo	From Dailey, through Magruder, to Mitchell RE: information from Paul Muller of the November Group on advertising funds. 1 pg.
30	1	3/9/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Paul J. Muller to Dailey RE: the repercussions of the Federal Election Campaign Spending Act on the 1972 presidential campaign. 5 pgs.

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30	1	3/17/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: McCloskey and Ashbrook in the Michigan Republican presidential primary. 1 pg.
30	1	1/15/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Magruder's response to a previous memo from RN. Duplicate attached. 2 pgs.
30	1	1/17/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Magruder to Haldeman RE: White House officials' roles in the campaign, as well as the New Hampshire primary. Handwritten notes added by unknown. 2 pgs.
30	1	1/10/1972	<input type="checkbox"/>	Campaign	Memo	From unknown to Magruder RE: young people and women in the New Hampshire primary and the use of Jack Drown, Rose Woods, and Clark MacGregor in the campaign. 2 pgs.
30	1	1/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the use of Ed Nixon in the campaign. 1 pg.

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30	1	3/14/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE: information from Rietz on a Dartmouth College poll. 1 pg.
30	1	3/13/1972	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: the poor handling of a Dartmouth College poll. 1 pg.
30	1	3/2/1972	<input type="checkbox"/>	Campaign	Newspaper	Lebanon, New Hampshire "Valley News" article stating "McGovern Men Admit College Poll Deception." 1 pg.
30	1	3/17/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the cancellation of a meeting on campaign finance disclosure. 1 pg.
30	1	3/17/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Magruder RE: changing the name of the Committee for the Re-Election of the President. 1 pg.

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30	1	3/17/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Ehrlichman RE: the need for improved coordination and communication between the White House and the CRP. 3 pgs.
30	1	3/13/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: attached examples of political mass mailings sent out in New Hampshire. Oversized sample ballot not scanned. 15 pgs.
30	1	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From Robert Morgan, through Magruder, to Mitchell RE: the Florida Presidential Commitment Program and campaign volunteers. 2 pgs.
30	1	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Odle, through Magruder, to Mitchell RE: an attached weekly report concerning campaign advertising, campaign issues, key voter groups, and other election matters. Graph comparing presidential candidates attached. 8 pgs.
30	1	3/16/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE: attached information on Florida. Detailed event schedule, general campaign plan, activities of opponents, and RNC research findings, attached. 10 pgs.

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30	1	3/15/1972	<input type="checkbox"/>	Campaign	Memo	From Brad Hainsworth to Dent RE: the 5th Congressional District of Texas and its political tendencies. Polling information concerning RN and the election emphasized and attached. 9 pgs.
30	1	2/18/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: scheduling a meeting with Mr. Au, President of the U.S. Jaycees. 1 pg.
30	1	3/6/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Saturday Stragety Group critiquing the New Hampshire campaign efforts of the CRP. 1 pg.
30	1	2/25/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: Al Hartunian's desire to participate in the San Diego Republican National Convention. 1 pg.
30	1	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: a letter from Tom Houser describing RN's approach to organized labor. 1 pg.

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30	1	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: mock election results from Keene, New Hampshire. Results of mock election attached. 2 pgs.
30	1	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: mock election results from two junior colleges in Florida. Results of mock elections attached. 2 pgs.
30	1	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: mock election results from Laconia High School in New Hampshire. Results of the mock election attached. 2 pgs.
30	1	3/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: scheduling a discussion on the RNC budget. 1 pg.
30	1	2/16/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman outlining key points relating to the CRP's financial support for the White House. Handwritten notes added by unknown. 1 pg.

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30	1	2/3/1972	<input type="checkbox"/>	Campaign	Memo	From Kehrli to Haldeman RE: the Committee for the Re-Election of the President and its financial support for the White House. Past memos laying out financial figures attached. Handwritten notes added by unknown. 21 pgs.
30	1	3/8/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Alex Armendariz RE: plans to woo Mexican-American voters in California. 1 pg.
30	1	3/8/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Dan Todd RE: Colson's thoughts on campaigning for votes from older Americans. 1 pg.
30	1	3/8/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Armendariz, Larry Goldberg, Paul Jones, Paul Kayser, Ken Rietz, Bill Stover, Todd, and Clayton Yeutter RE: Ann Dore and public relations support. 1 pg.
30	1	3/3/1972	<input type="checkbox"/>	Campaign	Newsletter	RNC publication relating to voter registration. Cover article titled "Mitchell & Dole Stress Registration." 4 pgs.

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30	1	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From DeBolt to Strachan RE: the latest voter registration report. 6 pgs.
30	1	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Armendariz, Goldberg, Jones, Kayser, Rietz, Stover, Todd, and Yeutter RE: setting key target dates for campaign activities. Proposed format for target date reports attached. 2 pgs.
30	1	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Armendariz, Goldberg, Jones, Kayser, Rietz, Stover, Todd, and Yeutter requesting weekly reports to keep track of events. 2 pgs.
30	1	3/8/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Jones RE: winning the African-American vote in California. 1 pg.
30	1	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Mitchell RE: appointing Tony DeFalco as the campaign's Director of Ethnic Activities. 1 pg.

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30	1	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Magruder RE: perceptions of money spent on a Florida campaign rally. 1 pg.
30	1	3/8/1972	<input type="checkbox"/>	Campaign	Memo	From Herbert L. Porter and J. Curtis Herge to "1701 Staff Participants in Florida Appreciation Day" presenting logistical information for a planned rally. Map attached. 3 pgs.
30	1	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From Odle, through Magruder, to Mitchell RE: specific practices used by the CRP to preserve campaign finances. 3 pgs.
30	1	3/13/1972	<input type="checkbox"/>	Campaign	Memo	From Barbara Fierce to unknown RE: updated information on state CRP chairmen. List of names and addresses of such chairmen attached. 8 pgs.

THE WHITE HOUSE

WASHINGTON



Administratively Confidential

March 17, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

G

SUBJECT:

Jack Drown

You asked Jeb Magruder to arrange for a campaign role for Jack Drown. Magruder asked Lyn Nofziger to determine a role in the California campaign for Jack Drown. Nofziger checked with Governor Reagan, and it was determined that Jack Drown should serve on the Steering Committee of the Committee for the Re-Election of the President. Nofziger personally asked Drown to serve and he accepted.

The Steering Committee has not yet had a meeting. Bob Volk recently told Magruder that Jack Drown was pleased with his role in the Campaign.



[AP Wirephoto]

Threats. Transportation

ses

equipped with the latest type antipollution devices to meet all federal, state, and local standards for exhaust emission and noise control.

The major features of these "environmental improvements" will include new fuel injectors for diesel motors and a repositioning of exhaust pipes to the bus roof line instead of the wheel height location.

The first 100 of the buses, Cafferty said, will be delivered by September, and the full fleet will be in service by the end of the year. Pending with the federal government is a request for the funding necessary for the 500 additional buses to be ordered in the fall.

Narcotics Case

sion of a hypodermic needle. Also arrested was Thomas Trybus, 22, of 8550 Golf Rd., near Niles, who was charged with conspiracy.

Opinion on the Campus

Effects of Youth Vote to Be Slight, College Students Say

BY DANIEL C. BEGGS and HENRY A. COPELAND

While political observers attempt to assess the effects the newly-enfranchised younger voters will have on this year's elections, results of the most recent Campus Opinion poll disclose that student voting registrations have risen by 6 per cent since the school year began. In a survey conducted in late January, almost two-thirds of the collegians polled said they had registered to vote in the 1972 elections.

The survey disclosed that the students themselves do not rate their own importance in the elections highly. Less than 30 per cent felt the college vote would play a "very important" role in the election this year. The majority said that they felt the student bloc would have an impact on the election, but only a minor one.

Many attributed this pessimism to an apparent apathy prevalent on most American college campuses. A larger percentage said they thought the students would vote, but their effect would be minimized because there is no one candidate who could consolidate that vote.

Another question asked later in the survey tended to support this view. The students were

asked which of nearly a dozen candidates they would like to see elected President in 1972.

President Nixon was named by slightly less than 25 per cent of the students to lead the poll. Next on the list was Sen. Edmund Muskie [D., Me.] who won the support of 20 per cent, followed by Sen. George McGovern [D., S. D.], who drew 15 per cent. The remaining 30 per cent was split between eight other candidates, with Sen. Edward Kennedy [D., Mass.], Eugene McCarthy, and Mayor John Lindsay of New York taking the bulk of these.

Interviewers talked with 950 college students at 40 college and university campuses. Interviewing was conducted by telephone. The students first were asked:

"Are you now registered to vote in the 1972 elections?"

The increase in student voting registrations is apparent when compared with previous survey results to this question:

	Jan '72	Nov '71	May '71
Yes	66.3%	60.5%	42.9%
No	33.7%	39.3%	55.5%
No response	0.0%	0.2%	1.6%

The students then were asked their assessment of the effect students will have on the 1972 elections. The student responses to it were:

"Overall, how important a role would you say the stu-

dent vote will play in the Presidential election this year? Would you say the students will be very important in the outcome of the election, only somewhat important, or not at all important?"

Very important	27.1%
Only somewhat important	62.2%
Not at all important	9.0%
No opinion	1.7%

Next, in an attempt to gauge relative standings of the Presidential candidates now running for office, the students were asked which of the 11 candidates they would most like to see elected in 1972. As indicated below, Nixon showed the largest increase since the question was asked in November:

"Which of the following potential candidates would you most like to see elected President in the 1972 elections?"

	Jan '72	Nov '71
Richard Nixon	24.8%	18.7%
Edmund Muskie	20.4%	21.0%
George McGovern	15.0%	16.3%
Ted Kennedy	8.5%	9.9%
Eugene McCarthy	5.3%	8.0%
John Lindsay	5.2%	7.0%
Hubert Humphrey	2.1%	2.1%
George Wallace	1.5%	0.7%
Vance Hartke	0.6%	—
Henry Jackson	•	•
Sam Yorty	•	•
All others	16.6%	16.3%

[*Less than 0.5%] [© 1972; Unidex Corp., Bloomington, Ind.]

Ex-Elgin Medic to Fight Case

[Continued from first page] against Pureto Ricans and believes his career setbacks with

before giving him a job in 1968.

Dr. Kaluzny, administrative physician for Mental Health

sary steps to determine Munoz's qualifications was a serious omission."

March 15, 1972

Dear Tommy:

The vote in yesterday's primary was heartening indeed, and I wanted you to know how grateful I am for your experienced leadership of the Florida campaign. It meant a great deal to me to know that you and your associates were handling the effort with such reliability and skill, while my own attention was necessarily focused on the vital foreign and domestic issues we are currently facing.

Please convey my special thanks to the many people in Florida whose hard work and kind support made these results possible.

Sincerely,

RICHARD NIXON

Mr. L. E. Thomas
2814 Canal Drive
Panama City, Florida 32401

AIRMAIL - SPECIAL DELIVERY

RN:MAAllin:DG:baw
cc: RMWoods/H. Dent/A. Waldron/M. White/MAAllin/GF/G. Strachan
EVENT: MARCH 15, 1972
Requested by: Van Shumway
Approved by: Rolan & Elliott/Ray Price

THE WHITE HOUSE
WASHINGTON

Date: March 20, 1972

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

Recent items from the campaign include:

- 1) Nofziger's California reports to Reagan;
- 2) Wisconsin primary rally information;
- 3) Peter Dailey's concerns about advertising expenditures within the Campaign Spending Act;
- 4) Schedules of surrogates in Wisconsin and California.

March 14, 1972

MEMORANDUM FOR RONALD REAGAN

FROM LYN NOFZIGER

RE: California Campaign

Belatedly, because of phone installation problems, we will move into headquarters at 1670 Wilshire on Monday, March 14. In the next two or three weeks we hope to have a "grand opening" at which, hopefully, you and Nancy could participate.

Thank you for agreeing to speak at the dinner honoring Henry Ramirez, Phil Sanchez and Mrs. Banuelos. As I told you, this threatened to be a monumental foul-up that could have cost us much good will in the Mexican community. The problem was that staff people at the White House attempted to set up this dinner without clearing it through this committee and then making commitments they couldn't deliver on. I think we have the situation straightened out now, but I must say it has taken a disproportionate amount of time.

I expect now to set up a meeting of Mexican leaders this week to form a steering committee for the state effort. We are about ready to move in this same direction in the black community, also. Perhaps a week later. I have a meeting with 20 Negro leaders on Wednesday.

Elsa Sandstrom has agreed to serve as our women's chairman. As you know, she is the past president of the women's federation. She is a fine organizer and has no political enemies.

We are actively seeking leadership among the senior citizens and hope to have something nailed down in the next week.

Our top staff members met with the county central committee chairmen on Saturday to tell them what we are doing and to assure them we wish to work closely with them. I am encouraged by the feeling of mutual cooperation and their willingness to accept registration help.

We are moving a full-time staff man into San Diego for registration. Orange County is proceeding well. L.A. claims it is, but if they do not show results within a couple of weeks, we will move in on them. They claim they will have figures for me next week. We will have some figures out of Santa Clara County by then, too.

I will be in Washington on Tuesday.

March 4, 1972

MEMORANDUM FOR RONALD REAGAN

FROM LYN NOFZIGER 

RE: California Campaign

Registration. San Diego County has agreed to let us "help" in their registration effort, following the Assembly race defeat. We will have a full-time staff man there. We hope to make similar arrangements on a larger scale with L.A. County next week. This can be expedited if any help given the L.A. County Central Committee fundraiser is tied into registration and into an understanding that we will be involved.

Ron, if there is any way you could appear at the county chairmen's meeting in San Francisco next Saturday, or at least send a strong message backing up your recent letter, it would help with these people.

It has now been agreed that all the youth staff hired with national funds will be trained as full-fledged registration staffers so they can fit better into the total registration program.

Appointments. Albert A. Spiegel, who is Chairman of The Jewish Federation Council of Greater Los Angeles, has agreed to head up our Jewish operation. However, this will not be known as a Jewish committee, per se. It is generally agreed that to be effective he needs a general state-wide title. It is my thought (and Gordon agrees) that he be named an associate chairman for special projects and that Elsa Sandstrom, who has indicated she will be willing to head up our women's group, be named associate chairman for volunteers. In the organization chart they would come under Gordon and would have state-wide functions.

Organization. We are now beginning to pull together the leadership in both the Mexican and black communities. And I believe we will have functioning organizations by March 15. However, we are having problems in two areas. First, we do not yet know what the rules are for having these groups raise their own finances. Second, and more important, people from the White House and even from the national Committee for the Re-Election of the President are trying to set up meetings and run their own people in here without consulting us. There are enough problems in bringing these groups together without this kind of nonsense. If it continues, we are going to have chaos, and it is going to hurt the overall effort. It is imperative that we control what is happening in California, and I am trying to get that message across. I do not expect to have to ask your help, but you should be aware of this situation in case I do.

I will meet with the older Americans representative from Washington next week. We already have a list of names of persons who are said to be effective workers in this age group, and next week we will begin to try to pull some of them together.

cc: John Mitchell
✓ Bob Haldeman
Gordon Luce
Jeb Magruder
Ed Meese

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 13, 1972

MEMORANDUM

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Salute to Mel Laird Dinner
Milwaukee, Wisconsin
March 23, 1972

Following the conclusion of the Appreciation Day activities in New Hampshire and Florida, we discussed with John MacIver the possibility of scheduling a similar event in Wisconsin. John made the following points in reply: (1) historically, political rallies have not been effective in Wisconsin, (2) there are not enough uncommitted volunteers in Wisconsin to provide the support necessary to make a rally successful, and (3) we should not schedule an event which would detract from the "Salute to Mel Laird" dinner, which is to be held in Milwaukee on March 23, 1972. A rally, even if held in another section of Wisconsin, would probably have to be held in close proximity to March 23rd, because the following week is Holy Week and the primary is on the Tuesday after Easter.

Although not in favor of a separate rally, John MacIver did request that we provide assistance in organizing the "Salute to Mel Laird" dinner. The dinner is scheduled to be held in the Milwaukee Auditorium, which will be configured to hold 2,500 people at \$100 per plate. The assistance that he requested is as follows:

1. That the Wisconsin Republican Congressmen (John W. Byrnes, Glenn R. Davis, Alvin E. O'Konski, William A. Steiger and Vernon W. Thomson) and the Republican Congressmen that served on Sec. Laird's committee in Congress (Leslie C. Arends, Charles S. Gubser, Durwood G. Hall and Bob Wilson) be invited by us to participate in the "Salute". (Carl Wallace suggests it might be politically inappropriate to invite the defense oriented Congressmen and that it might be better to invite Congressmen Robert H. Michel and Garner E. Shriver, who served with Sec. Laird on the HEW Committee.)

2. That the foregoing Congressmen be flown into Madison in the morning of March 23rd and be dispersed throughout the State, into cities such as Janesville, Fond du Lac, Oshkosh, Racine, Kenosha and Beloit, to participate in pre-programmed campaign activities.

3. That all the participants converge on Milwaukee in the late afternoon for a press conference, a Founder's Club reception and the dinner.

4. That a celebrity be scheduled to provide entertainment at the dinner.

5. That arrangements be made to have the President and the Vice President send personal messages for reading at the dinner.

MacIver also suggested that we consider scheduling a member of the Cabinet to appear at the dinner.

We have been advised that the Republican Party of Wisconsin, the sponsor of the dinner, is not prepared to bear the cost of the airplane that would be necessary to transport the nine or ten political principals to Madison. If a private charter were utilized for this purpose, the approximate cost would be \$4,000. (If they were transported by commercial aircraft, the cost would be \$1,900. If commercial aircraft were used, however, it would be necessary to depart from Washington, D.C., in the previous afternoon and overnight in Madison. It would then be necessary to overnight in Milwaukee on March 23rd and return on a 7:30 a.m. flight on March 24th. Accordingly, it appears that it would be necessary to charter an aircraft for this event.)

We recommend your approving this event.

Approve _____ Disapprove _____ Comment _____

X
per Magruder

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 13, 1972

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

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
• THROUGH: JEB S. MAGRUDER
FROM: PETER H. DAILEY

Attached is a document prepared by Paul Muller, our chief financial officer in the November Group. He raises some important, and highly technical, questions regarding accountability for advertising dollars. These questions have been forwarded to Gordon Liddy for his advice and counsel. Since the questions cover a large number of subjects, I am forwarding them to you for your interest and direction, if you wish.

Peter H. Dailey

MEMORANDUM

TO: Peter H. Dailey

FROM: Paul J. Muller

SUBJECT: Interpretation of Federal Election Campaign
Spending Act

DATE: March 9, 1972

In reviewing the February 26 draft of the Regulations of the Comptroller General re the Campaign Spending Act, many points require clarification or interpretation. In order that we may comply properly after April 6 and because the preparation of some printed forms, e.g., insertion orders, are dependent on decisions, it is important that the questions be cleared as promptly as possible.

Ref. Page

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| 2:1 | 3 | In defining communications media as "broadcast stations", is it intended that networking charges will be excluded from the spending limitation? My understanding is that in a network purchase between 32-37% is paid to the stations for their time costs and the balance covers agency commission, lines, loops, technicians and facilities. Three questions:

1. Will networking charges (as contrasted with that part of the network card rate paid to broadcasting stations) count against the spending limitation?

2. If answer is yes, will they tally against the 60% broadcast limitation or can they be counted in the other 40%?

3. Could it be that network line charges are considered automatic telephone equipment (4:31)? |
| 3:2 | 7 | What is the definition of a "general rate" advertiser? |
| 3:3 | 8 | Would the language, "Charges included on this invoice do not exceed those made to other purchasers for comparable use for different purposes", be acceptable? |

<u>Ref.</u>	<u>Page</u>	
3:3	8	Since no mention is made of certification by outdoor plants, broadcast stations and networks, are we correct in assuming that they are not required from these media? Are facsimile signatures acceptable? Who constitutes an "authorized" person? (This question is for guidance of the vendor; obviously agency cannot police signatures.)
4:1	9	I presume we are correct in concluding that reference to "geographical areas" is only in context of constructing total allowable expenditures on a national basis and does not infer any territorial restrictions on how money is spent (except, of course, for pre-nomination).
4:4	12	This paragraph creates the suspicion that authorization of advertising and certification that it is within the spending limit are two separate and not necessarily related transactions, when it says that unauthorized expenditures count against the limitation and when it states further that certification is required for any charge to be made. In other words the inference is that both authorized and unauthorized expenditures may be certified. If they are in fact separate steps, what form is presented for authorization (the document speaks only to the form of certification against spending limitation).
4:5(a)	12	Does this mean that media may accept advertising that will count against the spending limitation without receiving certification that it is within the spending limit? If advertising urges the defeat of an opponent and also speaks favorably of the candidate, does it fall under 4:4 or 4:5? This determination could affect the validity of charging the advertising against the campaign expenditure.
4:5(b)		Apparently, no certificate is required for advertising not authorized by the candidate and therefore no charge is made against the spending limitation. Is this correct? Is there any requirement that such unauthorized advertising be so identified when it is exposed to the public?

- | <u>Ref.</u> | <u>Page</u> | |
|--------------|-------------|--|
| 4:6
(a,b) | | How is allocation made if copy is phrased in collective terms, e.g., "Elect The Nixon Team" or "Vote Republican"? Do candidates themselves have to agree or can this be done by their authorized representatives? |
| | | Under 4:6 (b) who makes the allocation? If the amount allocated exceeds the Federal candidate's cost, is it true that the full amount counts against the spending limitation even though only the differential is treated as a contribution in kind. |
| 4:7 | 15 | Unauthorized use of communications media is included in this subchapter. Is it reasonable to expect the candidate to keep records that would include advertising he may not even be aware of and which is not required to be charged against the spending limitation? |
| 4:11 | 15 | This is a most critical question. How are the media charges against the expenditure limitation calculated? If, as paragraph states, they will include "any agent's commission allowed the agent by the media", what happens if the media bills net, i.e., with commission already deducted on its bill? Whether the media bills gross or net, how is an agency fee handled if it is billed in lieu of commissions? |
| | | What form do joint certifications take? If it is not practical to have joint users collaborate in issuing a single certificate, are separate certificates from representatives of each of the collaborators involved and covering their share of participation acceptable? |
| 4:12(a) | 16 | It would seem from the language that a separate certificate is required for each publication or plant used, for each different ad, for each different rate. This would produce a mountain of papers. If a placement with many vendors is made through a central rep or of many ads at different rates through a single vendor, would a single certificate suffice? (If so, the certificate could show total dollars with, if necessary, reference to attached underlying detail. Regulations give no indication of requiring spending limitation certifications for broadcast station and network advertising. This would seem to be an omission since at least part of such advertising, ie, broadcast station, is chargeable against limitation. |

<u>Ref.</u>	<u>Page</u>	
4:12(b)	17	Amended certification for each change in amount of charge or in the date of use would create voluminous paper work, e.g., amendment required whenever there is shrinkage. Are some tolerances against original certificate in dollars (e.g. 10%) or date (e.g., within 30 days) possible?
4:31	18	We would assume from definition of broadcasting and its limitations in other sections of the Ruling (i.e., 2:2 on page 3, 4:1 (a) on page 9 and 6:11 (a) on page 25) that telephone spending is chargeable against the non-broadcast segment of the limitation but would like this confirmed.
4:41(a)	19	Same question on commissions as raised against print (see 4:7 on page 15 above).
6:1(c)	22	Are we correct in interpreting this as allowing spending against primary expenditure limitation up to last day of convention even after delegates have been selected, e.g., media expenditures in New York in July and during most of August would not count against national election limitation? If this interpretation is correct and if it is an advantage to our candidate, care should be taken that the national election expenditure clock isn't inadvertently started ticking early by a third party, e.g., Conservative, nominating him before the Republican Convention.

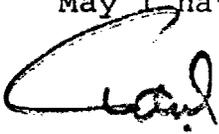
These questions obviously would best be answered in face to face discussions probably with a representative of the Comptroller General. I would very much want to attend such meetings, if at all possible. In any event, I feel an intensive discussion of the law is essential for my purposes.

Another point -- designation by the President of persons authorized to certify on his behalf should be made in writing by Mr. Nixon as soon as possible. We will have to reproduce this document and supply a copy to vendors with our certifications, which as you know will have to accompany all advertising appearing after April 6. I believe Mr. Stans felt certifications should be signed by the agency.

MEMORANDUM
Page 5
March 9, 1972

Pete, we have not asked for clarification of pre-nomination expenditure allocation largely because it would seem academic in light of the spending strategy you outlined to me. Nor have we probed into telephone spending since this apparently will be outside the scope of November Group operations.

May I have your reactions without delay.



PJM/bg

cc: P. Barrick (Committee)
F. Becker
P. Joanou
G. Karalekas
M. Lesser

THE WHITE HOUSE
WASHINGTON

Date: March 17

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

McCloskey today at 12 noon filed to be on the Presidential primary ballot in Michigan. Ashbrook did not file and therefore will not be on the ballot. The President is on the Michigan ballot.

THE WHITE HOUSE
WASHINGTON

may
1/26
Date: 1/15/72

TO: H.R. HALDEMAN

FROM: GORDON STRACHAN

Magruder submitted this report describing his efforts to implement the President's requests described in the blank January 10 memo. I hand delivered this memo to Magruder and explained the source of the requests.

JS
see my note

sent
to JSM
w/o
cover
note
1/17

THE WHITE HOUSE
WASHINGTON

Date: 1/15/72

TO:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

Magruder submitted this report describing his efforts to implement the President's requests described in the blank January 10 memo. I hand delivered this memo to Magruder and explained the source of the requests.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

105

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

January 14, 1972

CONFIDENTIAL

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

JEB S. MAGRUDER

With reference to your memorandum of January 10, the following is either now in process or is recommended.

1. It is thought that Jack Drown can be of most help in the California campaign. This has been discussed with Lyn Nofziger and he agrees. If approved, Lyn will call Mr. Drown next week, arrange a meeting with him, and discuss the area of the campaign in California where it is felt Mr. Drown can most help. *go*

2. Rose Woods has been invited to join the Political Issues Group which meets every other week in Harry Dent's office. Others invited to these meetings include Anne Armstrong, Bob Brown, Ken Cole, Chuck Colson, Bob Dole, Tom Evans, Bob Finch, Roy Goodearle, Len Garment, Bryce Harlow, Ed Harper, Herb Klein, Ray Price, Don Rumsfeld, Bill Safire, and Bill Timmons. *good*

3. Clark MacGregor has also been asked to the Political Issues Group meetings. In addition, because of his campaign experience in Minnesota, we want to use him to advise us on a regular basis with respect to direct mail and the use of the telephone in modern campaigning. In this connection, we hope that he can work closely with our Direct Mail Director and our Research Director. *good*

4. Our surrogate effort is in full swing in New Hampshire. An updated calendar of speaking events appears in this week's weekly report. Our New Hampshire Committee's executive director told us yesterday that we had "saturated" the state with surrogates, and to "hold off" on scheduling more events for a time in order to avoid overkill. As the schedule notes, Bob Finch is *✓*

CONFIDENTIAL

scheduled for New Hampshire and will also be used as a back-up to Secretary Richardson should he not be able to do the three events which have been scheduled for him. Finch also has a number of speaking commitments in California.

bad - speakers to run there

5. In New Hampshire we can begin to use our Committee's press/PR man, John Sias, more as a spokesman. Sias is 39, youthful in appearance, and articulate. We can begin to have him, rather than Dwinell, speak on behalf of the New Hampshire Committee for the Re-Election of the President.

In addition, the New Hampshire Committee's vice chairman, Roma Spaulding, an attractive and articulate female State Senator, can and will be used more as a spokesman for the New Hampshire Committee.

Nothing so far.

We have tentatively selected 28-year-old David Gagen as state chairman of New Hampshire Young Voters for the President. Gagen, the Town Chairman of Milford, can also be used "out front" as a spokesman.

Nothing so far.

As you know from our weekly reports, our activities in the youth and women's area are in full swing this week with the official opening of the New Hampshire campaign office.

This week's report is attached to this memorandum.

let's see what he's doing? nothing so far.

January 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JEB MAGRUDER

FROM:

It has been requested that you follow up on the several items listed below immediately.

1. Jack Drown - We must find an appropriate role in the campaign for Jack Drown of California. Will you please give this some thought and forward your recommendation over as soon as convenient.
2. Rose Woods should start sitting in on some strategy meetings and will you please make sure that she is included at the appropriate times.
3. We need to involve Clark MacGregor in the campaign in some way. Will you please work out some ideas of how he could be used and get your recommendations over for approval.
4. Very High Priority - We need now to start a heavy surrogate effort in New Hampshire. In particular, Bob Finch would be extremely effective in this area but, also, other surrogates should be used.
5. We need to move now to get particularly young people and also some women out in front up in New Hampshire. So far we've had Dwinell making all the public statements.

This should now be changed since he has been clearly identified and made his point. We should start having young people make all our statements. By young people, this does not mean people in the 18-20 year old category but people in their thirties and forties.

The same should be true of women. We need to get some women out in front. Please switch your efforts in this direction in regard to New Hampshire.

January 7, 1972

1/28 FU
1 wk
~~#17~~

MEMORANDUM FOR : GORDON STRACHAN
FROM : L. HIGBY

I talked to Jeb Magruder regarding putting Ed Nixon in the slot over at the Campaign Committee and he is going to talk to Herb Kalmbach first to get the particulars and then will offer Ed a job. Will you please follow up to make sure something happens here? If Nixon should turn down the job for some reason, that's fine, but we at least need to offer him one and we need to know what the outcome of that offer is.

LH:pm

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT



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

March 14, 1972

CONFIDENTIAL

MEMORANDUM FOR:

~~GORDON STRACHAN~~

H

FROM:

JEB S. MAGRUDER

Attached for your information is a copy of a memorandum sent to me from Ken Rietz concerning the Dartmouth College poll.

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 13, 1972

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

I thought you would be interested in the attached article concerning the Dartmouth college poll. This is a result of pressure we applied and is a real example of how not to conduct a college poll. With this disqualification, we have won all the New Hampshire college mock elections

cc: Senator Brock
Van Shumway
Angela Harris
George Gorton

McGovern Men Admit College Poll Deception

HANOVER — A presidential primary poll run among Dartmouth students Feb. 7 at a campus dining hall, apparently under the auspices of a national polling outfit, was Wednesday revealed as the work of two campus McGovern supporters, Bennett Beach and Geoffrey Parker.

The results of the poll gave McGovern 33 per cent of the total vote, Nixon 17 per cent, Muskie 16 per cent, and McCloskey 13 per cent with the other candidates trailing far behind. On the Democratic side McGovern received 62 per cent to 31 for Muskie.

The McGovern backers have now admitted that Constituency Information Service (CIS) of Washington, D.C., whose name was used on the poll, actually did not sponsor it.

Richard Surrey, a Dartmouth student who is connected with CIS, now says he allowed the campus pollsters to use the name of the Washington organization, although he originally denied he had.

Beach now concludes he and Parker made an error "in judgment" first in publicly releasing this poll, which is a violation of McGovern campaign policy (McGovern does not release polls made by his own workers) and second in disguising it behind the legitimacy of CIS.

"Sincerity is the essence of this venture," Beach said.

Although there have been no

charges that Beach and Parker falsified the results, the poll is now invalid since it was not conducted by an impartial organization.

THE WHITE HOUSE
WASHINGTON

Administratively Confidential

March 17, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN **G**

SUBJECT:

Campaign Finance
Disclosure

Apparently there is no need for the Campaign Finance Disclosure meeting. Jeb Magruder talked with John Mitchell, who informed him that the decision was definitely no disclosure prior to the April 7 effective date of the new law.

March 17, 1972

MEMORANDUM FOR : JEB MAGRUDER
FROM : H. R. HALDEMAN

I'm sure you'll be delighted to get a creative suggestion from outside, but I offer it anyway.

The more I think about it, the more strongly I feel that your organization's name should be changed once again, and that it should now be titled, The Committee To Re-Elect President Nixon.

On the positive side, I think we gain a great deal from the repetition of President Nixon as frequently as possible so that people tend to put the title and the name together automatically.

On the negative side, I think there is some merit to the point raised by some of our opponents that we're apparently ashamed of the name Nixon and that we are trying to hide it and just get people to re-elect the President whoever he is. This, of course, is not true, but it gives them a point of attack that may have some apparent validity.

I also think bumper stickers, ads, etc., should say, Re-Elect President Nixon, instead of Re-Elect the President. As with all of my other suggestions, I'm sure this one will be ignored, but there's no charge for it.

HRH:pm

EYES ONLY

March 17, 1972

MEMORANDUM FOR : JOHN EHRLICHMAN
FROM : H. R. HALDEMAN

You once wrote me a memo which you said was difficult to write, but which contained some things you felt needed to be said regarding my operation and the general situation with regard to the planning for the President.

I feel now that I should do likewise for you, regarding your relationship with the Committee for the Re-Election of the President, and the President's Campaign Manager. I realize I may be treading on dangerous ground and that this may be a futile exercise, or even counterproductive, but I have some concerns which I think should be expressed.

In recent weeks, I've seen several examples of indications of a problem, and have learned of several others. Perhaps they are isolated and insignificant, but on the other hand, if they are indicative of the present situation in a growing trend, I think we need to take some action to correct the problem.

I was quite disturbed with the results of the meeting we had in my office awhile back with John Mitchell, Fred Malek, and Ken Cole. You will recall that at that meeting, you took a totally negative position and quite severely criticized Mitchell directly, as well as laying some strenuous objections and obstructions in the way of the development of Malek's campaign role.

The role John is trying to develop for Malek may well not be the best way to handle things, but it is the result of an honest and sincere effort to try to make the operation as fully as effective as possible, and it seems to me that all of us should approach it in that constructive sense, and do everything we can to make it succeed, rather than simply to criticize it.

Somewhat more disturbing, is the tone and possibly also the content, of your February 23rd memorandum to John Mitchell regarding the Committee. A memorandum, which I understand, was ultimately not sent to John, but rather to Jeb Magruder, and was subsequently answered by Jeb Magruder - only partially satisfactorily - I would guess.

As to the substance of that letter, the challenge you make to Magruder's involvement in the development of substantive policy, would be entirely appropriate if, in fact, Jeb were involved. However, it's my understanding that Ken Cole has been working with Jeb for a long time and has presumably kept you advised of his discussions and actions.

The Committee's material on issues may, indeed, be terrible. But, we ought to at least consider the possibility that that's a reflection of the input they've been given from those better able to outline the issues and our positions on them.

This seems to fall dangerously close to the old "we - they" situation that has arisen in the past. I think it's imperative that we all consider ourselves part of the Committee for the Re-Election of the President and not consider it as a separate entity which is in some way, an enemy of the White House.

I understand there was some problem on the briefing sessions set up in early March for members of the Committee in the Roosevelt Room. I'm told that the meeting was set up by Ed Harper, at your request, that Stein and Krogh both briefed the group, that you arrived at the meeting, declined Harper's offer to brief, left a half hour later, and then told John Mitchell that "Magruder's meeting was poorly arranged and hadn't permitted you an opportunity to speak". It's quite possible that my information is faulty, but whether it is or not, the fact that there's a flap here at all, indicates some lack of positive coordination and cooperation.

I also understand there's a problem regarding campaign advertising. Jeb says that you've told him that the advertising stinks, and that you've quoted me as agreeing that it stinks. I'm not sure I went quite that strong. I have had some disagreements with some of the advertising, although some of it, I think, is very good. In every case where I have disagreed, I have told the people at the Committee, what my disagreement was, why I felt that way, and what I thought should be

done to correct it. I feel that all of us should be free to criticize, but should do it in a way that leads to a better result.

I understand that Ed Harper has told Jeb that you are setting up a review committee to analyze campaign advertising and that this committee consists of you, Ray Price and Bill Safire. I think this is a good idea, if you are analyzing the advertising on the basis of content. I think we're going to get into a problem if you decide to analyze it on the basis of appeal, and if that is your intention, you should meet jointly with the campaign advertising review group, rather than separately. I'm sure that if this is approached right, Pete Daley and the advertising people will welcome constructive criticism and review. On the other hand, if they are simply required to submit their product to a senior review committee, and then told me that ~~that's good~~, we aren't going to help them much.

Each of the above problems is probably petty and minor in itself, but taken together, they may indicate a general problem of the relationship between you and the Domestic Council vs. Mitchell and the Re-Election Committee. If there is such a problem, I would deeply hope that it can be ironed out quickly because cooperation both ways is extremely important. If there is anything I can do to help in the process, I would, of course, be most happy to do so. If you would prefer that I keep my nose out of the problem, I would be happy to do that, and once again, I apologize for writing this at all, but hope you will give it some serious consideration. The principle thing that concerns me is tone and attitude. The specifics can all be worked out if the basic approach is on the right grounds.

HRH:pm

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 13, 1972

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

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

Attached for your information are copies of the political direct mail sample ensembles.

1. New Hampshire Issues Response Mailing Mailed Feb. 21 - March 5
2. Third New Hampshire Mailing Mailed March 2
3. Pinellas County, Florida Telegram Mailing Mailed March 9

**NEW HAMPSHIRE COMMITTEE FOR
THE RE-ELECTION OF THE PRESIDENT**
New Hampshire Highway Hotel
Concord, New Hampshire 03301

NEW HAMPSHIRE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

New Hampshire Highway Hotel / Concord, New Hampshire 03301
Phone (603) 224-7411

Lane Dwinell—*Chairman*

Mrs. Bedford Spaulding—*Assistant Chairman*

G. Allan Walker, Jr.—*Executive Director*

Miss Hazel Houston
Putney Hill
Contoocook, NH 03229

Dear Miss Houston:

When one of our volunteers spoke with you over the telephone recently, you indicated particular interest in the issues of:

VIETNAM	ECONOMY-INFLATION
UNEMPLOYMENT	ENVIRONMENT
DRUGS	FOREIGN POLICY
CRIME	HEALTH CARE

The President's overall record, as well as his accomplishments in your area of interest, warrant our continued support for his re-election.

I hope that after reading the enclosed issue papers you will join us in supporting President Nixon at the polls on March 7th.

Sincerely,


Lane Dwinell

LD:jen

Unemployment:

In 1969, when President Nixon took office, the American economy was in an ever-rising inflationary period that had gone almost unchecked through the 1960's. Much of this inflation was because of heavy spending on the Vietnam war, and the result was higher and higher prices at home.

Now that the President is bringing the war to a close, returning veterans and workers from a reduced defense industry are looking for jobs. And a growing number of women and teenagers have entered the labor force too.

Here's what President Nixon has done to curb inflation and provide more jobs for Americans:

- * Last year he signed into law the Emergency Employment Act, providing one billion dollars for more than a quarter million new jobs.
- * The President in 1971 put a freeze on wages and prices, and followed this with regulations that are holding down inflationary increases. Just as importantly, these efforts are helping to destroy the inflationary psychology in which people think prices and wages have to chase each other higher and higher.
- * President Nixon helped the American economy by reaching new agreements with our foreign trading partners and our military allies: Japan has agreed to restrict the export of textiles, relieving pressure on American industry; the President acted to increase the price of gold to reduce international demands on the dollar; and our NATO allies agreed to pay a greater share of the cost of their own defense.
- * Individual income taxes were reduced by the Nixon Administration. Americans will pay \$22 billion less next year than they would have under the tax rates that were in effect when the President took office.
- * The Nixon Administration boosted housing starts in 1971 to a 41% increase over 1970.

There are many other areas in which the President is working to curb inflation and provide more jobs. And all of these efforts point to one objective: a new prosperity and a vigorous economy for an America at peace.

Much has been accomplished. Much more needs to be done. Give President Nixon your vote of confidence so we all may complete the task.

Vietnam:

SINCE 1969 THE PRESIDENT HAS BEEN WORKING TO GET US OUT OF VIETNAM.

HE KEPT HIS PLEDGES.

He has brought nearly 90% of our troops home.

In January of 1969, when President Nixon was inaugurated, the United States had 550,000 men in Vietnam. Today, more than 400,000 of our men have left Vietnam and more than 23,000 are leaving each month.

He has reduced our casualties by 95%.

By 1969, 31,000 men had died in Vietnam. And 300 more were dying every week.

The President has reduced the rate of casualties by 95% by ending the American offensive ground combat role and reducing American air activity by 50%. Vietnam will continue to be the President's first priority until our combat involvement is down to zero.

He has cut war costs by more than two-thirds.

Because of the huge reduction in American involvement in Vietnam, there is a corresponding reduction in American spending. In 1969, the incremental cost of the war in Vietnam to our defense budget was \$22 billion. In 1972, it is projected, the costs of the war will be cut by \$15 billions, a 2/3rds reduction from 1969.

He is ending America's combat role.

In 1969, the President announced a plan to end American involvement in ground combat activities. By 1971, combat operations were virtually all conducted by Vietnamese.

He has a plan to end the war completely.

The President has explored every channel -- public and private -- to find a way to stop the fighting. The President's latest peace proposal was recently made public. Here is his plan:

- a cease fire throughout Indo China
- a prisoner exchange throughout Indo China
- free elections in South Vietnam to include all groups
- international gurantees for the rights of the peoples of Indo China
- the withdrawal of all American troops from South Vietnam six months after agreement on these principles.

The only thing this Administration has not done is to agree to overthrow our ally and turn South Vietnam over to the enemy. The President has proved we are willing to go the extra mile in seeking a fair settlement.

To Preserve Our Environment:

The President is in the forefront of those Americans who are concerned about our natural environment. The Nixon Administration was the first to provide positive measures to preserve and protect our natural resources.

On the first day of the 1970's, the President signed into law the National Environmental Policy Act which established the Council on Environmental Quality. To concentrate and strengthen the scattered environment efforts of the Federal Government, the President created the Environmental Protection Agency to combat air and water pollution, solid waste problems, radiation, pesticides, and noise.

The President has put forward twenty-five comprehensive proposals for new laws to fight pollution. In addition to the Clean Air Act which he signed into law in 1970, the President has proposed a tax on sulfur dioxide pollution, which causes 2 billions of dollars in damages each year.

Noise pollution is under attack through legislation to require that noise level standards be set for construction equipment, trucks, buses, and other irritating noise sources. Radiation and thermal pollution, the result of technological power advances, are being monitored--and exhaustive pre-planning of power plant sites is now required.

The Administration has proposed a twelve billion dollar national program to build municipal waste water treatment facilities and has proposed extending the coverage of the Federal-State water quality standards program to all the waters of the Nation. The President has championed both Federal and international legal sanctions against intentional or negligent pollution of the oceans.

In addition, the President has proposed a National Land Use Policy to stop mindless urban sprawl. \$100 million in Federal grants will assist the states in this effort. He has returned surplus Federal lands to the people and has committed new funds to provide parks and recreational areas for future generations of Americans.

It is only the beginning. Environmental problems require the urgent commitment of all Americans.

Health Care:

THE PRESIDENT'S PRESCRIPTION: HEALTH CARE FOR EVERYONE, WITH GOVERNMENT HELP -- NOT GOVERNMENT TAKEOVER.

There are more Americans than ever before. And we're living longer than ever before. For that reason, health care is more important to all of us than it ever has been.

Here is what the President has done for Health Care in the 70's

1. He has laid the foundation for a better Health Care System. The way has been cleared for Health Maintenance organizations, where doctors can work together to provide a full range of services for comprehensive care.
2. His programs make sure that EVERYONE will be helped. He has proposed legislation called the National Health Insurance Partnership. It assures that no one, poor or rich, employed or unemployed, will be denied medical care because they cannot afford it. It would supplement, not replace, private health programs.
3. His major goal is to keep people well, instead of just taking care of them when they are sick. Last year, the President signed a bill that began an all-out fight to find a cure for cancer. The President will personally monitor the fight against cancer, a disease that attacks one out of every four citizens.

The President's emphasis on keeping people well has produced many other new Nixon Initiatives: New programs for preventing occupational accidents and illnesses, for improving highways and auto safety, for expanding health education, and for combating alcoholism and drug abuse. In addition, the President has directed that a major new effort be launched to save thousands of lives now lost to accidents and sudden illnesses by improving communications, transportation, and training of emergency personnel.

The President's program also has provision for the construction of new veterans hospitals and for the expansion of the staffs of existing ones.

Some parts of the President's programs are already in place. Last Fall, for example, the Congress passed the President's program for educating more doctors, dentists and nurses, and for training them faster and more effectively.

Economic Leadership:

In 1969, when President Nixon took office, the American economy was in an ever-rising inflationary period that had gone almost unchecked through the 1960's. Much of this inflation was because of heavy spending on the Vietnam war, and the result was higher and higher prices at home.

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Drugs:

TOO MANY YOUNG AMERICANS ARE TURNING ON TO DRUGS. PRESIDENT NIXON IS TURNING DRUGS OFF.

1. He's hitting drugs at the source. As the President announced on June 30, 1971, Turkey (where most U.S. heroin comes from) agreed to end opium production in 1972. The Cabinet Committee on International Narcotics Control, established by the President in September 1971, and shared by Secretary of State Rogers, is working with other nations to coordinate law enforcement and diplomatic efforts to stem the flow of narcotics in the United States.

2. He's attacking domestic drug traffic. The Bureau of Customs and the Bureau of Narcotics and Dangerous Drugs seized more than two thousand pounds of heroin last year and made more than fifteen thousand drug arrests. On January 28, 1972, President Nixon announced a new drug initiative aimed specifically at the street level heroin pusher, which will utilize provisions of the Organized Crime Control Act of 1970.

3. He's attacking drug abuse through education, treatment, and rehabilitation.

The Special Action Office for Drug Abuse Prevention, established on an interim basis by Executive Order (pending passage of legislation submitted on June 17, 1971) has already significantly increased the Administration's efforts in preventing drug abuse. President Nixon has proposed \$365.2 million be spent on treatment, rehabilitation, education, training and research next year -- a seven-fold increase over the \$45 million spent the year before President Nixon took office.

4. He's attacking drug abuse in the Armed Forces.

Drug dependence in the Armed Forces is being reduced considerably by expanded drug treatment and rehabilitation programs. Drug identification and de-toxification programs, which began in Vietnam, have been expanded to include all military personnel in the United States who are being discharged, sent abroad, or are returning from overseas duty. In the year ahead, the Veterans Administration will offer treatment and rehabilitative service to an estimated 20,000 addicts. It will also expand its drug dependency rehabilitation units by as many as twelve, creating a total of up to forty-four such units.

President Nixon declared drug abuse to be Public Enemy Number 1, and has moved in a balanced, comprehensive manner to attack this enemy on all fronts. America needs President Nixon to continue this attack and bring us to victory.

Winning The Battle Against Crime:

THE CRIME RATE IS SLOWING THIS YEAR.

HOW THE NIXON ADMINISTRATION DID IT.

The facts:

The rate of increase of major crimes has been cut in half, to a five year low.

51 major cities reported an overall decrease in crime during the first nine months of 1971. (In Washington, D.C. serious crime fell 13% last year).

What the Administration did.

A. Spending

The dramatic improvement in the crime rate is a direct result of the President's forceful policies to improve Federal, state and local law enforcement agencies.

Money for law enforcement was boosted by more than 200% during the first three years of the President's term and a further increase to over \$2.3 billion is proposed for this year.

B. New Laws and New Ideas

President Nixon's legislative initiatives, including the Organized Crime Control Act of 1970, the District of Columbia Court Reform Act, and the Omnibus Crime Control Act of 1970, have provided the tools for improving federal efforts to curb crime.

Spearheading the fight against organized crime, are Federal Strike Forces, a pool of all federal law enforcement agencies to zero in on organized criminal activities. The Sixteen Strike Force units scored significant victories in 1971, bringing nearly six hundred federal indictments and naming over 2,500 criminal suspects - including many major criminal leaders. This is more than 2-1/2 times the number of indictments obtained during the year before the President took office.

While substantial progress has already been made in stopping the increase in crime, more is being done. The Law Enforcement Assistance Administration (LEAA) is helping fund state and local law enforcement efforts seeking improved courts and correctional facilities geared to effective rehabilitation. Outlays in fiscal 1972 totaled \$705 million - a six fold increase over the amount spent in the year preceding President Nixon's inauguration.

The country has moved a long way from the unpleasant and seemingly distant past of three years ago. We have made a remarkable turnaround in our cities and the war against crime is still moving ahead. The President is determined that the wave of crime must not be the wave of the future. Crime, particularly, organized crime, will get no reprieve.

Foreign Policy:

"JOURNEYS FOR PEACE"

"We seek an open world. Open to ideas. Open to the exchange of goods and people. A world in which no people, great or small, will live in angry isolation."

- President Nixon. Inaugural Address.

The President's overtures in establishing communication with The People's Republic of China has gained overwhelming support. Congress commended the President for "outstanding initiative in furtherance of foreign relations of the United States and world peace." U Thant said: "A new chapter in the history of international relations." The new Secretary General of NATO, Joseph Luns, called the trip "one of the great moments in the world's history."

The President's visit to China is the first talk between the leaders of both countries since 1949. Visiting China was not an easy decision for the President to make. Nor an easy step to take. But after careful analysis, President Nixon decided it was vital to the interest of world peace.

The visit to China is not the only Nixon "journey for peace." In May, the President visits Moscow. And prior to both trips he will have consulted with the heads of the Canadian, Brazilian, French, British, West German and Japanese Governments.

Although the President's visit to the People's Republic of China is vitally important in the long run, his most immediate foreign policy goal has been to end American involvement in the Viet Nam war while building a lasting peace in Southeast Asia. The record shows that is exactly what he has been doing.

The President has ended the "crisis diplomacy" of the sixties. He has moved forward negotiations to limit nuclear weapons, and concluded an agreement on Berlin. The Nixon Doctrine spread the burden of free world defense more fairly among the free nations.

The President has achieved the breakthrough that we needed to lead the world toward a full generation of peace.

**NEW HAMPSHIRE COMMITTEE FOR
THE RE-ELECTION OF THE PRESIDENT**
New Hampshire Highway Hotel
Concord, New Hampshire 03301

NEW HAMPSHIRE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

New Hampshire Highway Hotel / Concord, New Hampshire 03301
Phone (603) 224-7411

Lane Dwinell—*Chairman*

Mrs. Bedford Spaulding—*Assistant Chairman*

G. Allan Walker, Jr.—*Executive Director*

Mr. Maurice R. Page
R F D 2
Laconia, NH 03246

Dear Mr. Page:

Your votes this year in the New Hampshire primary will be more important than ever before. Because, Tuesday evening, the entire nation's attention will be focused on our state, waiting for the results and watching to see how we support President Nixon.

On March 7th, please carry the enclosed sample ballot to the voting booth to remind you of those delegates pledged to President Nixon and let your ballots speak to America.

Thank you very much.

Sincerely,


Lane Dwinell

LD:jen

TELEGRAM

TELEGRAM

MR. & MRS. D. SCHAFER
8300 SEMINOLE BLVD LOT 3
SEMINOLE, FL 33304

AMERICA NEEDS CONTINUED STRONG LEADERSHIP OF PRESIDENT
NIXON. NOW THE PRESIDENT NEEDS YOUR HELP. NATION WILL
BE WATCHING FLORIDA PRIMARY. YOUR VOTE EXTREMELY
IMPORTANT. NOW IS TIME FOR FLORIDA REPUBLICANS TO
UNITE IN SUPPORT OF THE PRESIDENT. LET US SHOW AMERICA
OUR STRENGTH AND UNITY.

TOMMY THOMAS

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 7, 1972

CONFIDENTIAL

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

This memo is a preliminary report on the Florida Presidential Commitment Program.

The Florida Presidential Commitment Program was originally designed to provide a vehicle for the volunteers responding from the direct mail program, but it has evolved into a more complete get out the vote program without additional cost to us.

1. All ten counties where mailings have occurred are fulfilling the program objective. To date all of the volunteers have been contacted or are in the process of being contacted and given the opportunity to participate through the Presidential Commitment Kits.
2. The volunteer percent response to date is more than four times better than in New Hampshire.
3. There was a 1.8% response through March 4 which is 6,698 returns.
 - A. Of the 6,698 returns, 4,200 volunteers have been generated.
 - B. The 2,500 contributors donated \$22,260. This is an average of about \$9.08 per contributor. The contributions have paid for 35% of the mailing costs.

CONFIDENTIAL

4. Tommy Thomas and Paula Hawkins used excellent judgment in picking the people as Presidential Commitment Chairmen, since in virtually all cases these Chairmen are doing a great deal more than fulfilling the requirements of the Presidential Commitment Program.

5. About half of the counties are either making personal contacts or telephoning all the registered Republicans in their county. The County Chairmen are working within the budgets we have assigned and are spending their own personal money to supplement the Commitment Program efforts. All County Chairmen have precinct blitzes with the Tars, Young Republicans and other organizations for major get out the vote programs in the precincts.

6. The two most complete get out the vote efforts are being handled by Jack Carter in Duval County and Al Austin in Hillsborough County.

7. The get out the vote program in the smaller counties is under way and will be supervised by key Republicans chosen by Tommy Thomas.

8. On a weekly basis, we will be sending out our quantitative reports with graphs by county for the next two weeks and we will issue a final report in depth after March 14. This final report will detail the specific efforts by the ten County Chairmen.

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 10, 1972

CONFIDENTIAL

MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

THROUGH:

JEB S. MAGRUDER

FROM:

ROBERT C. ODLE, JR.

Attached is our weekly report.

✓
cc: Mr. H. R. Haldeman

CONFIDENTIAL

ADVERTISING

A meeting was held to discuss communications activities with special voter blocs during the California primary. Plans for each group will be developed by March 17.

Alternates for the Youth poster are being developed and will be tested in late March. State headquarters stationery designs were shipped to all state chairmen. A method for pre-testing advertising themes was developed.

AGRICULTURE

Work was completed on both a comprehensive and a condensed version of our campaign plan. It will be made available for review during the coming week.

Yeutter spent Monday in Portland meeting with Oregon farm leaders and conducting a press conference, at which the first state "Farm Families for Nixon" chairman (Allen Tom, former President of the National Wheat Growers Association and an outstanding farmer) was announced. All arrangements were made by Warne Nunn, Executive Director of the Oregon Committee for the Re-election of the President. The press conference was well covered by all news media. The political situation in Oregon is quite favorable.

On Tuesday in Spokane, Washington, Yeutter and Secretary Butz both delivered speeches to the Pacific Northwest Farm Forum, after which they met with Washington farm leaders.

Notwithstanding the large Democratic gains in Washington in 1970, the state is up for grabs in 1972. Republican political leaders at the Forum give the President a 50-50 chance of winning Washington in November.

Yeutter and Foltz met with a group of selected agribusiness representatives to discuss the five figure donor potential that might be committed within the next thirty days.

Yeutter conferred with a number of Republican political leaders from western states who are still irate over the Administration's recent ruling on predator control.

BLACK VOTE

During the week we worked closely with Fred Malek in finalizing the general campaign plan, strategy, plan of action and organization.

Considerable time was devoted to examining and developing alternatives regarding the National Black Political Convention scheduled for March 10-14

in Gary, Indiana -- in concert with White House counterparts,

We conferred with the head of the new Drug Enforcement Program and reached agreement on an approach to the Black community,

BUSINESS AND INDUSTRY

On February 29, we met with Mr. James Low, Executive Vice President of the American Society of Association Executives, to discuss with him the potential use of his 4,000 executive members. Mr. Low indicated to us that he had some plans for getting his executives involved. This plan would involve working closely with the Business and Industry Committee. We plan further conversations with him.

On March 1, we discussed with Hal Byrd, the Committee Chairman from South Carolina, the possibilities of announcing our Chairman of that state. This seems to be a question in the minds of several of the Committee State Chairmen and is one, which we understand, will be answered in the very near future,

A Regional Chairman for our Region V, which includes the states of Illinois, Indiana, Ohio, Michigan, and Wisconsin, has been appointed. Work on finding State and City Chairmen progresses nicely in four regions. We continue to have difficulty acquiring Regional Chairmen in some key areas.

ELDERLY

Todd continued to spend a major portion of his time working on the Campaign Plan to incorporate suggestions by Fred Malek. Additionally further work was done in straightening out the various assignments and responsibilities within the Administration as well as the relationships with RNC.

The first draft of the Presidential Message was completed and worked on during the week. It has been redrafted and awaits Presidential decisions on the 20% Social Security Benefits, prescription drugs, acceleration of income floor and elimination of Part B co-insurance payments before completion.

The Cabinet Committee on Aging met on February 29 and discussed the above subjects as well as D.A.C. strategy on implementing the nutrition program and the development of interdepartmentally coordinated program planning with AOA in the lead,

Todd participated in the RNC leadership conference Friday with Van Rensselaer, Adkins and Flemming -- and about 100 people attended.

Todd discussed Convention Plans with Bob Flanigan and also worked with HEW and Dan Kingsley on selection of a Deputy Commissioner for AOA.

JEWISH

Larry Goldberg spent most of last week in Florida contacting a list of individuals representing past workers as well as people who will be involved for the first time in the re-election effort. The established base of Jewish involvement is very narrow and a substantial broadening is essential,

Many of the Jews in Florida who would be interested in political activity are connected to one or another of the Democratic candidates -- principally Jackson. Many have indicated their interest in coming over after the Florida primary based on the results achieved by the various candidates. The basic group of important names are not supporting Muskie.

Mr. Robert Russell of Miami who is the current President of the Jewish Federation has agreed to work with us and will be our key man in the organizational stages of the campaign. He and Hank Meyers of Miami Beach are putting together a list for a meeting to be held several weeks hence.

Larry Goldberg also spent some time in New York organizing a youth group which will be put under our national speakers bureau operation.

LEGAL

For Mr. Pappas we explained the techniques and mechanics of donating stock to the President's campaign to a donor, who being satisfied with the procedure worked out, pledged \$127,000 worth of stock.

For the Finance Committee we reviewed a proposed contract with the El Conquistador Hotel in San Diego.

PHYSICIANS

In January a national Steering Committee for the Physicians' Committee was assembled, consisting of nine doctors with experience in political action. Dr. Malcolm C. Todd of California is Chairman. Each Steering Committee member was assigned responsibility for several states in his region and undertook to select, in consultation with the medical community, a Physicians' Chairman for each of his states.

The State Chairman, when named, is being asked to organize his state, naming appropriate local and regional committees and a women's Co-Chairman; and to proceed immediately with fund-raising, concentrating at first on personal contact with prospective large donors.

PR/MEDIA

The press section prepared speeches and statements for various state GOP leaders in connection with announcement of the formation of re-election committees in five states. News releases were made on committees in Tennessee, Wyoming, South Dakota and Montana. These were coordinated with local officials scheduling press conferences and state distributions. Various releases were also issued in connection with the New Hampshire and Florida "Appreciation Days".

Van Shumway participated in a briefing and met with Mr. Mitchell on the ITT case. He developed plans for press operations on the night of the New Hampshire primary, set up an NBC tour of the office and had meetings with various reporters on different campaign matters. Other staff members met with delegations from Michigan, New Mexico and Delaware and with P.R. men from Arizona.

Research materials were prepared on Vietnam troop levels, welfare, revenue sharing, U.S. aid to Israel, the economy and busing for press office use and for other sections of the campaign committee. Plans were developed for a regional media program on the aging and for media coverage of several surrogates, especially those scheduled for the Florida rally.

Several staff members were in New Hampshire, especially at the end of the week preparing for the Friday rally. Tom Girard was there throughout the week setting up media coverage, meeting with national and local reporters and coordinating the press operation there with the Washington office. Various press matters in connection with New Hampshire, including arrangement of the D.C. - N.H. charter flight, preparation of press kits, etc., were handled in the Washington office.

SPANISH-SPEAKING

We spent most of the week developing our campaign plan and briefings continued with people from the White House and federal departments and agencies who are involved in this area.

SPOKESMEN RESOURCES

The Spokesmen Resources Division was responsible for the Appreciation Day rally in New Hampshire on March 3. The political participants were Secretaries Richardson and Volpe; Senators Cook, Cotton, Brock, Percy; Governors Meskill, Peterson, Sargent, Davis, Rockefeller; Congressmen Cleveland, Ford, Kemp, Morse, Wyman, Steele; Comm. Walsh, Lainie Kazan, Art Linkletter, Lionel Hampton, Jon Morris (Patriots), Andy Robestelli, and The Collectors Item. The political principles participated in 45 separate appearances throughout

New Hampshire in the afternoon. The evening rally was an outstanding success with approximately 2,000 people in attendance. The day's activities received full TV radio and newspaper coverage.

The Spokesmen Resources Division also continued intensive preparation for the Appreciation Day rally in Miami on March 9.

VOTERS' RIGHTS (BALLOT SECURITY)

We have one new chairman for Voters' Rights (Ballot Security) since our last report:

Maine

Ralph I. Lancaster, Jr.

Arlen Specter, Nixon chairman for Pennsylvania, has recommended Stephen J. Harmelin to handle Voters' Rights (Ballot Security) for his state, and we are awaiting word of Mr. Harmelin's acceptance.

WOMEN

Pat Hutar had lunch with Barbara Gosman, State Re-election Chairman from Wyoming. In her opinion the state is still recovering from the the recent United States Senate race in which the Republican candidate was defeated. The campaign was too elaborate for Wyoming and left some bad feelings.

During the Republican Leadership Conference we staffed the Re-election Hospitality Suite. Announcements were included in conference kits and were also available for distribution from the registration desk. Re-election Committee staff also participated in hosting responsibilities.

Pat Hutar held a meeting for members of the Steering Committee to discuss the recruitment, motivation and organization of volunteers in the campaign. We will plan another session preceding the next RNC meeting in June. The meeting was composed of national committeewomen, state chairmen, Congressional Campaign Committee staffers and a volunteer.

During the RNC Leadership Conference, Pat Hutar and Rita Hauser participated in a workshop on women in the campaign.

On Saturday, Pat Hutar attended the Indiana and Oregon Meetings. Following the Oregon meeting, Mrs. Hutar and Anna Payne discussed a proposed series of meetings on a state pre-primary tour. Mrs. Hutar and Mrs. Payne will participate in cooperation with the Oregon Republican Women's Federation.

YOUTH

The youth campaign in New Hampshire finished its last week with more active volunteers than any Presidential youth campaign. More than 1,000 young people in one weekend:

- made 12,260 phone calls (against a quota of 7,970);
- passed out 18,000 pieces of literature;
- turned the Friday night rally into a real youth show.

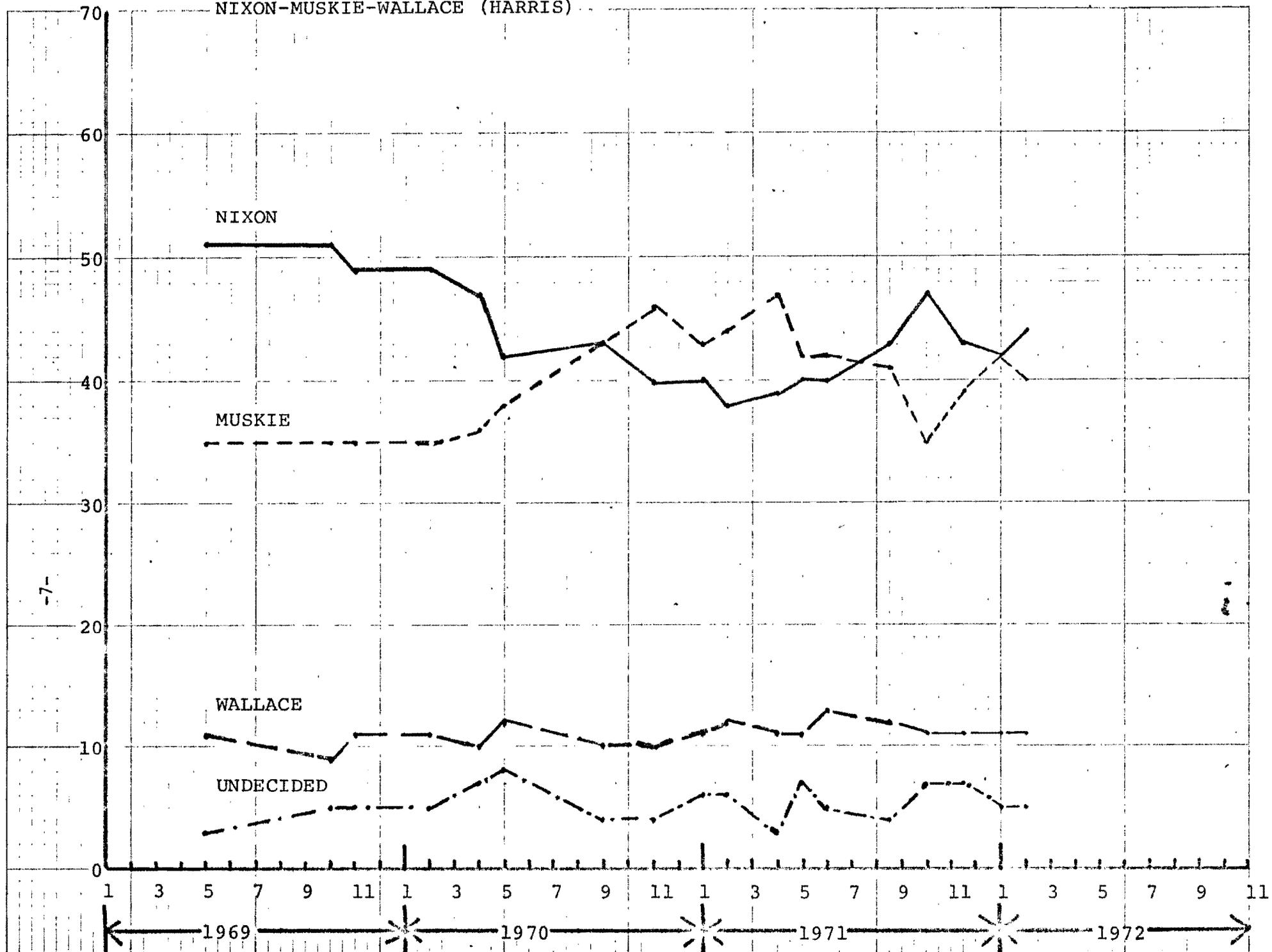
Also, over the past month, the youth campaign won New Hampshire mock elections at Pinkerton Academy, New Hampshire College, New Hampshire Technical Institute, Daniel Webster Junior College, Plymouth High School, Kearsarge High School, Laconia High School, Spaulding High School, Dover High School, Plymouth State College and Keene High School.

In addition, student leaders endorsed the President at New Hampshire College, New England College, New Hampshire Technical Institute, Plymouth State, Dartmouth and Keene State.

RESEARCH AND STRATEGY

Attached is the update of the Harris Poll on the Nixon-Muskie-Wallace head-to-head voter preference. The President has moved from a virtual tie to a four-point lead over Muske.

NIXON-MUSKIE-WALLACE (HARRIS)



COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 16, 1972

FOR: GORDON STRACHAN

FROM: JEB S. MAGRUDER

Attached are revised/updated pages for the
Florida Fact Book.

FLORIDABACKGROUND

March 1--Ecology

In Florida, the "poll power" of ecology is so strong it has lured presidential candidates into the Everglades swamps, down polluted rivers and even underwater to an ocean reef.

It hasn't gotten the headlines the busing issue has, but most candidates seeking votes in Florida's March 14 presidential primary have talked of preserving the nation's natural resources and reducing air and water pollution. Many of the candidates have staged well-publicized treks into the boondocks and bays to make their pitch for the environmental vote.

And when Julie Nixon Eisenhower and Secretary Morton announced the Government would attempt to purchase the 567,000 acre Big Cypress Swamp = a major watershed feeding the Everglades National Park = he scored again with the ecologists. Julie, 24, and Morton were both sweating when they finished their walk through the Swamp, then scrambled aboard an airboat driven by Miccosukee Indian Jackie Tiger and roared even deeper into the alligator and snake-infested wilderness.

Afterward, Julie told newsmen she really wasn't "the outdoor type, but everyone is interested in ecology and I wanted to see for myself what it's like". Morton said by purchasing the swamp, "we'd be protecting a great deal of life".

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 27	Common Carrier Conference of the American Trucking Association, Miami Beach	Sec. Volpe
February 28	National Broiler Council, Clearwater	Under Sec. Campbell
March 4	GOP Fund Raising Event, St. Petersburg	Sen. Dole
March 5	American Friends of Hebrew University, Miami	Sec. Richardson
March 6	Manatee County Republican Dinner, Bradenton	Cong. Goldwater
March 6	Volusia County Republican Dinner, Daytona Beach	Sen. Tower
March 6	Elephant Forum, Miami	Sen. Tower
March 6	North Broward County Lincoln Day Dinner, Fort Lauderdale	Sen. Dole
March 9	Republican Fund Raiser, Tampa	Sen. Goldwater
March 9	Appreciation Day, Miami	Gov. Reagan Sec. Morton Sen. Gurney Cong. Young Cong. Frey Cong. Burke Mr. Kramer Debbie Shelton Jackie Gleason Frank Borman Chad Everett World's Greatest Jazz Band
March 10	Brevard County Lincoln Day Dinner, Cocoa Beach	Sen. Dole
March 10	Circle K District Convention, Clearwater	Mr. Dent
March 11	Jaycees Awards Banquet, St. Petersburg	Sen. Gurney
March 13	Polk County Lincoln Day Dinner	Sen. Dole

FLORIDACONTENDERS' ACTIVITIES

John Lindsay's television campaign began in Florida on February 12. Floridians can now expect to see numerous, short television spots and at least 6 half-hour features starring the Fun City Mayor. The New York Post (February 14) reports that Lindsay is spending \$8000 on television in Northern Florida in an attempt to gain support in Wallace territory. Some of this media effort will undoubtedly be aimed at the 16,000 students attending Florida State University in Tallahassee.

FLORIDACONTENDERS' ACTIVITIES

Tallahassee, Fla. --Republican Presidential Candidate John M. Ashbrook praised Florida legislators today for approving a "straw vote" on busing, saying that President Nixon and many Congressional leaders "seem not to understand the urgency of the matter of busing nor comprehend that the people want it stopped."

Ashbrook also praised the lawmakers for letting the people vote on a proposed constitutional amendment to permit voluntary prayer in the public schools.

Ashbrook's talks follow by 24 hours an address to the Legislature by Democratic Presidential hopeful John Lindsay of New York, who said he favored forced busing to achieve racial balance and considered it a serious mistake to make it an issue in the Presidential campaign through a straw ballot.

Undated--Political roundup--meanwhile, the Florida Supreme Court rejected an appeal by Yorty to have his name removed from the primary ballot. Yorty claimed that although he was a candidate in New Hampshire he wasn't running in Florida.

The high court, noting the law required listing all presidential candidates, quoted former President Harry S. Truman: "If you can't stand the heat, stay out of the kitchen."

Sen. Edward M. Kennedy, D-Mass., filed disclaimers of candidacy requesting that his name be removed from the primary ballots in Wisconsin and Nebraska.

By Neil Gilbride-AP Labor Writer

Miami Beach AP - Organized labor fears a George C. Wallace victory in the Florida Democratic presidential primary and is mounting a special drive to persuade union members to vote against the Alabama governor.

FLORIDACONTENDERS' ACTIVITIES

Jackson criticized President Nixon's China trip in a speech and news conference in Leesburg, calling it a "politically-motivated trip."

Sen. Hubert H. Humphrey's Miami campaign headquarters announced the formation of a "Florida Citizens for Humphrey Committee", headed by Attorney General Robert Shavin and highlighted by two former Florida Governors - Charley Johns and Haydon Burns.

2/29

Lindsay-The Mayor told a gathering at the St. Petersburg, Fla. Airport that Wallace, "the man who has stood in the doorway of justice throughout his political life" has become the major issue in the Florida primary. Lindsay said "it is time that we rejected one and for all George Wallace's brand of demagoguery."

2/29

Jacksonville -- New York City Mayor John Lindsay conceded today he was having "rather serious" financial problems in the Florida primary but predicted he would still do much better in the March 14 race "than a lot of people think." "We have money problems," Lindsay conceded at a news conference. "They're rather serious".

Lindsay said the financial difficulties in Florida might affect plans for a "last-week" radio and television campaign but he said his staff was working on the problem.

"I feel we are going to do a great deal better in Florida than a lot of people think", said Lindsay.

2/28

FLORIDACONTENDERS' ACTIVITIES

Sen. Hubert Humphrey, who picked up the endorsements of three major Florida newspapers Sunday--The Daytona Beach News-Journal, the St. Petersburg Independent and Cocoa Today.

Another candidate picking up newspaper backing over the weekend was Sen. George McGovern. The Palm Beach Post became the first major Florida daily to endorse McGovern, with an editorial in its Sunday edition. The Post said McGovern not only was an early opponent of the Vietnam war, but "has been one of the persistent battlers in the fight against hunger and poverty and to help the farm workers as well as the farmer. He has been a constant enemy of discrimination and a valiant soldier in the battle for civil rights".

Meanwhile, Sen. Henry Jackson accused Humphrey of being inconsistent on the school busing issue.

"In Texas he says he's against busing and then he comes to Florida and tells you he's for it", Jackson told 2000 persons who turned out in Tampa despite heavy rain.

A poll released independently in St. Petersburg, Fla., showed Gov. George C. Wallace of Alabama leading the field for the March 14 Florida primary, with 25% compared to just under 13% each for his nearest rivals, Muskie and Humphrey.

After a year of relatively active official and unofficial campaigning, Gallup shows Jackson has won the hearts of 3% of the electorate, the same as McCarthy. To overcome this, Jackson is pulling out the stops in his Florida media campaign. Some estimates are that Jackson has already purchased \$170,000 worth of air time, well above the \$133,000 limit set by the Democratic National Committee. Jackson has said the limits give an unfair advantage to the better known candidates.

During his Florida campaigning, JVL continued to hammer away at George Wallace. In an address to the Florida Legislature, Lindsay attacked Wallace's views on busing saying that "the Governor of Alabama, who bused 50% of his state's children in the 1960's to keep black and white students apart, now tells us that busing is wrong". Lindsay is trying hard in Florida to promote himself as the only real alternative to George Wallace. So far, his campaign against Wallace has received a lot of publicity, but the question of whether he is gaining any votes remains in doubt.

FLORIDACONTENDERS' ACTIVITIES

In the upcoming Florida primary (March 14), private polls show Mr. Wallace will carry that state with a plurality of about 30 percent. Top Muskie strategists, however, are saying that Governor Wallace could walk off with as much as 40 percent of the Florida vote. Mark Shields, Muskie's national political director and Alan Baron, Muskie's Florida coordinator, cite Miami and Fort Lauderdale as areas of latent Wallace sentiment.

Florida Governor Askew also may decide to endorse and campaign strongly for another candidate as a means of heading off Wallace.

The AFL-CIO has mailed anti-Wallace leaflets to union members in Florida in an attempt to prevent a Wallace win in that state. Union leaders around the country are being urged to find out how much support Wallace seems to have and to mount state and local campaigns against him.

Muskie's whistlestop train cost the campaign \$5,852.52. Crowds of 200-500 greeted the Senator at each of the seven stops.

Some strategists feel that the straw vote question on busing on the March 14 ballot may help Muskie. Those who oppose busing can still vote for Muskie if they agree with him on most other issues; if the question were not on the ballot, they might have voted for Wallace solely as a protest against busing.

Muskie strategists are now predicting Wallace could pull as much as 40% of the primary vote. Muskie aide Mark Shields says Muskie must run second to maintain his momentum. However, a strong Wallace showing in Florida could actually benefit Muskie - uncommitted delegations elsewhere could be shaken up and pledge themselves to the frontrunner.

Tallahassee, Fla. (UPI)--Gov. George Wallace said Monday that an antibusing vote for him next Tuesday in the Florida primary will register loudly with national politicians he feels have been ignoring the South too long. Wallace made no overt attack on Gov. Reubin Askew, who has taken a stance in favor of busing as a temporary means to end dual school systems. He said, however, that all six Senators in the Democratic Presidential running voted "for busing" and "against neighborhood schools". A "straw ballot" being taken in the primary will ask Floridians how they feel about an amendment to the U.S. Constitution prohibiting busing. Two other questions will ask if they favor equality of education for all, and if they want the Constitution amended to allow school prayer.

STATELINES: FLORIDA

The following is based on editorial comments and news stories from the Orlando Sentinel, the Miami Herald and the Florida Times Union from December 23 through February 12, 1972.

NATIONAL
ISSUES

Stating that "the urgent task at hand is peace and withdrawal, not preservation of Mr. Thieu's pride," the Herald hopes for continued troop withdrawal in Vietnam. The Sentinel hopes that "Mr. Nixon's stratagem of telling all will maneuver Hanoi into discussions that can lead to peace"...The Times Union advocates a pilot plan for welfare reform before any sweeping reforms are legislated...Regarding the proposed national budget, the Herald questions "can the nation stay afloat on a rising red-ink tide?"...The State of the Union message is viewed analytically by the Herald, which feels "Mr. Nixon is the eternal optimist" for the balance of his outlook. The paper hopes Congress can be prodded to "get on with the nation's needs" and pass legislation. The Sentinel praises the President for putting the nation first and politics second in his address...The Sentinel believes the child care tax deduction law is unfair and should be repealed.

STATE
ISSUES

Floridians feel the recently approved space shuttle will guarantee new jobs in the Cape Kennedy area...Miami is ranked as the No. 1 crime city in the U.S...The Herald criticizes the Justice Department for neglecting to include Miami in granting funds for anti-crime programs... Several bills, the principal one entitled the "Florida Environmental Land and Water Management Act of 1972" are being reviewed by Governor Reubin Askew for presentation to the legislature. The bills are designed to control "wasteful and unwise" use of Florida's land and water...Governor Askew's proposed budget is calculated to give the state a surplus of \$54.8 million. The 5 percent corporation profits tax, effective January 1, is incorporated in his proposed revenues. Askew said he anticipates no new taxes coming out of the forthcoming legislative session...Florida voters will vote on school busing, school prayer, and to affirm or deny that they believe in "equal opportunity" and unsegregated schools in the March 14 presidential primary. The bill establishing the non-binding referendum has passed the Legislature. The vote to "affirm or deny" was included at Governor Askew's request...

STATE POLITICS

Depending upon the outcome of Florida redistricting State Senator Bill Gunter of Orlando has stated he may be interested in running for Congress. The filing deadline for candidates is July 25, however, redistricting plans are still in the process of being drawn. Florida will gain three Congressional seats as a result of the 1970 census...Evans-Novak reports George Wallace as the probable winner in Florida's presidential preference primary March 14, with Senator Edmund Muskie a likely second, Senator Hubert Humphrey "slipping," followed by Senator Henry "Scoop" Jackson, Mayor John Lindsay, and Senator George McGovern.

THE WHITE HOUSE
WASHINGTON

March 15, 1972

TO: Harry Dent

FROM: Brad Hainsworth *BH*

SUBJECT: Attitudes and preferences of voters in Texas' 5th Congressional District, December 1971. Republican Steelman and Democrat Cabell.

The 5th Congressional District is strongly conservative despite the fact that the party preference is Democratic.

The chief social problem in the district was considered to be the integration of schools and busing of students (8%). This issue was closely followed in importance by racial relations (6%), and the breakdown of law and order (6%).

The chief economic problem was economic instability (21%). Unemployment and recession trailed considerably as an economic problem (6%).

In foreign affairs, Vietnam was the chief problem identified (15%).

The study indicates that more voters are concerned about some aspect of domestic conflict and upheaval than any other concern. Stronger controls upon the way of life, socially and economically, seemed to be desired.

The item mentioned most often, after economic instability and Vietnam, was busing of school children - at the local level that was of great importance. When asked what are some of the most important things they would like to see their Congressman do, the elimination of busing led the list by a substantial margin (32%). The next on the list was law

enforcement and welfare improvements, both at 6%. About half of those responding mentioned the busing problem which makes this the most important local issue in the district.

The President is not doing well with only half the voters expressing general approval of how he is doing his job (as of December, 1971).

Approve	50%
Disapprove	35%
Undecided	15%
	<u>100%</u>

Approval of the President is higher than the ratings given the administration on specific problems:

	<u>Positive</u>	<u>Negative</u>
Vietnam	46%	50%
Inflation	33%	65%
Unemployment	24%	67%
Racial matters	17%	76%

Only in the handling of the Vietnam war do the ratings given the administration approach the level of approval of the President's performance. The administration rates best in those areas in which it has made the most strenuous efforts -- especially where the President, himself, has been involved. The ratings on the administration's attitude toward busing look like this:

Approve	16%
Disapprove	72%
Undecided	12%
	<u>100%</u>

White voters overwhelmingly favored the proposed constitutional amendment to outlaw busing:

	<u>White</u>	<u>Black</u>	<u>All</u>
Strongly favor	76%	13%	65%
Moderately favor	4%	14%	6%
	<u>80%</u>	<u>27%</u>	<u>71%</u>

The overall view of the electorate toward the administration was shown clearly in reaction to the President's economic offensive against inflation:

Approve	59%
Disapprove	28%
Undecided	<u>13%</u>
	100%

Approval was overwhelming among Republicans (90%) and substantial among independents (72%). Democrats were divided with 37% approval and 47% disapproval. The strength of disapproval was among Black voters (63%).

Approval of the President's performance is being maintained, although at a minimal level politically. His support comes from the faith that he is trying. The President's position, however, is tenuous. When compared with other potential candidates, the results were:

Nixon	37%
Muskie	36%
Wallace	12%
Undecided	<u>16%</u>
	100%

Given the fact that Nixon is the incumbent and that Muskie has done so poorly in New Hampshire and Florida, the President will have undoubtedly improved his situation in the district.

Any Republican Congressional candidate expecting to win in this district will have to give the President full credit for his efforts, but demand that more be done to solve the problems facing the country and the district.

There were some interesting results when a Favorability Ratio was drawn in determining comparative popularity. As a rule of thumb, a candidate must have an F/R of at least 67% (twice as many voters favorable as unfavorable) if he is going to have a chance to win on his own merits. Here is how some looked:

	<u>F/R</u>
John Connally	89%
John Tower	82%
George Bush	81%
Lloyd Bentsen	79%
Richard Nixon	72%
Barefoot Sanders	71%
Edmund Muskie	<u>68%</u>
Spiro Agnew	61%
Ralph Yarborough	56%
Edward Kennedy	49%
George Wallace	44%

As a candidate, Muskie is barely viable; Agnew, Yarborough, Kennedy, and Wallace are not.

The fact that Muskie is barely viable as a person, whereas Nixon definitely is, yet a straw vote shows an even division, is a reflection of the strength of party affiliation. It also reflects the fact that a Republican candidate must have an image which is significantly better than that of his Democratic opponent.

In this district, so far as the Congressional race is concerned, about twice as many voters would prefer a Democrat rather than a Republican as Congressman:

Democrat	37%
Republican	17%
The Man	35%
Undecided	<u>10%</u>
	100%

Only among the socio-economic upper third of white voters was a Republican (26%) favored over a Democrat (20%), but only by a slim margin.

About six voters in ten approve of the way Earle Cabell is handling his job as Congressman:

Approve	58%
Disapprove	13%
Undecided	<u>29%</u>
	100%

One interesting finding is that Cabell has less approval among Democrats (50%) than among independents (61%) and Republicans (71%). But his overall level of approval is generally good.

One significant finding was that Earle Cabell is not very well known to his constituents.

The whole point of the report is that Alan Steelman will win only through the process of demonstrating that he is a better man than Cabell, even if he is a Republican. The potential is there, but it must be exploited.

ATTITUDES TOWARD NIXON'S PERFORMANCE AS PRESIDENT

"In general, do you mostly approve or disapprove of the way Richard Nixon is handling his job as President?"

	All Voters			All Voters, Districtwide
	By Party Affiliation:			
	<u>Demo- crats</u>	<u>Repub- licans</u>	<u>Inde- pendents</u>	
Approve	25%	86%	63%	50%
Disapprove.	57	6	23	35
Undecided	<u>18</u>	<u>8</u>	<u>13</u>	<u>15</u>
	100%	100%	100%	100%
Base - number of interviews	173	51	176	400

	White Voters, by Socio Economic Levels:			All White Voters	Black Voters
	<u>Upper Third</u>	<u>Middle Third</u>	<u>Lower Third</u>		
Approve	72%	59%	44%	58%	9%
Disapprove.	17	24	41	27	73
Undecided	<u>11</u>	<u>17</u>	<u>15</u>	<u>15</u>	<u>19</u>
	100%	100%	100%	100%	100%
Base - number of interviews	110	110	110	330	70

RELATIVE PREFERENCES BETWEEN NIXON/MUSKIE/WALLACE FOR PRESIDENT

"Suppose a presidential election were being held today, and you had a choice between Richard Nixon as the Republican, Edmund Muskie as the Democrat, and George Wallace as an independent candidate. As of now, which one would you like to see win -- Nixon, Muskie, or Wallace?"

	All Voters			All Voters, Districtwide
	<u>By Party Affiliation:</u>			
	<u>Demo- crats</u>	<u>Repub- licans</u>	<u>Inde- pendents</u>	
Nixon	11%	84%	49%	37%
Muskie.	61	6	20	36
Wallace	8	10	16	12
Undecided	<u>21</u>	<u>-</u>	<u>15</u>	<u>16</u>
	100%	100%	100%	100%
Base - number of interviews	173	51	176	400

	White Voters by			All White Voters	Black Voters
	<u>Socio-Economic Levels:</u>				
	<u>Upper Third</u>	<u>Middle Third</u>	<u>Lower Third</u>		
Nixon	55%	41%	37%	45%	1%
Muskie.	23	34	32	29	67
Wallace	12	12	18	14	-
Undecided	<u>10</u>	<u>14</u>	<u>13</u>	<u>12</u>	<u>31</u>
	100%	100%	100%	100%	100%
Base - number of interviews	110	110	110	330	70

OPINIONS OF MOST IMPORTANT PROBLEM FACING U. S.

"In your opinion, what is the most important need or problem facing this country today? Just your own impression."

	All Voters			All Voters, Districtwide
	<u>By Party Affiliation:</u>			
	<u>Demo-</u> <u>crats</u>	<u>Repub-</u> <u>licans</u>	<u>Inde-</u> <u>pendents</u>	
Economic instability.	21%	29%	19%	21%
Vietnam war	15	14	15	15
Integration of schools -- bussing of students.	5	4	11	8
Unemployment -- recession	11	6	2	6
Racial relations.	6	6	7	6
Breakdown of law and order.	5	6	7	6
weirare program	4	10	3	4
Moral breakdown	4	4	5	4
Social unrest -- lack of national unity	3	4	3	3
Foreign policies (other than Vietnam)	1	4	4	2
Inefficient leadership in national administration.	2	4	2	2
Generation gap.	2	-	2	2
Fiscal policies	2	-	1	2
Pollution	1	2	2	2
Communism within the nation	-	2	2	1
Graft -- dishonest public officials.	1	-	2	1
Tax policies.	1	-	1	1

RELATIVE PREFERENCES IN PARTY AFFILIATION

"In politics, as of now, do you consider yourself a Democrat, a Republican, or an independent voter?"

	White Voters by Socio-Economic Levels:			All White Voters	Black Voters	All Voters, Districtwide
	Upper Third	Middle Third	Lower Third			
Democrat.	17%	37%	50%	35%	83%	43%
Republican.	21	18	8	15	-	13
Independent	62	41	38	47	9	40
Unclassified.	<u>1</u> 100%	<u>4</u> 100%	<u>4</u> 100%	<u>3</u> 100%	<u>9</u> 100%	<u>4</u> 100%
Base - number of interviews .	110	110	110	330	70	400

In transition from Democrat to Republican?

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 18, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Meeting with Mr. Au, President, U.S. Jaycees

Jack Gleason has brought to my attention the fact that Mr. Au, the President of the U.S. Jaycees, would like an appointment to meet with you for about 10 minutes.

The purpose of Mr. Au's meeting with you is to offer you the support of the Jaycees during the campaign for the re-election of the President. During the meeting, he would appreciate it if he could have his picture taken with you so that it could be printed in their monthly magazine. The Jaycees magazine goes to approximately 20,000 individuals and the advantage of such a picture would be that it might help provide volunteers for the campaign.

If you approve, I will have Gleason contact Mr. Au and make the necessary arrangements.

Approve _____ Disapprove _____ Comment _____

JEB S. MAGRUDER

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 6, 1972

MEMORANDUM FOR SATURDAY STRATEGY GROUP

FROM: JEB S. MAGRUDER 
SUBJECT: Critique of the New Hampshire Primary Campaign

Because the New Hampshire campaign represents the first effort of the Re-Election Committee in the 1972 Presidential campaign, I feel it would be very beneficial for us to take the time for an in-depth evaluation of our efforts there. Accordingly, I would like you to provide to Bob Marik by the close of business on Thursday, March 9, a written evaluation of our activities from your vantage point.

This evaluation should naturally focus upon that part of the campaign that you were most involved in. However, I would encourage you to include comments on other areas that you might have observed. Perhaps most important would be your evaluation of the communication and coordination between the various campaign functions here in Washington and in the state organizations.

Your comments will be used to develop an agenda for a meeting on Saturday, March 11, at 10:00 in which we will discuss the campaign in an effort to determine ways in which our operations can be improved in the future.

Distribution: Ken Rietz
Peter Dailey
Bob Marik
Harry Flemming
Bob Teeter
Bart Porter
Fred LaRue
Pat Hutar
Fred Malek
Cliff Miller
✓ Gordon Strachan

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 25, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Gordon Luce called to suggest that Al Hartunian be involved in the President's convention effort in San Diego. While Luce will be chairman of Nixon's Convention Committee there, Al could be a local "coordinator" or "director" of some specific activity.

Hartunian has told Luce that you saw him at Bob Finch's daughter's wedding and promised he would be involved. Al has not as yet had further word.

In my opinion Al could do this job. I would appreciate your guidance as to what would be an appropriate position for him.

JEB S. MAGRUDER

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20005
(202) 333-0920

March 7, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Letter from Tom Houser

A short while ago, you received a letter from Tom Houser on the subject of the President's position toward organized labor, particularly in terms of their tax-exempt status. Tom recommended that a hard line be taken.

The Campaign Strategy Group strongly disagreed with that approach. They felt that such a tactic would only serve to polarize the electorate and drive away large numbers of labor voters who would otherwise support the President in 1972. A hard line would offer no advantage toward the President's re-election.

Recommendation

That Tom Houser's suggestion of a hard-line attack on organized labor's tax-exempt status not be adopted.

Approve _____ Disapprove _____ Comment _____

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 7, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

SUBJECT:

Mock Election Results - Keene
State College and Keene High
School, Keene, New Hampshire

—Attached are the results of two mock elections held in
Keene, New Hampshire on March 1, 1972.

JEB S. MAGRUDER

Attachment

cc: Mr. H. R. Haldeman

~~CONFIDENTIAL~~

Keene State College Mock Election
Keene, New Hampshire - 3/1/72

REPUBLICAN PRIMARY

McCloskey	177 votes	49.3%
Nixon	144 votes	40.1%
Paulsen	32 votes	8.9%
Ashbrook	6 votes	1.6%
	<u>359 votes</u>	

DEMOCRATIC PRIMARY

McGovern	227 votes	60.7%
Muskie	97 votes	25.9%
Humphrey	15 votes	4.0%
Wallace	10 votes	2.4%
	<u>374 votes</u>	

Keene State College is the third largest institution in the state of New Hampshire. The election was sponsored by the YR Club on campus, which is very pro-McCloskey.

Keene High School Mock Election
Keene, New Hampshire - 3/1/72

REPUBLICAN PRIMARY

Nixon	325 votes	67.4%
Paulsen	87 votes	18.0%
McCloskey	62 votes	12.8%
Ashbrook	8 votes	1.6%
	<u>482 votes</u>	

DEMOCRATIC PRIMARY

McGovern	358 votes	58.6%
Muskie	215 votes	35.2%
Mills	10 votes	1.6%
Kennedy	8 votes	1.3%
Hartke	7 votes	1.1%
Yorty	5 votes	.8%
Chisholm	4 votes	.6%
Humphrey	3 votes	.4%
	<u>610 votes</u>	

Keene High School has a total of 1600 students. Of the 1600 students, 1134 voted in the election. Balloting was done voluntarily in home room, and the election was sponsored by the Current Issues Forum of the High School.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 7, 1972

CONFIDENTIAL

MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

SUBJECT:

Florida College Mock Election
Results

Attached are the results of two mock elections held at Florida Junior Colleges in January. They are Chipola Junior College in Marianna, Florida, and St. John's River Junior College in Palatka, Florida.

JEB S. MAGRUDER

Attachment

cc: Mr. H. R. Haldeman

CONFIDENTIAL

Florida Polls

Chipola Junior College Poll
Marianna, Florida - week of 1/27/72

Nixon	135	38.7%
Wallace	96	27.5%
Kennedy	61	17.4%
Muskie	25	7.1%
McGovern	15	4.3%
Jackson	6	1.7%
McCloskey	4	1.1%
HHH	3	.8%
Lindsay	2	.5%
Chisholm	2	.5%
	<u>349</u>	

St. John's River Jr. College Poll
Palatka, Florida - results released
March 1, 1972(Poll taken week of
1/28)

<u>Republican Ticket</u>		
Nixon	59	100%
Ashbrook	0	
McCloskey	0	
	<u>59</u>	
<u>Democratic Ticket</u>		
McGovern	9	25.0%
Chisholm	8	22.2%
Lindsay	7	19.4%
HHH	5	13.8%
Wallace	4	11.1%
Jackson	2	5.5%
Muskie	1	2.7%
	<u>36</u>	

Total Votes 95
Nixon drew 62.1% of the total votes

Chipola Junior College Poll

The poll was conducted by the student government association during the registration period at the college which was the week of January 24. The question on the large questionnaire completed at the time of registration was: "Who is your favorite overall presidential candidate?"

St. John's River Junior College Poll

Sponsored by the student newspaper with 10% of the student body voting. The results were released in the student newspaper Wednesday, March 1, 1972. The college is a community day college located about 15-20 miles outside of St. Augustine, Florida.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 7, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER.

SUBJECT: Laconia High School Mock Election Results, Laconia,
New Hampshire

Attached for your information are the results of a mock election which was held at Laconia High School, Laconia, New Hampshire, on Monday, March 6.

Attachment

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 6, 1972

MEMORANDUM FOR: JEB MAGRUDER
FRED MALEK

FROM: KEN RIETZ *KR*

SUBJECT: Laconia High School Mock Election
Results, Laconia, New Hampshire

Following are the results of a mock election held at Laconia High School, Laconia, New Hampshire, which was held today:

REPUBLICAN BALLOT

Nixon	179 votes	57.7%
McCloskey	113 votes	36.4%
Paulsen	8 votes	2.5%
Ashbrook	7 votes	2.2%
Loeb	3 votes	.9%
	<u>310 votes</u>	

DEMOCRATIC BALLOT

McGovern	137 votes	45.6%
Muskie	126 votes	42.0%
Hartke	14 votes	4.6%
Humphrey	10 votes	3.3%
Yorty	6 votes	2.0%
Lindsay	4 votes	1.3%
Wallace	3 votes	1.0%
	<u>300 votes</u>	

The election was sponsored by the faculty.

cc: Angela Harris

THE WHITE HOUSE
WASHINGTON

Thank You

March 6, 1972

MEMORANDUM FOR : GORDON STRACHAN
FROM : L. HIGBY

I'd like to discuss briefly with you at your earliest convenience, the RNC budget. Please bring any material that you have on the current budget that I might read also.

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

February 16, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN **G**

SUBJECT:

White House Budget/
Committee for the Re-Election
of the President -- Support

You have Bruce Kehrli's January 29 memorandum regarding the financial support for the White House by the Committee for the Re-Election of the President. This memorandum is in your talking paper drawer indicating that you wanted to cover the subject personally with the Attorney General.

At your meeting today with the Attorney General and Fred Malek it might be appropriate to discuss this budget subject because Fred Malek will serve on the budget committee under Secretary Stans at 1701. **No**

Another alternative would be to have Malek discuss the subject directly with the Attorney General. **OK**

*or just have Bruce
Give it to Jeb —
then we can discuss later
of any problem —*

ADMINISTRATIVELY
CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

February 3, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

BRUCE KEHRLI *BAK*

SUBJECT:

Committee for the
Re-Election Support

On February 1, the source of financial support for the White House shifted from the RNC to the Committee for the Re-Election of the President.

The Attorney General has requested (via Jeb Magruder) a rough estimate of the support that the White House will need in 1972.

I have met with Dwight Chapin, Harry Dent, Bill Timmons, Herb Klein, Dick Howard, and Frank DeCosta of the Vice President's staff, to discuss their financial needs for 1972. All agreed that any budget estimate for the year should be divided into two parts -- one covering expenses before the Convention and a second covering post nomination costs.

The estimates for each of the categories are broken down as follows:

1. Presidential and First Family Travel -- The total of \$1,580,000 consists of \$680,000 for transportation, \$500,000 for promotion of events and arrangements, \$350,000 for advancement costs and \$50,000 for official gifts and photos. This last item includes the cost of reproducing and distributing a new official photo. A detailed summary and the rationale for these figures are included at Tab A.

A pre and post convention breakdown shows:

	<u>Pre-Convention</u>	<u>Convention and Post Nomination</u>	<u>Total</u>
Transportation (use of AF-1, Jetstars, Helos for political events)	55,000*	625,000	680,000
Promotion	50,000	450,000	500,000
Advancemen costs	200,000	150,000	350,000
Office gifts/photos	25,000	25,000	50,000
Total	<u>330,000</u>	<u>1,250,000</u>	<u>1,580,000</u>

*Assuming total of 5 trips per month including President and family members.

2. Staff -- The total of \$100,000 will go for reimbursement to staff members who are carrying out political business for the President. Bill Timmons, Herb Klein, Harry Dent and John Dean will be receiving most of the money. This also covers travel expenses for non-political trips over and above the maximum amount allowed by law. Also, we have cracked down on staff members who had been reimbursed by outside organizations for non-political events and generally can expect to pick up more of their expenses.

3. Colson -- The \$900,000 for the Colson office consists of \$660,000 for mailings and information retrieval, \$150,000 to expand his mailing lists and about \$90,000 for "black" projects -- those that have to be done outside the RNC. These costs cover only White House requirements and not those of the Committee to Re-Elect the President.

Normally the costs of expanding mailing lists and information retrieval would not be included in an "RNC" Support budget; they would be hidden in another portion of the RNC budget by mutual agreement between the White House and RNC. However, since the RNC will be reimbursed by the Committee for all costs incurred by the White House, these are included to give the Attorney General a more accurate picture of the actual expenses.

4. Vice President -- The Attorney General has requested that no attempt be made to estimate the Vice President's expenses until he has met with the Vice President to determine his role in the campaign. The Attorney General (per Magruder) requested that last year's estimate of \$50,000 be used for budget purposes until a more accurate figure is determined.

This budget does not include White House polling expenses, which I understand will be handled in another manner.

In past years we have submitted budget figures to the RNC that were far under the actual estimates for the psychological advantage it provided of minimizing the amount of direct support that the RNC provided (summary at Tab B). This also put the RNC in a better position vis-a-vis the amount of money they had to request from the Finance Committee. Since the actual amounts provided were always far above the budgeted amount and this year we're all on the same team, I recommend that the actual estimate be submitted.

RECOMMENDATION:

That you approve submission of only the pre-convention budget (Tab C) at this time and as plans for Presidential travel are finalized, submit a convention and post nomination budget in June.

APPROVE H - unless AB wants whole
Submit whole budget budget - if so, give it to
OTHER him w/ understanding it is a
very rough guess.

A

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY
CONFIDENTIAL

January 21, 1972

FOR: BRUCE KEHRLI
FROM: STEPHEN BULL *SB*
RE: Political Budget for 1972

Following is a breakdown of expenses for Presidential activities for 1972. For your information, but not for distribution to any outside individual, I am providing you copies of the bases for compilation of each of the below listed categories and budgets:

Political Budget for 1972

Presidential Activities - Jan. 20 - Aug. 20	\$ 115,200.00
First Family Activities - Jan. 20 - Aug. 20	162,994.00
Advance Budget (Pre-Convention Seminar)	30,950.00
Convention and Campaign Activities	<u>1,259,250.00</u>
TOTAL	\$1,568,394.00

TRAVEL BUDGET FOR FIRST FAMILY
PRIOR TO CONVENTION

The following budget is based on these assumptions:

- A) Julie and Tricia making four trips per month, and trips averaging two (2) hours flying time.
- B) Mrs. Nixon, one trip per month, averaging three (3) hours flying time.

EXPENSE ESTIMATE

Transportation:

A) Jetstar -		
	Julie and Tricia (16 hrs/mo. x 6 mos. x \$365/hr) =	35,040
B) C-137 (970, etc.)		
	Mrs. Nixon (3 hrs/mo x 6 mos. x \$1173/hr) =	21,114
C) Busses (wild guess)		<u>1,000</u>
	Total Transportation	\$57,154.

Advancemen:

Assumption: Average advance three (3) days
Average number of advancemen: 2

Airfare - (\$200/trip x 9 trips/mo x 6 mos x 2 A'men)	21,600
Hotel - (54 advances x 3 day/advance x 2 A'men x \$50/day)	16,200
Autos - (54 x 3 x 2 x \$25/day)	8,100
Personal - (54 x 3 x 2 x \$25/day)	8,100
Misc. - (54 x 3 x 2 x \$10/day)	<u>3,240</u>
	\$57,240

Promotional Expenses:

Printing:	\$500 x 54 stops	27,000
Telephone:	\$300 x 54	16,200
Misc:	\$100 x 54	<u>5,400</u>
		48,600

TOTAL BUDGET: \$162,994.00

ADVANCE BUDGET PRIOR TO CONVENTION

The following is based on a projection of 15 domestic stops prior to August 1, 1972

Assumption: Average advance - 6 days
Average number of advancements - 6
NOTE: Number of advancements estimated high because of training of new men.

Airfare: \$200.00 per trip (average) X 4 X 15 = \$ 12,000

Daily Expenses: Hotel \$50.00
Autos \$25.00
Personal \$25.00
Misc. \$20.00
\$120.00 X 4 X 6 X 15 = \$ 43,200

Promotional Printing \$3,000.00 X 15 = \$ 45,000
Expenses: Telephone \$750.00 X 10 = \$ 7,500
Misc. \$500.00 X 15 = \$ 7,500

Total Advance Expenses: \$115,200

Seminar Expense:

The following is based on holding 5 seminars prior to June 1, each seminar having 15 men invited and one grand refresher about mid June for approximately 50 men.

Airfare: 12 men X 5 seminars X \$200 per man = \$ 12,000
50 men X 1 refresher X \$200 per man = \$ 10,000
Hotel: 120 men X 2 nights X \$15.00/night = \$ 3,600
Personal: \$15/day X 2 days X 120 = \$ 3,600
Refreshments & 5 X \$200/seminar = \$ 1,000
Reception: 1 Refresher = \$ 750

Total Seminar Expenses: \$ 30,950

Political Budget for 1972 - CONVENTION AND CAMPAIGN

Principal Categories of Expense

Transportation

Advancemen:

Campaign

Convention

WHCA

Promotional Expenses

The Event

Miscellaneous

* * * * *

Miscellaneous Facts and Figures

(a) Air transportation expenses - 1970 (Oct. and Nov.):

President, First Family, A.G., Bob Finch - \$105,000
(excluding food and beverage of approximately \$4,000).

(b) There was a charge only for the principal's (i. e., President or First Family member) aircraft.

(c) Backup plane should not be used for political purposes or carry any political people. However, when the Spirit of '76 is used politically, it can carry anyone the President wants whether it be a County Chairman or U.S. Senator.

(d) Cost breakdown of planes:

C-137 (e.g., #26000) - \$1173/hour
Jet Star - \$365/hour
Convair - \$290/hour
Helicopters - \$260/hour

(e) If any aircraft other than the President's aircraft is used for political purposes, which by law it should not, theoretically we should be charged the commercial rate. For a C-137 this would be \$3,000 per hour.

(f) In 1968 the President travelled to 79 cities, covering 50,083 air miles.

Assumptions

- (a) Much of the time members of the First Family will be doing their political travelling independently, utilizing separate aircraft.
- (b) For planning purposes, we can figure 50% of the 1968 activity which comes out to 40 cities and 25,000 miles.
- (c) Although theoretically most of the costs of an event are borne by the locals, 60% ends up being paid by the National Committee.
- (d) All Presidential travel up until the Convention is non-political.

* * * * *

Expense Estimate - 1972

Transportation Expense

	(a) Spirit of '76 - (25,000 miles) - 500 hours at \$1173/hour:	\$586,500	
	(b) Food and beverage:	10,000	
	(c) Mrs. Nixon (10,000 miles, 20 hrs.):	7,300	
JetStar (\$365/ Hour	(d) Julie (10,000 miles, 20 hrs.):	7,300	
	(e) Tricia (10,000 miles, 20 hrs.):	7,300	
	(f) Helicopters (\$260/hour - 25 hrs.):	6,500	
	(g) Busses:	1,500	
			Total \$626,400

Advancemen Expense - 1972

Campaign

Assumption: Average advance - 6 days
Average number of advancemen - 3

Airfare - round trip - (average): \$ 200

Following expenses per ~~day~~ ^{ADVANCEMAN}

Hotel (6 days - \$50/day):	300
Car Rental (6 days - \$25/day):	150
Office equipment:	50
Telephone:	15
Miscellaneous (tips, taxies) - (6 days at \$10/day):	60
Personal (6 days at \$25/day):	150
	<u>\$ 925 per advance</u>
	<u>x3 advancemen</u>
	\$ 2,775 x 40 stops

Campaign Advancemen - Total \$111,000

Convention - August 21-25

July 15-Aug. 25 (41 days) - 5 Advancemen	205 Advanceman Days
August 1-25 (25 days) - 5 Advancemen	125 Advanceman Days
August 16-25 (10 days) - 20 Advancemen	<u>200 Advanceman Days</u>
Total	530 Advanceman Days
	<u>\$ 95/day</u>

Daily expenses for all advancemen:	\$50,350
Transportation (\$200 - 30 advancemen):	<u>6,000</u>
<u>Total Advancemen costs for Convention --</u>	<u>\$56,350</u>

Advanceman costs/day

Hotel -	\$50
Personal -	25
Tips & Taxies -	10
Miscellaneous -	<u>10</u>
	\$95/day/advanceman

CAMPAIGN ADVANCEMEN:	\$111,000	
CONVENTION ADVANCEMEN:	<u>56,350</u>	
	\$167,350	TOTAL ADVANCEMEN
		\$ 167,350

WHCA Expense - 1972

For political purposes, the local Committee bears the cost for audio-visual only. As President, we are entitled to radio and telephone support. The range for audio-visual would be \$2,000 - \$3,000 per event. \$2500 for a workable average.

40 cities at \$2500 apiece: \$100,000 Total: \$100,000

Promotional Expenses (50% reduction applies) - 1972

(a) Handbills & Tickets - (\$4,000/event - 40 events):	\$160,000	
(b) Telephone (25 phones - 3 days) - (\$750/event - 40 events):	30,000	
(c) Radio, TV advertising and Newspaper advertising - (\$1500/event - 40 events):	60,000	
(d) Invitations - (\$1750/event - 20 events):	35,000	
(e) Miscellaneous (e.g., sound trucks) - (\$1000/event - 40 events):	<u>40,000</u>	
	\$325,000	
	-50%	
		Total \$162,500

The Event Expense (50% reduction applies) - 1972

(a) Hall rentals -		
(\$1200/event - 40 events):	\$ 48,000	
(b) Platform construction -		
(\$1000/event - 40 events):	40,000	
(c) Bands - (\$200/event - 20 events):	4,000	
(d) Color materials -		
(\$1000/event - 40 events):	40,000	
(e) Courtesy ushers -		
(\$1500/event - 40 events):	60,000	
(f) Miscellaneous -		
(\$1000/event - 40 events):	<u>40,000</u>	
	\$232,000	
	-50%	
		Total \$116,000

Miscellaneous - 1972

Gifts:

\$ 15,000

*Too low - \$26K in 1971
\$50K is more realistic
B.K.*

Donations:

(a) \$200/event - 35 events - \$7,000

42,000

(b) \$7,000/event - 5 events - \$35,000

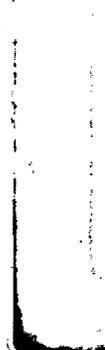
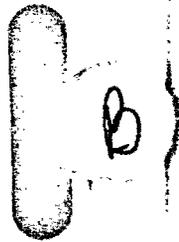
Salaries: (10 men for 2 months -
\$1500/month):

30,000

Total \$87,000

Total Political Budget for 1972

Transportation	\$ 626,400
Advancemen	167,350
WHCA	100,000
Promotional Expenses	162,500
The Event	116,000
Miscellaneous	<u>87,000</u>
TOTAL	\$1,259,250

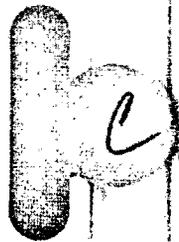


RNC BUDGET SUPPORT

	1970		1971	
	<u>Estimate</u>	<u>Actual</u>	<u>Estimate</u>	<u>Actual</u> (thru. Nov.) (5)
I. Presidential and First Family Travel	\$200,000	200,000	200,000	36,000
II. Staff Support	95,000	76,000	100,000	130,000
III. Colson's Mailing Operation	330,000	690,000	750,000	300,000
IV. V.P. Travel	100,000	350,000	50,000	96,000
V.		12,000 (1)		15,000 (2)
VI.		n/a		26,000 (3)
	<hr/>	<hr/>	<hr/>	<hr/>
	725,000	1,328,000	1,100,000 (6)	603,000
Acct. Ø		40,000 (4)		108,000 (4)
Total	<hr/>	<hr/>	<hr/>	<hr/>
	725,000	1,368,000	1,100,000	711,000

NOTES

1. Activity V added to take care of Cabinet expenses related to the campaign that were not picked up by the departments or agencies.
2. Account V was set up to pay campaign '70 expenses that were carried over into 1971.
3. Account VI covered the salaries of the people on the RNC staff working for the Citizens' Committee for the Re-Election of the President before it was announced and became a separate entity.
4. Account Ø is the cash account which has been used for expenses that couldnot be carried in another account for fear of audit. The large increase in this account for 1971 is due to the fact that all expenses related to a White House staff member were handled in account Ø so that if the RNC's accounts were audited, there would be no record of them paying for a White House staff member's political expenses.
5. Books for December have not been closed yet because of delay of about one month in receiving bills.
6. The dollar amount requested was \$700,000 as some costs were buried in other parts of the RNC Budget. The figure accepted by the RNC was \$500,000.



BUDGET FOR 1972

	<u>Pre-Convention</u>	<u>Convention and Post Nomination</u>	<u>Total</u>
I. President and First Family Travel	330,000	1,250,000	1,580,000
II. Staff Support	50,000	50,000	100,000
III. Colson's Mailing Operation	300,000	600,000	900,000
IV. V.P. Travel	50,000		50,000
	<hr/>	<hr/>	<hr/>
TOTAL	730,000	1,900,000	2,630,000

18
CONFIDENTIAL

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By SP NARS, Date 3-30-82

March 8, 1972

MEMORANDUM FOR:

ALEX ARMENDARIZ

FROM:

FRED MALEK

SUBJECT:

Mexican-American Plan for
the California Primary

I have reviewed your memo on the California test plan. I think you are right on target but need more specifics in the proposal to be submitted by the end of next week. I think it is important, for example, to break out those things you want to do and give a few more specifics as to exactly how you plan to do them. You should probably consult with Mo before submitting the plan.

The plan you submit next week need not, of course, be the final plan. The final details will need to be worked out once a Spanish-Speaking Chairman in California is appointed.

March 8, 1972

MEMORANDUM FOR: DAN TODD
FROM: FRED MALEK
SUBJECT: Campaign Plan for Older Americans

I reviewed your campaign plan with Chuck Colson to get the benefit of his insights. Overall, he was quite impressed and thinks the plan is excellent. Several specific points that would be of interest to you are:

1. Chuck feels the recomputation of military retired pay will come out shortly, will be a major plus with the elderly, and should be played up to a considerable extent.
2. Although no legislation has been submitted regarding the property tax-school tax issue, Chuck feels that this also is an issue that could be played up. You could take the President's best statements on this subject and use them to demonstrate his concern for property taxes which are evidently a major concern to the elderly.
3. The media plan, as we have discussed, is too general and needs to be fleshed out. Chuck will push Bud Evans on this. In this regard Chuck showed me a schedule of all major older American events from now until the end of the year that Bud had prepared. Bud is now working toward developing specifics for each of these events and you should plug into Bud on this.

We can discuss these points further when we get together.

March 8, 1972

MEMORANDUM FOR:

ALEX ARMENDARIZ
LARRY GOLDBERG
PAUL JONES
PAUL KAYSER
KEN RIETZ
BILL STOVER
DAN TODD
CLAYTON YEUTTER

FROM:

FRED MALEK

SUBJECT:

Public Relations Support

As you know, most major services for the campaign have been centralized, and the Citizens and Voting Bloc groups will not, for the most part, have separate support staffs in the areas of polling, advertising, public relations, and the like. In this regard I feel we are fortunate that Ann Dore has been assigned the responsibility of handling the public relations for each of the Voting Blocs and Citizens organizations.

I have discussed this with Ann and feel she has some excellent ideas on how to get added mileage from your activities. Accordingly, I have asked her to get together with each of you to discuss individually how her efforts can be helpful to you. It will also be important for her to receive your campaign plans so she can further determine how her public relations activities can be fitted into them.

I would appreciate your giving Ann your full cooperation. I think she can be a great asset to our efforts.

cc: Ed Nixon
Ann Dore

MITCHELL & DOLE

STRESS REGISTRATION



Published by the Political/Research Division of the Republican National Committee — Ed DeBolt, Deputy Chairman — March 3, 1972



Chairman Bob Dole, in a recent meeting with party leaders said that the Republican Party must identify and register favorable voters to insure a victory in November.

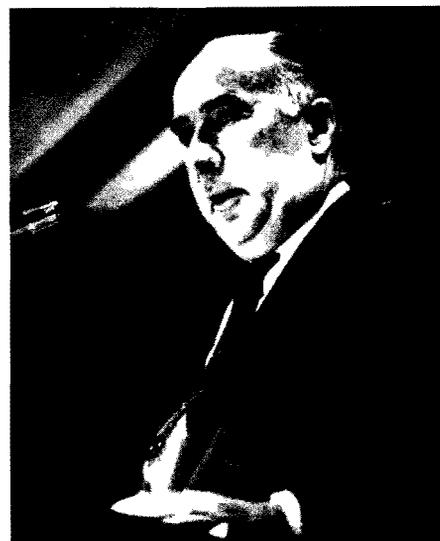
The Chairman stated, "It is the duty of each party organization to register new Republicans. Some of the states have been successful in early registration drives — others are planning them in the near future. For those states that are not thinking registration — the challenge of registration has been placed in the hands of the Republican Party and we must concentrate our effort on this most important campaign task.

"TARGET '72 registration program," Dole added, "is just one method which can be employed to bring new voters into our party. Its success has been proven in such states as California, Hawaii, Florida and Texas. Other states are planning to utilize this plan in their spring registration drives. What ever the method, the goal is to identify and register favorable voters."

Former Attorney General John Mitchell spoke before the RNC's Professional Staff Conference on January 21 and emphasized voter registration programs by the party.

Mitchell states that "the important thing is to get the favorable voter registered, get these voters to the polls on November 7, see that the vote is counted, and make sure we have the extra one, two, three percent, whatever it is in an area, that is going to carry the day. That is what the National Committee and the state organizations exist for and what they should be doing, now and all the way through the campaign."

Acknowledging state registration problems, former Attor-



ney General Mitchell emphatically stated, "regardless of the difficulties, registration is where you should put your effort — not only for the Presidential candidate but for those on down the ticket."

TARGET '72 ????

You've heard about TARGET '72 — but some ask, "What is it?" TARGET '72 is a comprehensive program which deals with *selective registration, voter turnout, special ballots and ballot security.*

Emphasis this spring is on *selective registration.* The TARGET- '72 registration technique is just one method in which to maximize manpower recruitment and to conduct successful registration drives.

The TARGET '72 registration plan uses volunteers nightly for two to four weeks to recruit workers for a one-day blitz of two to three hours. The telephoners contact all registered Republicans when such lists are available. When such lists are not available, calls are made from

other mass lists of people in the community.

Past experience has discovered that 10 callers for 2 hours an evening can recruit approximately 60 volunteers. In a three week span, over 700 volunteers can be recruited for a blitz day. Of these 700 — 350 can be expected to show up to work with proper mail and phone follow up. Each volunteer can reach 75 homes — many of which will contain unregistered favorable voters.

In addition to registration, these techniques can :

- . identify new blood for county and state organizations;
- . add a whole new volunteer force;
- . assist local candidates in their campaign efforts.

STATUS OF THE STATES

SPRING REGISTRATION

The following is a report of the states that are involved in spring registration activities:

ARIZONA – Drives are being conducted this spring. Maricopa (Phoenix) and Puma Counties have topped the 85% mark.

CALIFORNIA – Programs are in full swing in several key areas. Efforts have been completed in parts of San Diego and Los Angeles.

CONNECTICUT – Spring registration begins state-wide March 1 and is aiming for an April 15 wrap-up.

DELAWARE – Using TARGET '72 techniques, plans call for massive drives beginning April 1.

FLORIDA – TARGET '72 projects were conducted in 2 counties. Additional programs are planned.

HAWAII – Drives are being conducted in Honolulu.

INDIANA – A state-wide blitz is planned for April 1.

IOWA – Computer techniques are being utilized to determine unregistered Republicans. A follow-up will begin April 1.

MARYLAND – 4 county blitzes will be conducted by April 1. A state-wide drive is planned for May 20.

ATTENTION!

The President and former Attorney General John Mitchell have given the Republican Party the mandate to perform the crucial task of *voter registration*.

Spring registration efforts have already been initiated in many areas, while plans are being made in other states to accomplish the Party's spring campaign assignment.

Communication is essential. We need to know your state's plans to insure a unified voter registration effort and a Republican victory in November.

The National Committee is here to assist you with registration seminars and instructional materials.

If you need assistance or have suggestions, please direct them to:

Richard Thaxton, Director
Registration and Voting
Programs
310 First Street, S.E.
Washington, D.C. 20003

We are looking forward to hearing from you.

MISSOURI – An April 15 Blitz is planned for 10 counties.

MONTANA – State-wide drives begin April 27.

NEBRASKA – A spring campaign begins April 15.

NEW JERSEY – County-wide drives will begin April 1 in approximately 6 counties.

NEW MEXICO – Registration is being conducted in Bernalillo County and among 18-21 year olds.

NEW YORK – Spring drives are planned state-wide.

NORTH CAROLINA – Projects are underway in Durham County. Others will be run this spring.

OKLAHOMA – Drives are scheduled for March and April.

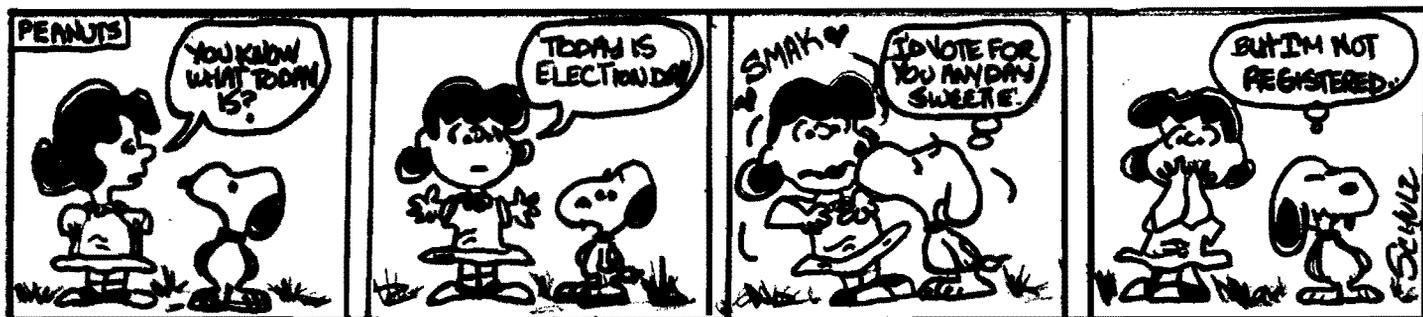
SOUTH CAROLINA – Drives will be conducted in Columbia and Charleston.

TENNESSEE – Numerous counties will conduct spring drives using TARGET '72 techniques.

TEXAS – "Neighbor to Neighbor" registration programs will be completed in 40 counties by April 4.

VIRGINIA – TARGET '72 blitzes are scheduled for March 25 in Northern Virginia.

WYOMING – Several projects in major counties have been planned for May and June.



FLORIDA, TEXAS GOP CHAIRMEN LAUD BLITZ TECHNIQUE

Chairman Tommy Thomas has announced that "The Republican Party of Florida has taken the lead nation-wide in implementing early registration plans. TARGET '72 drives took place in Pinellas and Duval Counties last month with very encouraging results. In the heavily Democratic county of Duval, a door-to-door canvass found an average of 55 unregistered Republicans per precinct."

We know the unregistered Republicans are out there, Chairman Thomas stressed, "it is now every Florida Republicans' responsibility to find them, get them registered and get their vote counted on election day."

PROJECT REPORTS

PINELLAS COUNTY, FLORIDA

Over 100 Pinellas County Republicans turned out on a foggy Saturday morning to blitz 17 precincts in the newly developed areas of Seminole.

Under the sponsorship of the county organization, volunteers who ranged in age from 17 year old TARS to 79 year old senior party members, were successful in uncovering an untapped source of unregistered Republicans.

In the one day blitz, over 4,000 homes were contacted and on the average, volunteers located 21 unregistered Republicans in each targeted precinct. Local Party officials agreed that 21 more votes per precinct could easily make the difference between victory or defeat this coming Fall.

State Representative Dennis McDonald, TARGET '72 Chairman, said "I've never seen so many new faces come out to help our party. The results were very successful and I believe that TARGET '72 is the answer to building a stronger Republican Party in Florida."



Dispatcher giving precise directions to Harris County volunteers

DUVAL COUNTY, FLORIDA

On February 5, local party workers using TARGET '72 techniques entered the Democratic stronghold of Duval County, and uncovered hundreds of new Republican voters. 115 volunteers braved the unseasonable 28 degree weather to canvass some 13 precincts in the suburbs of Jacksonville. The results of this effort, in an area where the GOP is outregistered 7 to 1, were fantastic. Over 5,000 homes were contacted and an average of 55 unregistered favorable voters per precinct were uncovered by the enthusiastic group of volunteers.

Party leaders, in the county were pleased that so many people turned out in such cold weather to help build the GOP in Duval.



Volunteers receiving their assignments in Duval County.

HARRIS COUNTY, TEXAS

On February 19, the Harris County (Houston) Republican organization under the direction of Mrs. Nancy Palm turned out 220 new Republican workers in the first of a series of weekend registration blitz efforts utilizing TARGET '72 techniques.

These new Republican volunteers contacted 8,658 households and registered over 2,000 Republican voters. This averages about 10 new registrations per volunteer and indicates the value of spring drives in producing new registrations and new Republican workers early in the election year.



Registration walkers in Pinellas County signing in.

REGISTRATION HIGHEST PRIORITY

SAY ARMSTRONG, EVANS

Connie Armitage, President of the National Federation of Republican Women, Don Sundquist, Chairman of the Young Republicans, and Joseph Abate, Chairman of the College Republicans, have urged their organizations to participate in registration activities this spring.

Connie Armitage has challenged Federation Women "to provide the vital source of leadership and manpower in conducting registration efforts this spring."

Speaking from her National Headquarters office, Mrs. Armitage acknowledged "the formidable task ahead" and added, "registration drives always involve a great deal of work, but now is the time to plan and execute selective registration activities. The Federation stands prepared to channel its expertise and membership toward this highest of priorities in order to insure success this spring."

Don Sundquist demonstrated Y.R. support to early registration by challenging all clubs "to realize the necessity of this crucial activity in this campaign year." Sundquist stated further that "the YRNF is fully behind registration this spring as witnessed by the appointment of Chuck Hesse as our National Registration Chairman, and the success of several drives held this winter." Recognizing the need for coordination, the YR Chairman pointed out that "all 52 state federations have been asked to work closely with the Republican Party leadership."

College Republican Chairman, Joe Abate added, "I urge all College Republicans across the nation to get involved early this year; not only in support of Republican candidates, but in the building of strong Republican organizations from the grass roots up. This can best be done by joining the senior party and other auxiliaries in conducting spring registration drives to bring new people, ideas and enthusiasm into the party."

Anne Armstrong and Tom Evans, RNC Co-Chairmen, both stress party registration.

Speaking before the Professional Staff Conference in January, Mrs. Armstrong said "there is absolutely no substitute for the work of canvassing, registering and turning out and protecting the votes.

"The former Attorney General and our top leadership are putting tremendous importance on early registration. Early registration is like early money in a campaign. You do twice the good with it.

"If we do it now, we get the first indispensable step behind us, before the rest of the campaign demands all of our efforts. And if we do it now, we then have ample time to convert the undecided voter and bring them to our team early."

Co-Chairman Evans empha-

sized that "the need for early registration has never been more urgent. Unregistered voters represent a tremendous untapped potential for the Republican Party.

Focusing his remarks on selective registration, Evans added "the Republican Party in each state must take the initiative. Whatever technique is used — be it a successful local program, Mission 70's or TARGET '72 — the important thing is to get the voter registered."

"The highest priority at this time is a successful spring registration drive in every state."



REGISTRATION FACTS

In 1968, Richard Nixon received 31 million votes out of 73.2 million votes cast. However, 38 million people of voting age were unregistered and could not vote.

According to a recent study of the U.S. Census Bureau, 140 million Americans will be of voting age in 1972. Should 61% of the eligible voters go to the polls, as in 1968, the voter turnout will be approximately 85 million — an increase of 11.8 million voters!

If voter registration were ever a significant factor in an election year, 1972 is that year!





Republican
National
Committee.

March 10, 1972

MEMORANDUM TO: GORDON STRACHAN
FROM: ED DeBOLT
RE: SPRING REGISTRATION ACTIVITY REPORT #3

At the Republican Leadership Conference on May 3, Vice President Agnew, in his keynote address before 1,500 Party leaders from all parts of the nation, highlighted and underscored the high priority of spring registration programs established by former Attorney General John Mitchell, Chairman Bob Dole and other Party leaders.

Evidence of the enthusiasm generated by the Vice President's strong endorsement urging spring registration programs grows as more state and local Republican organizations shift their priorities and speed up plans and schedules for early registration drives. It is apparent that a major shift has occurred among the Party leadership from the traditional Party pattern of conducting registration drives in the early fall, with candidate and Party organizations vying for valuable volunteer manpower, toward the utilization of volunteer resources in spring registration programs and building viable manpower reserves early in the election year. A two-fold result of this changing attitude will be greatly increased Republican registrations across the nation, and a trained and enthusiastic reservoir of volunteers ready to play a significant role at all levels in the 1972 campaign.

Since the last registration report most states and major counties have been forging ahead with concrete plans and schedules for early registration. Working around primary election deadlines, adverse weather and political problems, all but a half dozen states now have or are formulating plans for early registration. RNC monitoring activities continue to expand, obtaining new and up-dated information from various states which indicate registrations of over 167,000 new Republicans caused by Party efforts.

A copy of the Republican National Committee hand-out on highlighting registration is attached. It was distributed to the 1500 Party leaders and workers in attendance at the recent Leadership Conference. It reflects the emphasis that the RNC is placing on registration and Party organization in all of its external publications, including MONDAY, FIRST MONDAY, etc.

Results from other Republican Party organization-caused registration activities include the following:

THE SOUTH

In FLORIDA a shot-in-the-arm was given to the Party organization in Duval County resulting in additional efforts that registered 3,200 new Republicans beyond those found in the RNC TARGET '72 pilot project.

Following up on an earlier effort, Harris County, TEXAS reports an additional 1,500 new Republicans have been identified and registered. In Tarrant County a pilot Blitz on March 4 uncovered 500 new Republicans with follow-up efforts planned for succeeding weekends. Dallas County, although going through a leadership change, indicates at least 1,200 new registrations in the past two weeks through an on-going effort.

Davidson, Shelby and Sullivan Counties in TENNESSEE continue registration efforts, reporting 3,100, 1,600 and 1,100, respectively, new Republican registrations during late February and early March. Massive spring drives in the top 26 counties are being planned.

An awareness of the need for early registration has created a sense of urgency in NORTH CAROLINA and resulted in another 2,700 new registrations in the past month. A March pilot project in Durham County is now being organized.

In the major VIRGINIA counties since November, 1971, approximately 12,800 new Republicans have registered, with 3,650 known to have been caused by Party drives.

In SOUTH CAROLINA, plans for major spring drives in Charleston and Columbia are under definition and will aim for an April target date.

In GEORGIA, plans are being made for spring drives in the suburbs of Atlanta and Savannah with a target date of late April.

KENTUCKY has new Republican registrations of approximately 5,100 since the first of the year. Spring drives are being planned for Louisville and Frankfort in early May.

THE WEST

In ALASKA, plans are underway to develop strong programs in Fairbanks, Juneau, Ketchikan and Anchorage as soon as winter thaws.

All elements of the Republican Party in ARIZONA have joined together in an action plan aimed at developing a successful registration program. Because state law requires re-registration every year this effort is critical. An additional 16,000 new Republicans have been registered statewide in the past few weeks.

March 15 marks the official kick-off date for statewide registration efforts in CALIFORNIA. Five full-time fieldmen are being added to the state staff to help insure that the massive three week drive is successful. Cooperation between the Committee to Re-Elect the President and the state committee is excellent. Nofziger and staff are providing the much needed spurs.

Registration drives by YR's are showing results in the Denver metropolitan area of COLORADO as well as efforts on various campuses. Because of these efforts, an additional 5,100 new Republicans have been added to the state rolls.

The HAWAII Republican Party in Honolulu's District 8 has completed its voter registration campaign. A complete tally is not available, but indications are that at least 1,800 Republicans were registered.

A MISSION 70's program concentrating on registration is scheduled in April for the IDAHO counties of Ada, Bannock, Bonneville and will result in May registration drives.

MONTANA's TARGET '72 registration program will be launched with a series of statewide training programs on March 15. Results of this effort should be available in May.

In NEVADA, registration efforts are currently underway in Washoe County and on the University of Nevada campus. Approximately 1,300 new voters in Washoe County and 150 new University Republicans have been registered since January. Statewide an additional 1,500 new Republicans have been registered since November.

The NEW MEXICO Republican Party can only take credit for around 900 new registrations in February. The main Party effort will take place following the June primary.

An action plan has been developed by OREGON Republicans to begin early registrations on a selective basis in four major counties in April.

WYOMING's voter identification and registration canvass is set for an April 1 kick-off date and will initially concentrate in Casper and Cheyenne.

THE MIDWEST

In ILLINOIS, GOP registrations have shown a statewide increase of over 70,000 voters since the fall of 1971, which reflects the growing interest in the 1972 campaign.

Pilot projects in INDIANA are underway in preparation for statewide drives in May following the primary. The new State Chairman, Jim Neal, is pushing hard.

MICHIGAN registration efforts are geared to statewide drives in late April and May.

A statewide program under the direction of the state Vice Chairwoman is being planned for May in MINNESOTA.

At least six counties in MISSOURI will kick-off TARGET '72 organizational efforts on March 11.

NEBRASKA plans include selective drives in suburban areas following up pilot projects in the Lincoln area.

OHIO, under Chairman John Andrews, is committed to statewide programs following the May 2 primary.

Currently underway, a statewide registration program in OKLAHOMA will begin producing results by the next report.

Young voter Republican registration drives in SOUTH DAKOTA have been running 42 percent of the total registrations.

Statewide drives in WISCONSIN are planned for late April and May following March planning meetings.

THE NORTHEAST

In CONNECTICUT, an ongoing program which incorporates all elements in the Party began operations on March 1. Results will be available by the next report.

New Castle County, DELAWARE, has been selected for registration drives beginning April 1. New Castle contains 75 percent of the total state GOP vote.

Two new fieldmen have been added to the MAINE State Party staff with the responsibility of pushing registration throughout the state.

A pilot project will be held in Prince Georges County, MARYLAND, despite the fact that Congressman Larry Hogan is dragging his feet and is thwarting the regular Party efforts, as usual, on March 18 followed by projects in three other counties on April 1. A statewide Blitz is planned for May 20.

NEW HAMPSHIRE Party leadership, in the wake of enthusiasm generated by the Leadership Conference, is planning drives in May.

On March 13, NEW JERSEY Party leaders will meet to finalize plans for a statewide program that will utilize, in addition to traditional programs, TARGET '72 techniques.

In May, the NEW YORK Committee will launch a statewide effort supplemented by TARGET '72 techniques in specific areas.

Planning is underway to move quickly following the primary election to begin registration drives in targeted counties in PENNSYLVANIA. Potential problem area.

With a new State Registration Chairman, VERMONT plans to concentrate its spring efforts in high schools and on campuses before beginning intensive statewide registration efforts.

TARGET '72 regional coordinating desks have 90 percent completed baseline registration data. The TARGET '72 staff will be a continuous source of information on the status of Party registration activity throughout the nation. This staff, led by Directors Dick Thaxton and John Sayre, are in full gear and working closely with the Republican National Committee field force. They have made tremendous gains in encouraging the Party organizations throughout the country to respond to the challenge of the national leadership and are to be complimented for their efforts which have resulted in this unprecedented early registration activity enumerated above.

Co-Chairmen Tom Evans and Anne Armstrong have also been doing yeoman work in selling the early registration concept to the nation's Party leadership. A case in point has been the tremendous response to Tom Evan's presentation at the Leadership Conference where the Party's responsibility in this area was outlined. Anne Armstrong's regional women's conferences coming up present further opportunities for the message to be delivered to the grass roots workers in our Party.

The next up-dated report on Republican registration activity will be made available on March 28.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

L

MEMORANDUM

March 10, 1972

MEMORANDUM FOR:

ALEX ARMENDARIZ
LARRY GOLDBERG
PAUL JONES
PAUL KAYSER
KEN RIETZ
BILL STOVER
DAN TODD
CLAYTON YEUTTER

FROM:

FRED MALEK *FJM*

SUBJECT:

Target Dates

Most of your campaign plans contain target dates for achieving key milestones in your respective programs. To help me follow your progress, I would appreciate it if each of you could send me a single sheet of paper listing the key steps and the targeted dates for achieving each step. The desired format is shown in the attached along with a listing of steps that should be included. Some of these may not be applicable to all groups, and you may want to add other important steps.

In some cases national and some State selections have already been made. In these cases please submit listings on separate sheets of paper on national, regional, and State selections (not a separate sheet for each State) that have already been made.

I have intentionally not included completion dates for State plans for the general election. These will be set later on as the overall planning timetable is clarified.

I would appreciate having this information by COB March 14th. Thank you.

Attachment

bcc: Ed Nixon
Gordon Strachan ✓

NAME OF GROUP

<u>Step</u>	<u>Planned Completion Date</u>	<u>Actual* Completion Date</u>
Select National Co-Chairmen		
Select National Committee		
Develop detailed Communications Plan		
Select California Chairman		
Select California Committee		
Finalize California Primary Plan		
Select key State Chairmen		
Select key State Committees		
Select other State Chairmen		
Select other State Committees		

*Leave dates blank - this is for my use.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 10, 1972

MEMORANDUM FOR:

ALEX ARMENDARIZ
LARRY GOLDBERG
PAUL JONES
PAUL KAYSER
KEN RIETZ
BILL STOVER
DAN TODD
CLAYTON YEUTTER

FROM:

FRED MALEK 

SUBJECT:

Weekly Activity Report

To help me keep track of the fast pace of events and be in the best position to help your efforts, I would like to receive about a one-page activity report from each of you. I would like to have this by COB each Friday, commencing with March 17th. Each report should include the following:

1. Summary of Past Week. Summarize major accomplishments, decisions, or milestones from the past week. Do not bother with things we have discussed at any length. I have been reviewing the weekly reports submitted to Odle, and in my opinion they are, for the most part, boilerplate pap. Please do not give me any pap - try to say in a few sentences what you really feel was accomplished during the week.
2. Problems. Summarize here any major problems you are encountering or anticipating that we have not discussed at any length. The idea here is to alert me to these and point up areas where assistance is needed. In most cases we will have discussed these, and you will not need to mention them.
3. Major Activities Planned for the Coming Week. What do you really intend to accomplish over the next week and what major steps do you plan to achieve this. Again, avoid boilerplate pap and give me what you really are going to do and accomplish.

4. Travel. Provide the dates, destinations, and event or brief purpose for travel planned in the following week. I do not want to approve your travel but do need to be informed of your plans.

5. Personnel. Attach a sheet of paper listing any national Chairmen or Committee members and any State Chairmen selected during the past week.

This will be most helpful to me, and I hope not too burdensome for you. Thank you in advance for your cooperation.

bcc: Ed Nixon
Gordon Strachen ✓

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102

CONFIDENTIAL By EP NARS, Date 3-30-82

March 8, 1972

MEMORANDUM FOR: PAUL JONES

FROM: FRED MALEK

SUBJECT: Plan for the Black Vote in
the California Primary

The material in your paper on population information comprised a good start toward your California plan. I think all of the things mentioned in that paper are good ideas and can be included in the plan.

For the primary plan that is due next week, however, we need to be somewhat more precise and include more detail on each particular element. It might be a good idea also to consult with Bob Brown and Stan Scott before finalizing the proposal. As we discussed, of course, the proposal to be submitted next week need not be the final plan. The final details will need to be worked out once a Black Vote Chairman in California is appointed.

March 10, 1972

MEMORANDUM FOR: JOHN MITCHELL
FROM: FRED MALEK
SUBJECT: Director of Ethnic Activities

As you know, we plan to mount a major effort to attract more ethnic voters to the President. In fact, I envision Ethnics as one of the very highest priority groups. After reviewing a number of candidates to head the Ethnic operation, I have selected Tony DeFalco (resume attached) as the leading candidate. Tony is 46, was a successful businessman, served as Commissioner of Administration for Massachusetts (in effect running the State as Deputy Governor), and successfully managed John Volpe's landslide campaign in 1966. I feel Tony has excellent management ability, is a political pro, and understands Ethnics. I have talked at length to John Volpe and Chuck Colson - both of whom know DeFalco well. They give him the highest marks and strongly recommend him for the position. In addition, Jeb Magruder and others who have interviewed him in the Campaign organization feel he is the preferred candidate.

Accordingly, I recommend you approve bringing Tony DeFalco on board to head the Ethnic organization. I would propose bringing him on board at \$34,000 which approximates his current earnings. In view of the importance of this group, you may well want to see DeFalco before reaching your decision. If you will indicate your desires below, I will follow through as appropriate. I feel it is important to move as quickly as possible to get this major effort underway.

Approve DeFalco _____
Desire to interview first _____
Disapprove DeFalco _____

Attachment

March 10, 1972

MEMORANDUM FOR: DAN TODD
FROM: FRED MALEK
SUBJECT: Older Americans Plan

I reviewed the original Low Campaign Plan for Older Americans a couple of nights ago. I think there are a few ideas that come out of it that we might want to incorporate into our plan. You may, of course, already have these in mind. Those that appealed to me were:

1. A more intensive effort to cultivate the three major senior citizens organizations. You really did not address this in your campaign plan, yet it is something we should certainly push.
use of
2. Making/a greater number of the President's friends such as Billy Graham, Lawrence Welk, Robert Young, and perhaps even Mrs. Mamie Eisenhower for appearances at various events that would be visible to Older Americans.
3. The development of a pamphlet for doctors' offices on the President's accomplishments for Older Americans that could be distributed by the AMA.
4. A Reader's Digest feature article on the President's accomplishments for the elderly.
5. An effort to gain a greater number of features positive to the President in the aging publications.

The Low Plan recommended a larger staff which you appropriately took issue with. It may be well, however, in the 10 - 12 larger States to work with the State Nixon Chairmen to ensure that a full-time Field Director for the Older Americans is appointed. We should discuss this point in particular and also the points above at some time.

DETERMINED TO BE AN
AT ... WORKING
E. Section 6-102
By CP NARS, Date 3-30-72

CONFIDENTIAL

March 10, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: FRED MALEK
SUBJECT: Florida Rally

I would imagine the Florida Rally was a huge success and generated considerable enthusiasm. As you know, I am all for these sorts of things, and even if I weren't, I would defer to your judgment on them.

However, I do have a couple of concerns about the attached memo which gives the impression of a huge party financed by our good contributors. I know, for example, that we have to have a chartered plane to take political figures and other dignitaries to the event and that the yachts that were made available were done so at no expense by very willing friends in Florida.

The problem is that the memo and the event give the impression of an expensive boondoggle. When our people perceive of money being spent in this matter, it becomes very difficult to explain to them that we really do have budget constraints and they really can't have that extra assistant. Moreover, if something like this became widely known, I am concerned that some of our contributors could react badly to seeing their money spent in this way.

Once again, I am not referring in the above to the substance but to the image. I recognize that most of these expenses would be incurred anyway. I am just concerned with what is perceived by others and the impact this memo could have if it became widely distributed.

Attachment

March 8, 1972

MEMORANDUM

MEMORANDUM FOR 1701 STAFF PARTICIPANTS
IN FLORIDA APPRECIATION DAY

FROM: HERBERT L. PORTER
J. CURTIS HERGE

SUBJECT: Helpful Hints

1. Weather Forecast for Miami on March 9th.

"Partly cloudy with temperatures in the high 80's. Winds will be out of the southeast at 15 miles per hour. There will be a 40% chance of rain."

2. Aircraft Boarding.

Please check in at Page Terminal at the Washington National Airport at 10:15 a.m. Boarding passes will be issued at that time and your luggage will be checked and tagged. Lunch will be served on the aircraft.

3. Aircraft Arrival.

Please depart the aircraft after the political participants have concluded the ceremonies at the foot of the ramp. Proceed directly to the "Staff" bus.

4. Sheraton-Four Ambassadors.

Room assignments will be distributed on the bus. Room keys will be distributed in the Gazebo - main lobby - directly across from the front door. Staff members doubling up in rooms should leave their keys at the Gazebo when they are not in their rooms. You may change and freshen up in your rooms. Bring your bathing suit. Also, bring a beach "cover-up" for use when walking to and from the pool area.

The Presidential Suite (Room 2067) has been set aside as a staff lounge and hospitality suite for use all afternoon. Please use the Presidential Suite rather than other areas of the hotel, as a gathering point.

The staff will be called upon during the afternoon to assist in the staff office (Room 1469), around the hotel and at the auditorium. All persons who are not engaged in a specific activity can relax in the Presidential Suite until called upon.

5. Baggage Call.

Each person with baggage should leave that baggage just inside his door at 7:15 p.m. A bellhop will open the doors with a pass key and take the baggage to the plane.

6. Rally.

A staff bus will depart from the Sheraton-Four Ambassadors for the Dade County Auditorium at 7:45 p.m. After the program concludes, please return to the staff bus. The bus will depart for the airport ten minutes after the program concludes.

7. Return Flight.

Sandwiches and other "appropriate" refreshments will be served on the aircraft. We expect to be back at Washington National Airport at 1:00 a.m.

8. Recreation.

We have pool privileges at the hotel. In addition, one yacht, and possibly two yachts, will be available for the exclusive use of the staff. The yacht or yachts will be docked behind the hotel.

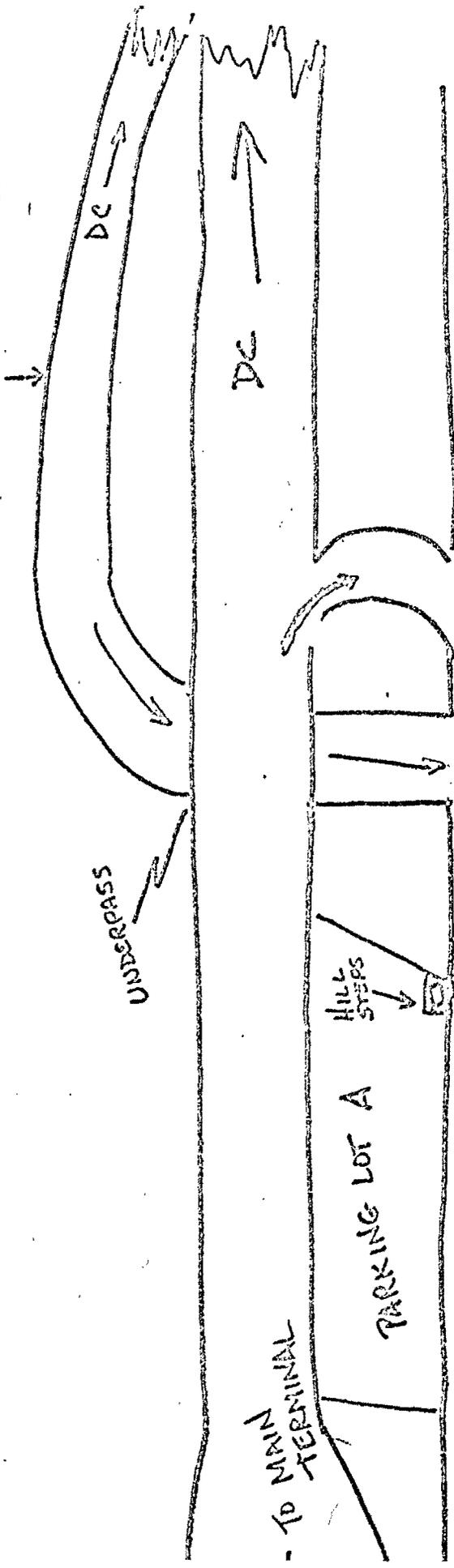
9. Dinner.

A buffet dinner will be served at 5:00 p.m. in the Royal and Embassy Suites, which are located on the 3rd floor of Tower 4 in the hotel.

ENTER COMMUTER TERMINAL DOOR ONLY!

PARKING IS AVAILABLE UP THE HILL ENROUTE TO THE MAIN TERMINAL. DO NOT PARK IN FRONT OF PAGE TERMINAL AT THE METERS.

STAY IN RT. LANE OF ENTRY OFF GW PARKY.



- TO MAIN TERMINAL

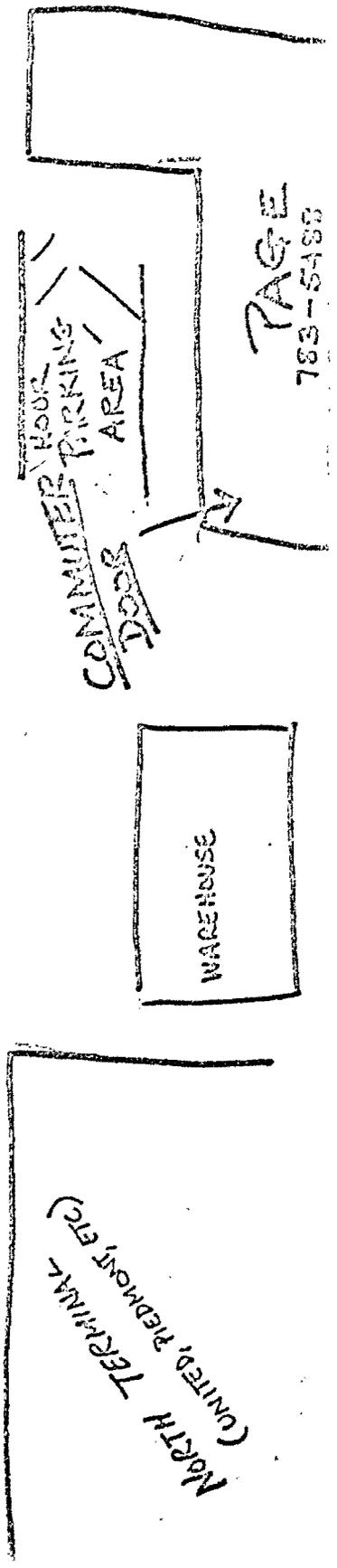
PARKING LOT A

HILL STEPS

UNDERPASS

DC

DC



WAREHOUSE

1 HOUR
COMMUTER PARKING
DOORS
AREA

NORTH TERMINAL
(ENTER REAR, ETC)

PAGE
783-5488

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 7, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: ROBERT C. ODLE, JR.

The purpose of this memorandum is to detail the procedures we have set up to save as much money as possible in setting up and running our campaign offices and in administering the campaign itself.

1. Office space. Due to an extremely good relationship with George Olmsted, the owner of this building, and because of his support of the President, we have been able to take chunks of office space as needed in this building beginning in May of last year. Never have we occupied or paid for space we did not occupy. Therefore, we have saved a great deal of money by not renting an entire building and gradually filling it up -- rather, we have rented space as we needed it -- and all in the same building. Our rate of \$7.50 per square foot per year is excellent for office space in this area and it includes services not always provided in contracts for this kind of office space, e.g., lighting, electrical connections, telephone connections, etc.
2. Office equipment. Last May we purchased the initial group of typewriters, adding machines, etc., because it was much cheaper to buy than to rent over an 18-month period. Since late last year, however, we have been renting office equipment from IBM.
3. Office furniture. Here we realize substantial savings by availing ourselves of the Marriott Corporation's purchasing power. Because they buy so much in certain lines, they get a 40% discount on desks, chairs, etc. Therefore, beginning in May and continuing until January, we purchased furniture at a very substantial savings over what it would have cost to rent. For example, a desk we buy for approximately \$100 works out to less than \$6 per month over 18 months but would have cost far more than \$6 per month had we rented it.

At the end of the campaign, we will be able to resell this furniture either to the supplier or on the open market. Marriott may also buy it back for its new headquarters. GSA will help us in this connection.

After January of this year we began to rent furniture for the duration of the campaign. Again we realized a savings and by paying the rental fee through November in advance we saved another 10% and also followed the Finance Division's request to pay as many items as possible in advance.

Summarizing what we have done with the campaign offices, it can be said that while they are attractive, tastefully decorated and furnished, etc., this was accomplished more by the good taste of Marriott's decorators than by the expenditure of large sums. Also, while campaign offices should not appear lavish, and ours do not, the campaign office of an incumbent President should appear cool and efficient and be furnished in something more than early orange-crate. The atmosphere Marriott created also helps staff morale.

4. Expense accounts. There are absolutely no credit cards or cash advances of any kind. All expenses are reported on a standard expense account form in detail and the staff member is reimbursed. Entertaining at meals is held to a minimum: no Committee member may take a fellow staffer to lunch on his expense account. Expenses incurred while on the road are carefully watched and we do not reimburse for certain items, e.g., haircuts. All expense accounts must be approved by one of three people: Hugh Sloan for Finance, Harry Flemming for Political, and Rob Odle for everything else.
5. Travel. No one flies first class if coach is available. If they do, the difference is deducted from their expense account or salary. Travel to and from Dulles or Friendship Airport by taxi is not allowed except under unusual circumstances.
6. Purchasing. No one on the staff is empowered to incur any obligations on behalf of the Committee without prior approval. Odle acts as the purchasing agent for the Committee. All subscriptions to periodicals, newspapers, books, etc., must be approved by Odle in advance and most subscriptions are centralized in the Press Office. A staff member who violates this practice is not reimbursed.
7. Overtime. No one is paid overtime except the security guards, and that does not often happen. There are no allowances for food if employees work late.

8. Hotels. People visiting Washington under Committee auspices stay at the Statler, Mayflower or Marriott hotels at \$22 per night. The Essex House in New York is also used at this same rate.
9. There is no personalized Committee stationery. Everyone uses the same. Business cards cost us \$5 per 500 from Harry Flemming's printing company.
10. Telephone system. By installing the most modern telephone system available, and by using direct lines for each staff member, we have eliminated the old-fashioned manual switchboard and will only need one switchboard operator who also functions as the Committee's main receptionist. WATS lines are available for long distance calls.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 13, 1972

CONFIDENTIAL

THE ATTACHED SHEETS ARE UPDATES
TO STATE SHEETS IN YOUR PRESENT
CONFIRMED STATE CHAIRMEN LISTING
DATED MARCH 6. PLEASE REMOVE AND
DESTROY OLD SHEETS, AND INSERT THE
NEW STATE SHEET IN THAT PLACE.

THANK YOU. Barbara Fierce

Gordon Strachan

~~CONFIDENTIAL~~

March 6, 1972

ARIZONA

Announcement date: March 13, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE
CHAIRMAN:

office: Mr. Sam Mardian
P. O. Box 1032
Phoenix, Arizona 85001

(602) 264-5981

home: 7310 North Fourth Drive
Phoenix, Arizona 85021

(602) 944-7110

~~CONFIDENTIAL~~

March 6, 1972

CONNECTICUT

ANNOUNCEMENT DATE: January 25, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Nathan G.(Nate) Agostinelli (203) 566-5565
State Comptroller
office: 30 Trinity Street
Hartford, Connecticut 06115
home: 95 Olcott Street (203) 643-8683
Manchester, Connecticut

* * * * *

EXECUTIVE DIRECTOR: Charles Coe (203) 249-9661
office: c/o Republican State Central Committee
410 Asylum Street, Room 315
Hartford, Connecticut 06103
home: Morgan Road (203) 693-4727
Canton, Ohio 06019

March 6, 1972

MAINE

Announcement date: March 15, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

* * * * *

NIXON STATE CHAIRMAN: Ned Harding
office: P. O. Box 2011 (207) 773-1775
24 Free Street
Portland, Maine 04104
home: South Freeport (207) 865-6565
Maine

* * * * *

CO-CHAIRMAN: Mrs. David R. Tibbetts (Donna)
home: 9 Central Street (207) 947-7905
Bangor, Maine

* * * * *

CONFIDENTIAL

March 6, 1972

MONTANA

Announcement date: March 6, 1972

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

* * * * *

CONFIDENTIAL

March 6, 1972

NEW JERSEY

Announcement date: March 15, 1972

NO HEADQUARTERS OFFICE
TO DATE

* * * * *

NIXON STATE CHAIRMAN: Governor William T. Cahill (609) 292-6000
State House
Trenton, New Jersey 08625

March 6, 1972

NEW MEXICO

Announcement date: March 15, 1972

NO HEADQUARTERS OFFICE
AT PRESENT

NIXON STATE CHAIRMAN:	Ed Hartman	(505) 256-9848
office:	Suite 100, Merrill Bldg. 131 Adams, NE Albuquerque, New Mexico 87108	
home:		(505) 265-0021

NIXON <u>CAMPAIGN MANAGER</u> :	Willard Lewis	
office:	Santa Teresa Corporation 965 First National Tower Las Cruces, N.M. 88001	(505) 523-7527
home:	P. O. Box 209 Las Cruces, N.M. 88001	(505) 526-6387

March 6, 1972

FLORIDA

Announcement date: none

* CONTACTS THROUGH PRIMARY

* PRIMARY COORDINATOR: L. E. (Tommy) Thomas
 office: P. O. Box 490 (904) 785-5221
 Panama City, Florida
 home: 2814 Canal Drive (904) 785-7834
 Panama City, Florida

* * * * *

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

* * * * *

* PRIMARY CONTACT: Mrs. Walter E. Hawkins (Paula) (305) 644-0390
 241 Donnerich Drive
 Maitland, Florida 32751

* * * * *