

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>
31	6	5/9/1972	<input type="checkbox"/>	Campaign	Letter	From Foust to Strachen RE: Glenn Campbell's participation in a fundraising event. 3 pgs.
31	6	5/3/1972	<input type="checkbox"/>	Campaign	Memo	From Porter to Mitchell RE: 'Invitation for the VP to Appear at Nassau County Republican Committee Fund Raising Dinner.' 2 pgs.
31	6	5/3/1972	<input type="checkbox"/>	Campaign	Memo	From Mosiman to Mitchell RE: Advisory letter to certain Nixon Chairmen. 2 pgs.
31	6	4/18/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: attached CRP telephone campaign group recruiter's handbook. 7 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
31	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Committee to Re-elect the President (CRP) Telephone Campaign Orientation Kit for Nixon Leaders. 17 pgs.
31	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unk) RE: campaign activities. 1 pg.
31	6	4/5/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: news results of a recent survey of campus opinion. 2 pgs.
31	6		<input checked="" type="checkbox"/>	Campaign	Other Document	News summaries RE: various news outlets' reporting on the campaign. 1 pg.
31	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unk) RE: campaign activities. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
31	6	4/25/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: attached newspaper article on McGovern and the AFL-CIO. 3 pgs.
31	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unk) RE: campaign activities. 4 pgs.
31	6		<input checked="" type="checkbox"/>	Campaign	Report	Report showing citizens/voting bloc composition. 1 pg.
31	6	5/5/1972	<input type="checkbox"/>	Campaign	Memo	From Dent to Haldemant RE: attached May 1, 1972 Dent to Dent letter. 3 pgs.
31	6	5/3/1972	<input type="checkbox"/>	Campaign	Memo	From Foust to Mitchell RE: thank you letter to Richard Zanuck. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
31	6		<input checked="" type="checkbox"/>	Campaign	Newsletter	Press release from CRP RE: Governors backing RN. 3 pgs.
31	6		<input checked="" type="checkbox"/>	Campaign	Memo	From Strachen to Ball RE: organizational office procedures etc. 29 pgs.
31	6		<input checked="" type="checkbox"/>	Campaign	Memo	From Flemming to Staff Receiving State Chairman List RE: latest update sheets. 5 pgs.
31	6	4/14/1972	<input type="checkbox"/>	Campaign	Memo	From Porter to Mitchell RE: Grand Opening of the Downstate HQ of the Illinois CRP, Springfield, May 26, 1972. 16 pgs.
31	6	4/13/1972	<input type="checkbox"/>	Campaign	Memo	From Porter to Mitchell RE: Fundraising Telethon. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
31	6	3/24/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: New York State. 5 pgs.

Committee  
for the Re-election  
of the President

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

May 9, 1972

Dear Gordon:

Since Mr. Halderman sent us a note about Glenn Campbell's participation in the fund raising event, you might want to forward the attached to him.

Sincerely,



Jon A. Foust

Attachment

Mr. Gordon Strachan  
White House  
Washington, D. C. 20500

May 1, 1972

Mr. John Y. Brown  
Chairman of the Board  
Kentucky Fried Chicken  
Louisville, Kentucky

Dear Mr. Brown:

We are writing in our capacity as public relations counsel to Glen Campbell and at the specific direction of his manager, Mr. Nick Sevano, with regard to a story carried in Sunday editions of the Los Angeles Times. We understand that similar stories containing reference to a forthcoming telethon and the supposed participation of Mr. Campbell have appeared elsewhere.

As the attached press advisory which we are distributing today indicates, neither Mr. Campbell nor any of his associates has ever been contacted with regard to your telethon. Were the request to have been made, it would have been politely declined for the reasons outlined in Mr. Sevano's press advisory statement.

We ask that you take measures immediately to insure that Mr. Campbell's name is in no way used in connection with this event in any forthcoming news releases or in any other fashion. Too, we respectfully request that you take steps now to issue a correction to news media where stories using Mr. Campbell's name have appeared or been broadcast.

Thank you for your attention to this request.

Cordially,



ROBERT S. LEVINSON

RSL:bd

cc: Mr. Elton Rule  
President, ABC-TV Network  
Democratic National Party



May 1, 1972

For Immediate Release

PRESS ADVISORY

Los Angeles--Glen Campbell knows nothing about plans to raise funds for the Democratic Party through a telethon in July, despite published reports that list him among entertainers scheduled to perform during the event.

"Neither Mr. Campbell nor anyone connected with him has been contacted concerning such a telethon," stated his personal manager, Nick Sevano. "Mr. Campbell is not associated in any way with this project and, were a request to be made for his participation, it would be declined.

"While Mr. Campbell regularly lends his time and talents to a variety of charitable projects, these are non-political events," Sevano continued. "He prefers to stay removed from partisan politics, whether Democratic or Republican in nature."

Sevano said a letter asking that Campbell's name be removed from future announcements--and that corrections be issued where reports of participation have been published--will be sent today (Monday, May 1) to people identified as backers of the event.

####

Note: The story in question first came to attention in Sunday, April 30, editions of the Los Angeles Times; Section A, Page 16.

MEMORANDUM

May 3, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. JOHN N. MITCHELL  
THROUGH: JEB S. MAGRUDER  
FROM: HERBERT L. PORTER  
SUBJECT: Invitation for the Vice President  
to Appear at Nassau County Republican  
Committee Fund-Raising Dinner

We would appreciate receiving your recommendation on the question whether the Vice President should accept an invitation to appear at a fund-raising dinner sponsored by the Nassau County Republican Committee, which is to be held in the Nassau Coliseum, on June 12, 1972. The financial arrangements would be a payment of \$15,000 to the Finance Committee to Re-elect the President. In addition, the Nassau County Republican Committee would pay the expenses not in excess of \$10,000.

The invitation was extended by Mr. Joseph M. Margiotta, Chairman of the Nassau County Republican Committee. Mr. Margiotta would not, under any circumstances, agree to a 50-50 net split with the New York Committee for the Re-election of the President, or to a payment of 15% of the gross proceeds to the Finance Committee to Re-elect the President. Mr. Margiotta would not agree to a lesser surrogate subject to our 10% rule. Mr. Stans does not agree with Mr. Margiotta's financial proposal, but requested that we refer the matter to you for consideration.

We discussed the matter with Mr. R. Burdell Bixby, who reported that 5,000 people will attend the dinner at a cost of \$125 per plate. The size of the crowd will not depend

on the presence of the Vice President. Mr. Bixby stated that the question depended solely on the political value of an appearance by the Vice President in Nassau County. He said that they "urgently need" the Vice President in Nassau and he recommends that you approve the event on Mr. Margiotta's financial terms.

We recommend that the Vice President consider an invitation to appear at the Nassau County Republican Committee fund-raising dinner on June 12, 1972, on the condition of a payment of \$15,000 to the Finance Committee to Re-elect the President, plus expenses not in excess of \$10,000.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

cc: Harry Flemming

~~CONFIDENTIAL~~

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

May 3, 1972

TO JOHN MITCHELL  
THROUGH JEB MAGRUDER  
FROM DON MOSIMAN *DM*  
SUBJECT ADVISORY LETTER TO CERTAIN STATE NIXON CHAIRMEN

The attached letter is suggested to "formally" advise named chairmen in my assigned states of my role. It will give me "status" when I personally contact them and enable me to set up early meetings with the right people.

Suggest it be sent as follows:

Wisconsin	John MacIver
Michigan	John Gibbs
Pennsylvania	Arlen Specter
Maryland	Edward Thomas
Delaware	William Campbell

I've already established contact with Will Hays (Indiana) and Chuck Ross (Ohio).

**Committee  
for the Re-election  
of the President**

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

May 3, 1972

Dear :

The purpose of this letter is to formally affirm that Don Mosiman now has the Re-election campaign coordination and liaison responsibility between this Committee and your State Committee. He will be reporting directly to me and operating out of our 1701 Pennsylvania Avenue offices.

Don will be calling you within the next few days to arrange a meeting at your headquarters with you and your key people. This will only be the first of many such meetings he anticipates throughout the campaign and I am sure will result in the development of a working relationship that will help insure the re-election of the President.

Thanks!

Sincerely,

John N. Mitchell

Committee for the Re-election of the President

MEMORANDUM

April 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

Attached for your information is a copy of the Group Recruiter's Handbook and a copy of the Orientation Kit for Nixon Leaders for the telephone campaign in California.

Attachment

~~CONFIDENTIAL~~

COMMITTEE TO RE-ELECT THE PRESIDENT

TELEPHONE  
CAMPAIGN

GROUP RECRUITER'S  
HANDBOOK

# OVERALL PLAN

THE GOAL:

A concentrated phone campaign to locate the voters who support the President and remind them of the importance of their vote on Primary Election Day, June 6.

THE PURPOSE:

To show enthusiastic volunteer support for the President.

To involve and develop a corps of volunteers for both the Primary and the General Election.

To remind Republicans of the importance of the California Primary in the eyes of the nation and increase the Nixon voter turnout by urging Republicans who favor the President to vote in the Primary on June 6.

THE PLAN:

Telephone Centers will be set up in several locations throughout the state with ten phones per center.

For twelve hours each day, six days each week, between May 1 and June 6, volunteers will report to their local Phone Centers for the following shifts:  
9:00am to 1:00pm; 12:30pm to 4:30pm; 4:00pm to 6:30pm; 6:00pm to 9:00pm.  
(Except Saturday: 10:00am to 1:00pm; 12:30pm to 4:30pm.)

The weekday shifts will be covered primarily by women phoners. For evening and Saturday shifts, great effort will be made to recruit men phoners who, because they are accustomed to conducting business on the phone, will be very effective on the President's behalf.

THE THREE STEPS OF THE TELEPHONE CAMPAIGN

Step 1: Phone calls to registered Republicans (May 1 to May 31)

Purpose: To locate Republican voters who favor the President and ask them to help in the Primary Campaign.

To locate Republicans who are opposed or undecided about the President, and record that information so that they are not contacted again before the Primary.

Step 2: Follow-up Calls to Republicans who agreed to work (May 3 to May 31)

Purpose: To schedule Nixon volunteers for work in the Primary...or, if enough volunteers are already scheduled, to ask them to help later in the General Election.

Step 3: Get-Out-the-Vote Calls to all GOPs who favor the President (June 1 to June 6)

Purpose: To assure a Nixon landslide in the California Primary June 6th!

# YOUR JOB AS A GROUP RECRUITER

## OBJECTIVE

To fill, on a shift-by-shift, day-by-day basis, as many volunteer slots as possible before the calls to voters begin and the phone campaign progresses. The aim is to fill all of the coming week's time slots...plus as many others as you can.

## PROCEDURE...GROUP RECRUITER SESSIONS

Group Recruiter Sessions have proved to be the most effective means of getting as many volunteers as possible, as quickly and efficiently as possible.

Groups of five to ten recruiters meet at the Phone Center for either day or evening shifts. The Group Recruiters call not only people they know personally, but also call names from various civic and social clubs such as the Chamber of Commerce, Rotary, AAUW, Church, Country Club, Bar Association, Garden Clubs, etc.

When using these lists, no name is crossed off until the person has agreed to volunteer. If someone refuses, a check mark is placed by his name.

At the end of recruiting sessions, all source lists are returned to Phone Center Chairman.

## RECRUITMENT OF WOMEN FOR WEEKDAY PHONING

The President deserves effective and enthusiastic volunteers working on his behalf. Women active in club and civic projects are naturals for daytime phoning. At the same time, don't forget to invite friends who may not be civic leaders, but who would welcome the opportunity to help the President. Senior citizens and college students should also be recruited, particularly for the afternoon and evening shifts.

## RECRUITING MEN FOR EVENING AND SATURDAY PHONING

Executives accustomed to doing business on the phone will be very effective on the President's behalf...and great effort should be made to find and recruit these people. (If wives want to come, too, fine!)

## RECRUITER'S JOB

Face facts. Most people are busy. They are not sitting at home waiting to be asked to come to the Phone Center to work. YOUR JOB is to let them know how urgently their help is needed...and to persuade them to take part in the campaign to re-elect the President.

### GOAL OF THE TELEPHONE CAMPAIGN

To show enthusiastic volunteer support for the President and increase the voter turnout in the Primary Election.

### VOLUNTEER JOBS TO BE FILLED BY RECRUITERS

1. Phone Captains: Volunteers who agree to be phoners themselves and also bring two (or more) other phoners for a given shift(s). In other words, you are really recruiting a phoner and a recruiter rolled into one.
2. Phoners: Volunteers who come to the Phone Center to call Republican voters on behalf of President Nixon for one or more shifts.
3. Clerical Volunteers: Volunteers who are responsible for transferring missing phone numbers to the IBM cards which the phoners use in making their calls. They are also responsible for any other clerical work necessary to put the phoning and mailing lists in order.

### VOLUNTEER SHIFTS

Weekdays -- (#1) 9 to 1; (#2) 12:30 to 4:30; (#3) 4 to 6:30; (#4) 6 to 9  
Saturdays -- (#1) 10 to 1; (#2) 12:30 to 4:30

### ARRANGEMENTS

The Phone Center is located at: \_\_\_\_\_

Phone: \_\_\_\_\_

Parking, coffee, and refreshments available.

### FORMS TO USE...VOLUNTEER WORK SHEETS

Fill out completely one of these forms for every person you call... whether the person agrees to help or not. Be sure to circle calendar dates and shifts agreed to by the volunteer.

If the volunteer is a Phone Captain, be sure to indicate how many phoners he has agreed to bring. If the person refuses to help, check "Refused" and jot down the reason in the space provided.

### REMEMBER YOUR ABC'S

A = Ask for enough!

Will you be a Phone Captain and bring 3 people for one of the shifts on (mention date)? If not:

B = Bargain down.

Will you come yourself to phone for two or three shifts? How about this Monday and Wednesday?

C = "Certainly you'll come"...

for at least one shift. How about this Thursday or Friday?

You'd rather not phone? Well, we need clerical volunteers, too. Which would be better, Thursday or Friday?

D = Don't tell anyone they can call from home.

We can't let phone lists out of the Phone Center.

Group phoning is more effective; generates enthusiasm; gets the job done.

E = Establish Deadline with each Phone Captain for recruiting his phoners.

Tell him that three working days before he and his volunteers are to come in, he will be called back and asked for their names, addresses, and phone numbers.

For deadlines, notice the letters "DL" and the date on the Volunteer Work Sheet, Calendar Section.

# A RECORD OF SERVICE AT-A-GLANCE VOLUNTEER WORK SHEET

FOR OFFICE  
USE ONLY  
Is info:  
Posted in Volunteer Notebook \_\_\_\_\_?  
Posted in Master Recruitment Book \_\_\_\_\_?

Recruited By: \_\_\_\_\_ (name) \_\_\_\_\_ (phone)

Fill in your name (above) and the "Volunteer Recruited" section (below) before calling each prospect.

## VOLUNTEER RECRUITED

Married Woman's Given Name \_\_\_\_\_

Check one  
 Mr.  
 Mrs.  
 Miss.  
 Ms.  
 Dr.  
 Rev.

First Name (Husband's Name if Married) Middle Init. Last Name \_\_\_\_\_

House Number or R.R. Direction Street Name Street Type \_\_\_\_\_

City State Zip \_\_\_\_\_

Area Code Home Phone Area Code Business Phone \_\_\_\_\_

### RECRUITER:

To fill in the squares of the "Volunteer Recruited" section (above), see instructions and sample on reverse side of sheet.

- Always use red flair pen.
- Fill out a Volunteer Work Sheet for each person to be called.  
 ...Use capital letters only to write the name, address and phone number(s) of each volunteer.  
 ...Always indicate the "Result of Call" in the box at right -- whether the person called is able to help or not.  
 ...If the person is willing to volunteer, circle the shift number(s) for the day(s) he has agreed to work on the Campaign Calendar.
- Turn in completed sheets to the Phone Center Chairman for posting in the Master Recruitment Book.

## RESULT OF CALL

WILL SERVE AS:

\_\_\_\_ PHONE CAPTAIN  
 \_\_\_\_\_ Agrees to come & bring  
 \_\_\_\_\_ 2 other people  
 \_\_\_\_\_ 3 other people  
 (check one above)

\_\_\_\_ PHONER  
 \_\_\_\_ CLERICAL VOLUNTEER

---

WILL SERVE AS A LEADER:

\_\_\_\_ DAILY SUPERVISOR  
 \_\_\_\_ RECRUITMENT COORDINATOR  
 \_\_\_\_ GROUP RECRUITER

---

\_\_\_\_ REFUSED  
 Reason: \_\_\_\_\_

\_\_\_\_ CALL BACK?  
 When?? \_\_\_\_\_  
 (date) (day of wk.)

## CAMPAIGN CALENDAR

### Circle Volunteer Commitment

SUN	MON	TUES.	WED.	THURS.	FRI.	SAT
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 4/27	MAY 1 1 2 3 4 DL = 4/28	2 1 2 3 4 DL = 4/29	3 1 2 3 4 DL = 5/1	4 1 2 3 4 DL = 5/2	5 1 2 3 4 DL = 5/3
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/4	8 1 2 3 4 DL = 5/5	9 1 2 3 4 DL = 5/6	10 1 2 3 4 DL = 5/8	11 1 2 3 4 DL = 5/9	12 1 2 3 4 DL = 5/10
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/11	15 1 2 3 4 DL = 5/12	16 1 2 3 4 DL = 5/13	17 1 2 3 4 DL = 5/15	18 1 2 3 4 DL = 5/16	19 1 2 3 4 DL = 5/17
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/18	22 1 2 3 4 DL = 5/19	23 1 2 3 4 DL = 5/20	24 1 2 3 4 DL = 5/22	25 1 2 3 4 DL = 5/23	26 1 2 3 4 DL = 5/24
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/25	29 1 2 3 4 DL = 5/26	30 1 2 3 4 DL = 5/27	31 1 2 3 4 DL = 5/29	JUNE 1 1 2 3 4 DL = 5/30	2 1 2 3 4 DL = 5/31
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 6/1	5 1 2 3 4 DL = 6/2	6 1 2 3 4	Note: DL = Deadline of 3 days before shift when phone captains report to Phone Center the names & phone numbers of the phoners they've recruited.		

# SAMPLE

The sample Volunteer Work Sheet below shows that:

- ① Mrs. Sam Craigie, a Group Recruiter, called...
- ② Paula Miner...
- ③ who agreed to be a Phone Captain and bring three other people.
- ④ Paula agreed to come to the Phone Center every Monday from 9AM to 1PM.  
(Note that shift #1 is circled on every Monday of the Campaign Calendar.)
- ⑤ She also agreed to come every Wednesday from 9AM to 4:30PM,  
so that shifts #1 and #2 are circled every Wednesday on the Calendar.

Street Abbreviations	
AV - Avenue	PL - Place
BL - Boulevard	PT - Path
CR - Circle	PY - Parkway
CT - Court	PZ - Plaza
CV - Curve	RD - Road
DR - Drive	SQ - Square
FR - Freeway	ST - Street
HI - Highway	TE - Terrace
LA - Lane	TR - Trail
ML - Mall	WY - Way
PK - Park	

A RECORD OF SERVICE AT-A-GLANCE

## VOLUNTEER WORK SHEET

FOR OFFICE USE ONLY  
Is info:  Posted in Volunteer Notebook   
 Posted in Master Recruitment Book

Recruited By: ① Mrs. Sam Craigie 232-1111  
(name) (phone)

Fill in your name (above) and the "Volunteer Recruited" section (below) before calling each prospect.

### ② VOLUNTEER RECRUITED

Married Woman's Given Name  
PAULA

Check one  
 Mr.  Mrs.  Miss.  Ms.  Dr.  Rev.

First Name (Husband's Name if Married) Middle Init. Last Name  
JAMES B MINER

House Number or R.F. Direction Street Name Road Type  
2471 SE POTOMAC AV

City State Zip  
ROCKVILLE MD 21340

Area Code Home Phone Area Code Business Phone  
301 476 2881 202 364 1929

RECRUITER:  
To fill in the squares of the "Volunteer Recruited" section (above), see instructions and sample on reverse side of sheet.

- Always use red flair pen...and the street abbreviations listed above.
- Fill out a Volunteer Work Sheet for each person to be called.  
...Use capital letters only to write the name, address and phone number(s) of each volunteer.  
...Always indicate the "Result of Call" in the box at right -- whether the person called is able to help or not.  
...If the person is willing to volunteer, circle the shift number(s) for the day(s) he has agreed to work on the Campaign Calendar.
- Turn in completed sheets to the Phone Center Chairman for posting in the Master Recruitment Book.

### RESULT OF CALL

WILL SERVE AS: ③

**PHONE CAPTAIN**  
Agrees to come & bring  
\_\_\_ 2 other people  
 3 other people  
(check one above)

\_\_\_ PHONER  
\_\_\_ CLERICAL VOLUNTEER

WILL SERVE AS A LEADER:

\_\_\_ DAILY SUPERVISOR  
\_\_\_ RECRUITMENT COORDINATOR  
\_\_\_ GROUP RECRUITER

\_\_\_ REFUSED  
Reason: \_\_\_\_\_

\_\_\_ CALL BACK?  
When?? \_\_\_\_\_  
(date) (day of wk.)

### CAMPAIGN CALENDAR

Circle Volunteer Commitment

SUN	MON	TUES.	WED.	THURS.	FRI.	SAT.
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① May 1 2 3 4 DL = 4/27	1 2 3 4 DL = 4/28	② 3 ③ 4 DL = 4/29	1 2 3 4 DL = 5/1	1 2 3 4 DL = 5/2	1 2 3 4 DL = 5/3
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① 8 DL = 5/4	1 2 3 4 DL = 5/5	④ 9 ⑤ 10 DL = 5/6	1 2 3 4 DL = 5/8	1 2 3 4 DL = 5/9	1 2 3 4 DL = 5/10
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① 15 ④ 15 DL = 5/11	1 2 3 4 DL = 5/12	① 16 ⑤ 17 DL = 5/13	1 2 3 4 DL = 5/15	1 2 3 4 DL = 5/16	1 2 3 4 DL = 5/17
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① 22 DL = 5/18	1 2 3 4 DL = 5/19	② 23 ③ 24 DL = 5/20	1 2 3 4 DL = 5/22	1 2 3 4 DL = 5/23	1 2 3 4 DL = 5/24
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① 29 DL = 5/25	1 2 3 4 DL = 5/26	④ 30 ⑤ 31 DL = 5/27	1 2 3 4 DL = 5/29	1 2 3 4 DL = 5/30	1 2 3 4 DL = 5/31
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① 5 DL = 6/1	1 2 3 4 DL = 6/2	<p>Note: DL = Deadline of 3 days before shift when phone captains report to Phone Center the names &amp; phone numbers of the phoners they've recruited.</p>			

COMMITTEE to RE-ELECT the PRESIDENT

TELEPHONE  
CAMPAIGN

ORIENTATION KIT  
for NIXON LEADERS

# OVERALL PLAN

## THE GOAL:

A concentrated phone campaign to locate the voters who support the President and remind them of the importance of their vote on Primary Election Day, June 6.

## THE PURPOSE:

To show enthusiastic volunteer support for the President.

To involve and develop a corps of volunteers for both the Primary and the General Election.

To remind Republicans of the importance of the California Primary in the eyes of the nation and increase the Nixon voter turnout by urging Republicans who favor the President to vote in the Primary on June 6.

## THE PLAN:

Telephone Centers will be set up in several locations throughout the state with ten phones per center.

For twelve hours each day, six days each week, between May 1 and June 6, volunteers will report to their local Phone Centers for the following shifts:

9:00am to 1:00pm; 12:30pm to 4:30pm; 4:00pm to 6:30pm; 6:00pm to 9:00pm.  
(Except Saturday: 10:00am to 1:00pm; 12:30pm to 4:30pm.)

The weekday shifts will be covered primarily by women phoners. For evening and Saturday shifts, great effort will be made to recruit men phoners who, because they are accustomed to conducting business on the phone, will be very effective on the President's behalf.

## THE THREE STEPS OF THE TELEPHONE CAMPAIGN

### Step 1: Phone calls to registered Republicans (May 1 to May 31)

Purpose: To locate Republican voters who favor the President and ask them to help in the Primary Campaign.

To locate Republicans who are opposed or undecided about the President, and record that information so that they are not contacted again before the Primary.

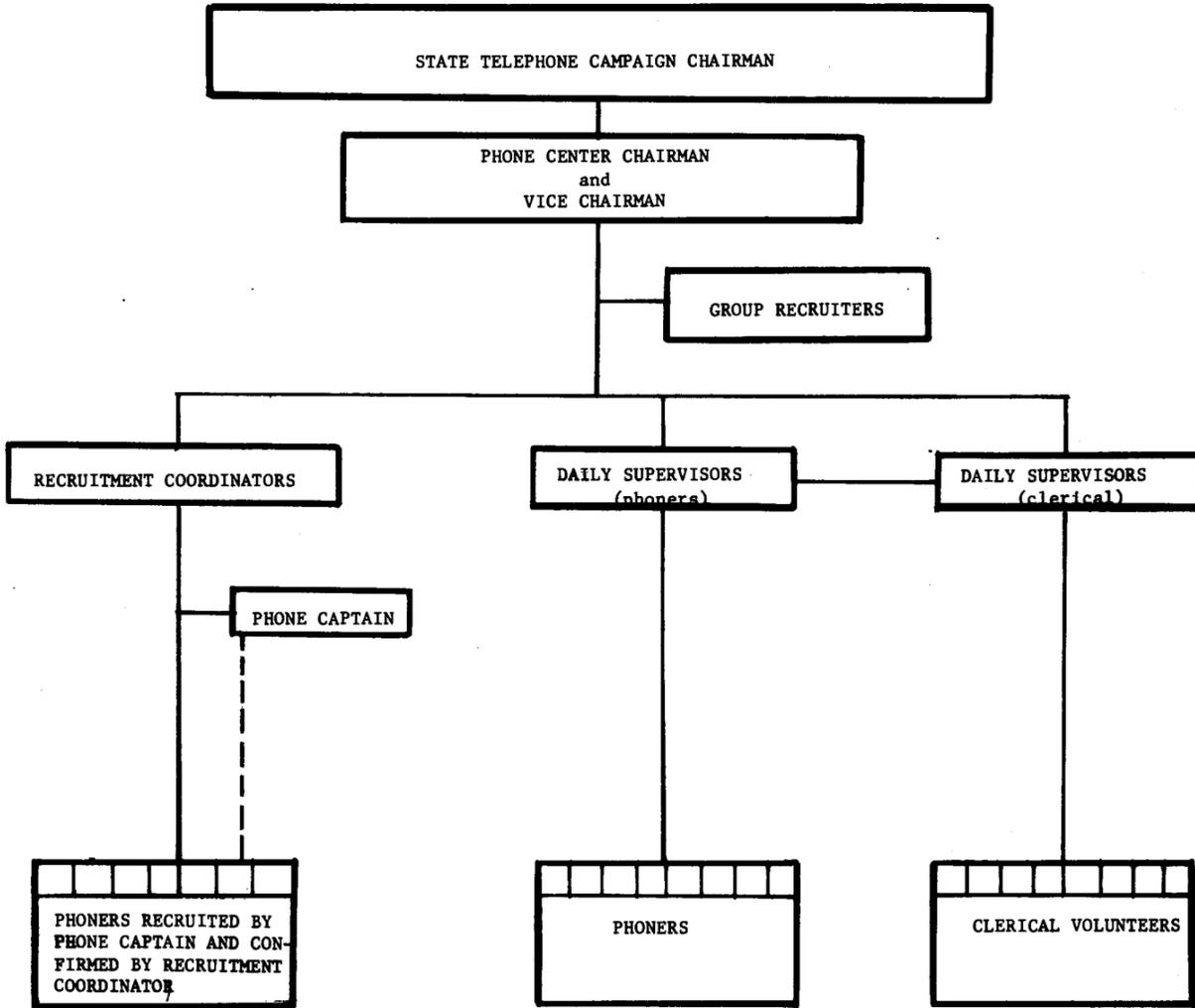
### Step 2: Follow-up Calls to Republicans who agreed to work (May 3 to May 31)

Purpose: To schedule Nixon volunteers for work in the Primary...or, if enough volunteers are already scheduled, to ask them to help later in the General Election.

### Step 3: Get-Out-the-Vote Calls to all GOPs who favor the President (June 1 to June 6)

Purpose: To assure a Nixon landslide in the California Primary June 6th!

COMMITTEE to RE-ELECT the PRESIDENT  
**ORGANIZATION CHART**



# YOUR JOB AS A VOLUNTEER

## CLERICAL WORKERS

Responsible for looking up and transferring phone numbers to the computer cards which the phoners will be using to make their calls. Also responsible for any other clerical work necessary to put the phoning and mailing lists in order. With the lists in order, phoners can spend all their time phoning and make the maximum number of calls.

## PHONERS

Volunteers who come to the Phone Center to call registered Republicans on behalf of President Nixon. For six days each week between May 1 and June 6, phoners report to the Phone Center for one or more of the following shifts: 9:00 am to 1:00 pm, 12:30 pm to 4:30 pm, 4:00 pm to 6:30 pm, 6:00 pm to 9:00 pm.

## PHONE CAPTAINS

(one per two or three phones)

Volunteers who agree to be phoners themselves, and who, in addition, agree to bring two or more other volunteers for a given shift or shifts.

## DAILY SUPERVISORS

(two per shift)

Assist the Phone Center Chairman in as many ways as possible.

Arrive early for shift in order to greet workers as they arrive. Make sure every volunteer has a name tag. Begin creating congenial atmosphere by introducing the volunteers to each other, offering coffee, etc.

As per request and need of the Phone Center Chairman, assist in supervising and training the phoners and/or the clerical volunteers. See that volunteers have the supplies they need and are doing their jobs correctly. Keep computer cards in order, answering questions and help the work flow smoothly. Keep the room straight and coffee cups cleared...especially after each shift.

In short: help keep everyone happy and productive and express to the volunteers how much their help is appreciated.

Note: Ideally, supervisors are people willing to serve for one or more shifts...on one or more days of the week...for all six weeks of the Telephone Campaign

#### RECRUITMENT COORDINATORS

(suggested 6 to 12 per Phone Center to cover from 9am to 4:30 pm each phoning day, longer if possible.)

Responsible for coordinating the recruitment of supervisors, phoners and clerical workers.

Three working days before phoners are to report for work, calls Phone Captains to get names and phone numbers of volunteers they've recruited...posting them in the Master Recruitment Book and in the Volunteer Notebook.

Also calls all phoners and clerical workers scheduled for the next day to remind them of the hours we're counting on them to be at the Phone Center. If any vacancies occur or exist, confer with the Phone Center Chairman, and if asked, recruits replacements.

Keeps recruitment forms current...working from the Master List in the Master Recruitment Book.

Note: Ideally, Recruitment Coordinators are people willing to serve one full day per week for all six weeks of the Telephone Recruitment Campaign.

#### GROUP RECRUITERS

The "advance wave"---people who come in, starting now, not to call voters but to recruit the volunteers needed to fill all the slots in the Phone Center.

#### PHONE CENTER CHAIRMAN

The Phone Center Chairman is responsible for the entire operation of the Phone Center. This includes pre-campaign recruiting, daily recruiting, training and supervision of volunteers, all record-keeping, and seeing that the Center meets its quota of 1,500 completed calls per day.

The secret of success is to involve as many people as possible, train them well and ask them to give more time and assume more responsibility. In this way the Phone Center Chairman can then delegate many assignments to other volunteers, while maintaining overall responsibility for performance.

She sees that the Headquarters atmosphere is warm, friendly, positive and constructive so that volunteers enjoy working for President Nixon's re-election...and want to come back to work again.



# PHONING CALENDAR

SUN.	MON	TUES	WED	THURS	FRI	SAT
						APRIL 15 LEADERS' ORIENTATION SESSION
16	← 17	18	19	20	21	22
		← RECRUITMENT OF KEY LEADERS → Phone Center Chairman recruit Vice Chairman, Daily Supervisors and Recruitment Coordinators and invite them to attend the Region Kick-Off Meeting.				
23	24	25	26	27	28	29
	Deadline for phones installed in all Centers	REGION KICK-OFF MTG. 25 Purpose of Region Kick-Offs: To distribute and explain the IBM cards and the Phone Center materials.		REGION KICK-OFF MTG. 27		
		← Hold Group Recruiter Sessions in Phone Center →				
30	MAY 1	2	3	4	5	6
	BEGIN CALL #1 to all registered Republicans.	BEGIN CALL #2 Use 1 or 2 phones to schedule GOPs willing to help in Primary.				
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	JUNE 1		3
			Complete CALLS #1 and #2	BEGIN Get-Out-the-Vote Calls to all voters favorable to Nixon		GOTV (Get-Out-the-Vote)
4	5	6				
GOTV	GOTV	Complete Get-Out-the-Vote Calls PRIMARY ELECTION DAY				

# KEEPING TRACK of RECRUITING PROGRESS

Recruiting, of course, means actually getting the man, many people needed to run a Phone Center, and once they are committed, following up to be sure they are coming in as scheduled.

The importance of recruiting cannot be over-emphasized...nor can the importance of accurate record-keeping, as the only way to keep track of recruiting progress.

Involving the volunteers to begin with...calling them to confirm their schedules...posting them to the proper sheet...all of this is essential if the Phone Center is to function effectively.

To accomplish this, each Phone Center is provided with a "Master Recruitment Book" (yellow) which has index tabs for each day of the Telephone Campaign.

This book contains forms which have been designed to fit every need in recruitment record-keeping.

The forms provide a day-to-day record of all leaders and workers who are scheduled for shifts at the Center.

As a planning tool, the "Master Recruitment Book" shows at-a-glance which daily job slots have been filled...and which have not been filled.

Thus, Phone Center leaders can spot possible recruitment problems in advance and concentrate their efforts on filling the time slots most crucial to the Phone Center's on-going success.

On the following pages are samples of the forms described below:

Master List of Supervisors.....(white)

There is room to post all Supervisors' names for the entire campaign.

Master List of Recruitment Coordinators.....(yellow)

Again, there is room to post the names of all Recruitment Coordinators for the entire campaign.

Volunteer Work Sheet.....(white)

Instructions for completing this form are on the back of sheet.

A separate Work Sheet is filled out for every person asked to volunteer.

The information is then transferred to the appropriate Master List in the "Master Recruitment Book".

All Work Sheets are then filed alphabetically in the "Volunteer Notebook" and updated as volunteers sign up for more shifts.

Master List of Phoners.....(blue & white)

One for every day of the campaign, filed behind the day-of-the-week tabs.

Master List of Clerical Volunteers.....(green & white)

One for every day of the campaign, also filed behind the day-of-the-week tabs.

# MASTER LIST of SUPERVISORS

SHIFT	MONDAY		TUESDAY		WEDNESDAY	
9:00 - 1:00	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>MAY 1</sup>	Name <i>Bruce O'Neill</i>	Name #1 <sup>2</sup>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>3</sup>
12:30 - 4:30	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>	Name <i>Bruce O'Neill</i>	Name #2	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
4:00 - 6:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>Bruce O'Neill</i>	Name #3	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
6:00 - 9:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>David King</i>	Name #4	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
9:00 - 1:00	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>8</sup>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i> <sup>9</sup>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>10</sup>
12:30 - 4:30	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
4:00 - 6:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>Bruce O'Neill</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
6:00 - 9:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>David King</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
9:00 - 1:00	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>15</sup>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i> <sup>16</sup>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>17</sup>
12:30 - 4:30	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
4:00 - 6:30	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>Bruce O'Neill</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
6:00 - 9:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>David King</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
9:00 - 1:00	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>22</sup>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i> <sup>23</sup>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>24</sup>
12:30 - 4:30	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
4:00 - 6:30	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>Bruce O'Neill</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
6:00 - 9:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>David King</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
9:00 - 1:00	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>29</sup>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i> <sup>30</sup>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>31</sup>
12:30 - 4:30	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
4:00 - 6:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>Bruce O'Neill</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
6:00 - 9:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>David King</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
9:00 - 1:00	Name <i>Annita Hannan</i>	Name <i>John Hannan</i> <sup>5</sup>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i> <sup>6</sup>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
12:30 - 4:30	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>	Name <i>Bruce O'Neill</i>	Name <i>Lenore Locke</i>	Name <i>Annita Hannan</i>	Name <i>John Hannan</i>
4:00 - 6:30	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>Bruce O'Neill</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>
6:00 - 9:00	Name <i>Bonnie Jones</i>	Name <i>Ira Grossman</i>	Name <i>David King</i>	Name <i>Marge Clark</i>	Name <i>Carol Kelley</i>	Name <i>Walter Tomina</i>

# MASTER LIST of RECRUITMENT COORDINATORS

SHIFT	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00 - 1:00	A.M. Name <u>Grace Boyd</u> <sup>MAY 1</sup> Tel <u>654-4121</u>	A.M. Name <u>Jane Walsh</u> <sup>2</sup> Tel <u>572-1542</u>	A.M. Name <u>Edie Parker</u> <sup>3</sup> Tel <u>654-2723</u>	A.M. Name <u>Mary Perkins</u> <sup>4</sup> Tel <u>572-6121</u>	A.M. Name <u>Grace Boyd</u> <sup>5</sup> Tel <u>654-4121</u>	A.M. Name <u>Kick Boyd</u> <sup>6</sup> Tel <u>654-4121</u>	A.M. Name _____ <sup>7</sup> Tel _____
12:30 - 4:30	P.M. Name <u>Gra Erickson</u> Tel <u>654-3421</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Edie Parker</u> Tel <u>654-2723</u>	P.M. Name <u>Mary Perkins</u> Tel <u>572-6121</u>	P.M. Name <u>Jean Dugas</u> Tel <u>617-0819</u>	P.M. Name _____ Tel _____	P.M. Name _____ Tel _____
9:00 - 1:00	A.M. Name <u>Grace Boyd</u> <sup>8</sup> Tel <u>654-4121</u>	A.M. Name <u>Jane Walsh</u> <sup>9</sup> Tel <u>572-1542</u>	A.M. Name <u>Edie Parker</u> <sup>10</sup> Tel <u>654-2723</u>	A.M. Name <u>Mary Perkins</u> <sup>11</sup> Tel <u>572-6121</u>	A.M. Name <u>Grace Boyd</u> <sup>12</sup> Tel <u>654-4121</u>	A.M. Name <u>Kick Boyd</u> <sup>13</sup> Tel <u>654-4121</u>	A.M. Name _____ <sup>14</sup> Tel _____
12:30 - 4:30	P.M. Name <u>K. G. Buptil</u> Tel <u>866-1323</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Edie Parker</u> Tel <u>654-2723</u>	P.M. Name <u>Mary Perkins</u> Tel <u>572-6121</u>	P.M. Name <u>Jean Dugas</u> Tel <u>617-0819</u>	P.M. Name <u>Allen Walker</u> Tel <u>866-1829</u>	P.M. Name _____ Tel _____
9:00 - 1:00	A.M. Name <u>Grace Boyd</u> <sup>15</sup> Tel <u>654-4121</u>	A.M. Name <u>Jane Walsh</u> <sup>16</sup> Tel <u>572-1542</u>	A.M. Name <u>Edie Parker</u> <sup>17</sup> Tel <u>654-2723</u>	A.M. Name <u>Jane Walsh</u> <sup>18</sup> Tel <u>572-1542</u>	A.M. Name <u>Grace Boyd</u> <sup>19</sup> Tel <u>654-4121</u>	A.M. Name <u>Kick Boyd</u> <sup>20</sup> Tel <u>654-4121</u>	A.M. Name _____ <sup>21</sup> Tel _____
12:30 - 4:30	P.M. Name <u>Gra Erickson</u> Tel <u>654-3421</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Edie Parker</u> Tel <u>654-2723</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Jean Dugas</u> Tel <u>617-0819</u>	P.M. Name <u>Allen Walker</u> Tel <u>866-1829</u>	P.M. Name _____ Tel _____
9:00 - 1:00	A.M. Name <u>Grace Boyd</u> <sup>22</sup> Tel <u>654-4121</u>	A.M. Name <u>Jane Walsh</u> <sup>23</sup> Tel <u>572-1542</u>	A.M. Name <u>Marilyn Wilson</u> <sup>24</sup> Tel <u>352-6403</u>	A.M. Name <u>Jane Walsh</u> <sup>25</sup> Tel <u>572-1542</u>	A.M. Name <u>Grace Boyd</u> <sup>26</sup> Tel <u>654-4121</u>	A.M. Name <u>Kick Boyd</u> <sup>27</sup> Tel <u>654-4121</u>	A.M. Name _____ <sup>28</sup> Tel _____
12:30 - 4:30	P.M. Name <u>K. G. Buptil</u> Tel <u>866-1323</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Marilyn Wilson</u> Tel <u>352-6403</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Jean Dugas</u> Tel <u>617-0819</u>	P.M. Name <u>Allen Walker</u> Tel <u>866-1829</u>	P.M. Name _____ Tel _____
9:00 - 1:00	A.M. Name <u>Grace Boyd</u> <sup>29</sup> Tel <u>654-4121</u>	A.M. Name <u>Jane Walsh</u> <sup>30</sup> Tel <u>572-1542</u>	A.M. Name <u>Marilyn Wilson</u> <sup>31</sup> Tel <u>352-6403</u>	A.M. Name <u>Jane Walsh</u> <sup>JUNE 1</sup> Tel <u>572-1542</u>	A.M. Name <u>Grace Boyd</u> <sup>2</sup> Tel <u>654-4121</u>	A.M. Name <u>Kick Boyd</u> <sup>3</sup> Tel <u>654-4121</u>	A.M. Name _____ <sup>4</sup> Tel _____
12:30 - 4:30	P.M. Name <u>Gra Erickson</u> Tel <u>654-3421</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Marilyn Wilson</u> Tel <u>352-6403</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Jean Dugas</u> Tel <u>617-0819</u>	P.M. Name <u>Allen Walker</u> Tel <u>866-1829</u>	P.M. Name _____ Tel _____
9:00 - 1:00	A.M. Name <u>Grace Boyd</u> <sup>5</sup> Tel <u>654-4121</u>	A.M. Name <u>Jane Walsh</u> <sup>6</sup> Tel <u>572-1542</u>	A.M. Name <u>Marilyn Wilson</u> Tel <u>352-6403</u>	A.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	A.M. Name <u>Grace Boyd</u> Tel <u>654-4121</u>	A.M. Name <u>Kick Boyd</u> Tel <u>654-4121</u>	A.M. Name _____ Tel _____
12:30 - 4:30	P.M. Name <u>K. G. Buptil</u> Tel <u>866-1323</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Marilyn Wilson</u> Tel <u>352-6403</u>	P.M. Name <u>Jane Walsh</u> Tel <u>572-1542</u>	P.M. Name <u>Jean Dugas</u> Tel <u>617-0819</u>	P.M. Name <u>Allen Walker</u> Tel <u>866-1829</u>	P.M. Name _____ Tel _____

# A RECORD OF SERVICE AT-A-GLANCE VOLUNTEER WORK SHEET

FOR OFFICE USE ONLY  
Is info: \_\_\_\_\_?  
Posted in Volunteer Notebook \_\_\_\_\_?  
Posted in Master Recruitment Book \_\_\_\_\_?

Recruited By: \_\_\_\_\_ (name) \_\_\_\_\_ (phone)

Fill in your name (above) and the "Volunteer Recruited" section (below) before calling each prospect.

## VOLUNTEER RECRUITED

Married Woman's Given Name

Check one  
 Mr.  
 Mrs.  
 Miss.  
 Ms.  
 Dr.  
 Rev.

First Name (Husband's Name if Married) Middle Init. Last Name

House Number or R.R. Direction Street Name Street Type

City State Zip

Area Code Home Phone Area Code Business Phone

### RECRUITER:

To fill in the squares of the "Volunteer Recruited" section (above), see instructions and sample on reverse side of sheet.

- Always use red flair pen.
- Fill out a Volunteer Work Sheet for each person to be called.
  - ...Use capital letters only to write the name, address and phone number(s) of each volunteer.
  - ...Always indicate the "Result of Call" in the box at right -- whether the person called is able to help or not.
  - ...If the person is willing to volunteer, circle the shift number(s) for the day(s) he has agreed to work on the Campaign Calendar.
- Turn in completed sheets to the Phone Center Chairman for posting in the Master Recruitment Book.

## RESULT OF CALL

WILL SERVE AS:  
 PHONE CAPTAIN  
 Agrees to come & bring  
 2 other people  
 3 other people  
 (check one above)  
 PHONER  
 CLERICAL VOLUNTEER

WILL SERVE AS A LEADER:  
 DAILY SUPERVISOR  
 RECRUITMENT COORDINATOR  
 GROUP RECRUITER

REFUSED  
 Reason: \_\_\_\_\_

CALL BACK?  
 When??  
 (date) (day of wk.)

## CAMPAIGN CALENDAR

### Circle Volunteer Commitment

SUN	MON	TUES.	WED	THURS.	FRI.	SAT
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 4/27	MAY 1 1 2 3 4 DL = 4/28	2 1 2 3 4 DL = 4/29	3 1 2 3 4 DL = 5/1	4 1 2 3 4 DL = 5/2	5 1 2 3 4 DL = 5/3
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/4	8 1 2 3 4 DL = 5/5	9 1 2 3 4 DL = 5/6	10 1 2 3 4 DL = 5/8	11 1 2 3 4 DL = 5/9	12 1 2 3 4 DL = 5/10
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/11	15 1 2 3 4 DL = 5/12	16 1 2 3 4 DL = 5/13	17 1 2 3 4 DL = 5/15	18 1 2 3 4 DL = 5/16	19 1 2 3 4 DL = 5/17
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/18	22 1 2 3 4 DL = 5/19	23 1 2 3 4 DL = 5/20	24 1 2 3 4 DL = 5/22	25 1 2 3 4 DL = 5/23	26 1 2 3 4 DL = 5/24
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 5/25	29 1 2 3 4 DL = 5/26	30 1 2 3 4 DL = 5/27	31 1 2 3 4 DL = 5/29	JUNE 1 1 2 3 4 DL = 5/30	2 1 2 3 4 DL = 5/31
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	1 2 3 4 DL = 6/1	5 1 2 3 4 DL = 6/2	6 1 2 3 4	Note: DL = Deadline of 3 days before shift when phone captains report to Phone Center the names & phone numbers of the phoners they've recruited.		

# SAMPLE

The sample Volunteer Work Sheet below shows that:

- ① Mrs. Sam Craigie, a Group Recruiter, called...
- ② Paula Mincr...
- ③ who agreed to be a Phone Captain and bring three other people.
- ④ Paula agreed to come to the Phone Center every Monday from 9AM to 1PM.  
(Note that shift #1 is circled on every Monday of the Campaign Calendar.)
- ⑤ She also agreed to come every Wednesday from 9AM to 4:30PM, so that shifts #1 and #2 are circled every Wednesday on the Calendar.

Street Abbreviations	
AV - Avenue	PL - Place
BL - Boulevard	PT - Path
CR - Circle	PY - Parkway
CT - Court	PZ - Plaza
CV - Curve	RD - Road
DR - Drive	SQ - Square
FR - Freeway	ST - Street
HI - Highway	TE - Terrace
LA - Lane	TR - Trail
ML - Mall	WY - Way
PK - Park	

A RECORD OF SERVICE AT-A-GLANCE

## VOLUNTEER WORK SHEET

FOR OFFICE USE ONLY

Is info:  Posted in Volunteer Notebook   
 Posted in Master Recruitment Book

Recruited By: ① Mrs. Sam Craigie 232-1111  
(name) (phone)

Fill in your name (above) and the "Volunteer Recruited" section (below) before calling each prospect.

### VOLUNTEER RECRUITED

Married Woman's Given Name  
**② PAULA**

Check one:  Mr.  Mrs.  Miss.  Ms.  Dr.  Rev.

First Name (Husband's Name if Married) Middle Init. Last Name  
**JAMES B MINNER**

House Number or R.F. Direction Street Name Street Type  
**2471 SE POTOMAC AV**

City State Zip  
**ROCKVILLE MD 21340**

Area Code Home Phone Area Code Business Phone  
**301 476 2881 302 364 1929**

### RESULT of CALL

WILL SERVE AS: **③**

PHONE CAPTAIN  
 Agrees to come & bring  
 2 other people  
 3 other people  
 (check one above)

PHONER  
 CLERICAL VOLUNTEER

WILL SERVE AS A LEADER:  
 DAILY SUPERVISOR  
 RECRUITMENT COORDINATOR  
 GROUP RECRUITER

REFUSED  
 Reason: \_\_\_\_\_

CALL BACK?  
 When?? \_\_\_\_\_  
(date) (day of wk.)

RECRUITER:  
 To fill in the squares of the "Volunteer Recruited" section (above), see instructions and sample on reverse side of sheet.

- Always use red flair pen...and the street abbreviations listed above.
- Fill out a Volunteer Work Sheet for each person to be called. ...Use capital letters only to write the name, address and phone number(s) of each volunteer. ...Always indicate the "Result of Call" in the box at right -- whether the person called is able to help or not. ...If the person is willing to volunteer, circle the shift number(s) for the day(s) he has agreed to work on the Campaign Calendar.
- Turn in completed sheets to the Phone Center Chairman for posting in the Master Recruitment Book.

### CAMPAIGN CALENDAR

Circle Volunteer Commitment

SUN	MON	TUES.	WED	THURS.	FRI.	SAT
9:00-1:00 12:30-4:30 4:00-6:30 6:00-9:00	① May 1 2 3 4	1 2 3 4	① ② 3 4	1 2 3 4	1 2 3 4	1 2 3 4
	DL = 4/27	DL = 4/28	DL = 4/29	DL = 5/1	DL = 5/2	DL = 5/3
	8	9	① ② 10	1 2 3 4	1 2 3 4	1 2 3 4
	DL = 5/4	DL = 5/5	DL = 5/6	DL = 5/8	DL = 5/9	DL = 5/10
	① ④ 15	1 2 3 4	① ② ⑤ 17	1 2 3 4	1 2 3 4	1 2 3 4
	DL = 5/11	DL = 5/12	DL = 5/13	DL = 5/15	DL = 5/16	DL = 5/17
	22	23	① ② 24	1 2 3 4	1 2 3 4	1 2 3 4
	DL = 5/18	DL = 5/19	DL = 5/20	DL = 5/22	DL = 5/23	DL = 5/24
	① 29	30	① ② 31	1 2 3 4	1 2 3 4	1 2 3 4
	DL = 5/25	DL = 5/26	DL = 5/27	DL = 5/29	DL = 5/30	DL = 5/31
	① 5	6				
	DL = 6/1	DL = 6/2				

Note: DL = Deadline of 3 days before shift when phone captains report to Phone Center the names & phone numbers of the phoners they've recruited.

# MASTER LIST of PHONERS RECRUITED for

May 8  
(DATE)

Monday  
(DAY OF WEEK)

PHONE CAPTAIN'S COLUMN  
By the Phone Captain's name, enter the number of volunteers he's bringing. Then, going down the same column, place an "X" by the spaces reserved for his volunteers.

		1	2	3	4
		WEEKDAY SHIFT 9AM - 1PM Saturday Shift = 10:00am - 1:00pm	WEEKDAY SHIFT 12:30PM - 4:30PM Saturday Shift = 12:30pm - 4:30pm	WEEKDAY SHIFT 4PM - 6:30PM	WEEKDAY SHIFT 6PM - 9PM
		P = Present N = No Show PHONE CAPT.'S COL.	P = Present N = No Show PHONE CAPT.'S COL.	P = Present N = No Show PHONE CAPT.'S COL.	P = Present N = No Show PHONE CAPT.'S COL.
Phoner #1	name	Mable Saker	Paul St. Pierre	Michael Shafer	James Butler
	phone	372-9361	552-7035	532-1840	592-7112
Phoner #2	name	Lenore Locke	Mrs Paul St. Pierre	Liane Taylor	Bar Shepherd
	phone	881-2778	532-7035	431-80480	362-5733
Phoner #3	name	Lib Coleman	Leonard St. George		Margaret Brown
	phone	654-2723	532-7311		357-0656
Phoner #4	name	Kay Chase	Margaret Brown		Jean Inack
	phone	591-4800	357-0656		357-2461
Phoner #5	name	Paula Miner	Jim Clarke		Lillian Mitchell
	phone	572-0921	352-0522		572-2138
Phoner #6	name	Martha Douglas	Marilyn Wilson		
	phone	881-6491	382-6423		
Phoner #7	name	Dorothy Richmond	Kellen Johnson		
	phone	223-0112	884-5321		
Phoner #8	name	Jay Santaveneri	Kim Waterton		
	phone	572-6843	352-5120		
Phoner #9	name	Pat Davis	Tom Minichello		
	phone	223-6121	572-9421		
Phoner #10	name	Wayne Rich	Kathryn King		
	phone	439-8036	223-78951		
Standby #1	name	Ace Parker	Lillian Mitchell		
	phone	223-6121	617-3231		
Standby #2	name	Allen Walker			
	phone	866-7829			
Supervisor	name	Anita Hannah	Mary Lambert		Maria Baker
	phone	223-7165	352-7251		572-9361
Supervisor	name	Alyce Haggert			
	phone	223-7924			
Recruitment Coordinator	name	Ava Erickson	Katherine Gupill		
	phone	654-3721	866-1323		

# MASTER LIST of CLERICAL VOLUNTEERS RECRUITED for

May 8, Monday  
(DATE) (DAY of WEEK)

		1	2	3	4
		WEEKDAY SHIFT 9AM - 1PM Saturday Shift 10AM - 1PM	WEEKDAY SHIFT 12:30PM - 4:30PM Saturday Shift 12:30PM - 4:30PM	WEEKDAY SHIFT 4PM - 6:30PM	WEEKDAY SHIFT 6PM - 9PM
#1	name	Mary Lambert	Christy Belt	Lris Hoopner	Jean Binder
	phone	352-4251	947-4876	866-1542	757-1841
#2	name	Marilyn Wilson	Liane Kaybell		Terry Belt
	phone	729-4630	786-4004		947-4876
#3	name	Bonnie Jones	Jara Grossman		
	phone	757-4051	481-5669		
#4	name	Audrey Evans	Mary Jean Tibbels		
	phone	722-4200	443-9020		
#5	name	Lonna Reed	Michael Feltrick		
	phone	484-3408	778-4068		
#6	name		Daily Miller		
	phone		757-4223		
#7	name		Lue Peterson		
	phone		441-1811		
#8	name				
	phone				
#9	name				
	phone				
#10	name				
	phone				
Standby #1	name				
	phone				
Standt #2	name				
	phone				

# DAILY QUOTAS ... DAILY TALLIES ... DAILY REPORTS

The quotas assigned to a Phone Center, and the Tally Sheets used to measure actual production against these quotas, accomplish two objectives of equal importance.

## 1. MOTIVATION

The quota system results in increased production in a positive, spirited, and cooperative atmosphere. People like having a tangible goal. It steps up the tempo and gives the volunteers on each shift the incentive to make "just one more call".

## 2. BAROMETER

The other equally important result is that the Quota-Tally-Report system fills the very real need of leadership at all levels to have a quick, accurate measure of progress of individual Phone Centers and of the Telephone Campaign as a whole.

By assimilating and analyzing the information received from every Center every day, problems can be solved before they mushroom and the overall campaign is kept on schedule.

Within every Phone Center, the Quota-Tally-Report system aids the Phone Center Chairman in the same way.

In California, using Phone Centers of ten phones each throughout the state, the quota is 1,500 completed calls per day per Center.

Ideally, it is suggested that individual shift quotas be set at 400 calls per shift in order to not only assure that the Center reaches or exceeds its daily quotas, but also to give each shift's volunteers a greater sense of accomplishment and challenge.

Each shift's volunteers can be made very aware of the quota to be met by posting wall signs throughout the shift to measure progress.

ATTENTION SHIFT #	<u>2</u> !!
Total Daily Quota	<u>1,500</u>
Shift Quota	<u>400</u>
Calls completed at <u>4 PM</u>	<u>297</u>
CALLS TO GO in $\frac{1}{2}$ hour(s)	<u>103</u>
Only 11 more calls per phone and we're ahead of Quota!	

By tallying shift-by-shift, day-by-day, the calls will be made on schedule... the campaign will progress...and the many volunteers participating will experience a very real sense of accomplishment.

On the following page is a sample of the Daily Tally Sheet which is the tool that makes the Quota-Tally-Report system possible.

# DAILY TALLY SHEET

Daily Quota 1500  
 Total # Completed 1817

Date MAY 4  
 Day of Week THURS  
 Running Daily Quota 6000  
 Running # Completed 6143

City or Assem. Dist. Prec.	" F O R " Sub-totals				"AGAINST"	"UNDECIDED"	Total Calls Completed
	Will Phone	Will Do Clerical	Can't Work	Total "FOR"			
CANOGA PK # 162	4	6	46	56	3	22	81
# 28	6	3	30	39	6	2	47
# 394	1	7	26	34	-	6	35
SN FERNANDO # 857	3	9	62	74	1	15	90
# 93	7	6	25	38	-	6	44
# 709	5	2	15	22	4	21	47
SN VALLEY # 30	4	12	40	56	10	33	99
# 1207	7	9	42	58	3	9	70
# 785	1	6	25	32	6	4	42
RESEDA # 12	3	6	31	40	-	7	47
# 34	2	9	51	62	5	15	82
# 445	7	11	127	145	10	18	173
VAN NUYS # 807	6	15	14	35	1	4	40
# 1313	4	7	37	48	3	11	62
# 39	7	12	48	67	5	21	93
N. HOLLYWOOD # 450	13	18	154	185	9	27	221
# 613	2	6	11	19	-	-	19
# 47	0	3	27	30	-	5	35
BEV HILLS # 888	4	1	24	29	2	5	36
# 564	1	0	2	3	1	19	23
# 354	2	4	16	22	-	-	22
# 881	1	3	12	16	3	2	21
# 33	3	4	30	37	2	10	49
# 257	2	9	43	54	2	15	71
# 41	11	3	176	190	9	69	268
TOTALS	106	166	1114	1386	85	346	1817

# THE TELEPHONE CAMPAIGN...

# IT'S UP TO YOU!

In this Orientation Kit you have  
the highlights of the Telephone Campaign as a whole.

We hope you find the plan workable and challenging...  
and agree that it can be one of President Nixon's most effective  
victory tools in his Primary Campaign!

By offering a comprehensive telephone program in both  
the Primary and General Elections, the  
Committee to Re-Elect the President  
opens the way for thousands of citizens to  
actively participate in the Nixon Campaign.

Our purpose is to attract and win votes in order to re-elect  
a man who has done an outstanding job as President of this country.

We are convinced that person-to-person contact is the key  
to winning this election.

We believe that your participation is the most significant  
contribution you can make.

We appreciate your joining us early  
in our grass roots, action-oriented effort  
to re-elect Richard M. Nixon President of the United States.

Welcome aboard!

Miller

0

- Believes O'Brien wants us in Miami - more + disagree

- JM letter → 6 Gov's -

- Sun program  
- less enthused letter

Holter's letter to press  
Porter didn't tell Shumway  
for internal comm's

- Mailed settling down + learning  
w/ Cito w/ is coming together  
JSM + FM - still dispute  
but OK

Weak  
Summaries  
Fluency

TC  
dms

(\*) →

Pol Side + St word - 25% pd

let 75% OK

- no JM nty w/ all Reg  
people

- Mordian resign +  
over at 1701 but still apd

- JM's major etc - need  
man on phone 24 hrs message

Titles - new release

JSM - as to JM  
FM → as to JM  
Porter -



0  
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

April 5, 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 is a copy of the results of a recent survey of campus opinion. You will note the increase in the President's standing.

# Nixon and McGovern Gain in Student Poll

By DANIEL C. BEGGS and HENRY A. COPELAND

Amidst the early presidential primaries, results of the latest nation-wide college student opinion survey indicate that Sens. Eugene McCarthy, Edmund Muskie, and Edward Kennedy have been losing some appeal among the newly enfranchised younger voters.

Witnessing a similar decline is the rating of New York's mayor, John Lindsay. At the same time, both Sen. George McGovern and President Nixon have been consistently gaining over the past year in campus support.

AS IS THE case with Sen. Hubert Humphrey, Gov. George Wallace has maintained a low, but fairly stable rating among collegians.

In this most recent Campus Opinion survey, interviewers also asked about the potential candidate the students would least like to see elected to the Presidency. As many would have guessed, Alabama's Gov. Wallace, much more so than other candidates, wants for a favorable image among the nation's young voters.

Perhaps surprisingly, students attending schools in the South were as negative in their response to the Alabama governor as were students in other regions. Los Angeles' Mayor Sam Yorty, Sen. Hubert Humphrey, and Indiana's Sen. Vance Hartke, who has now quit the race, were likewise often mentioned as least desired candidates.

THE MOST NOTABLE changes in ratings over the past year belong to President Nixon and Sen. Edmund Muskie. In the case of the junior senator from Maine, the trend is not at all heartening. Muskie's ratings among the collegian portion of young voters have slipped from 31.4 per cent in January of '71 to 21 per cent in November of '71, and now to 17.6 per cent in the latest reading. On the other hand, President Nixon's marks have elevated from 14.5 per cent in January of '71 and 18.7 per cent in November of '71 to 26.1 per cent this month—a figure significantly larger than the number on the nation's campuses who identify with the Republican party.

The reader should bear in mind that Democrats still far outweigh Republicans on the nation's college campuses and that, while President Nixon's ratings are indeed improving among younger voters, his relatively lofty rating here is owing to the fact that those students who are not in favor of his re-election are splitting their preferences among at least five strong Democratic contenders.

Earlier in March, interviewers for the national Campus Opinion survey talked with 1,010 students from a representative cross section of 44 colleges and universities.

They asked the students:

"WHICH ONE OF the following potential candidates would you most like to see elected

President in the 1972 election?" (Respondent read list of candidates)

	Per Cent March 1972	Per Cent Jan. 1971
Richard Nixon	26.1	14.6
George McGovern	17.7	6.5
Edmund Muskie	17.6	31.4
Edward Kennedy	6.4	9.1
John Lindsay	6.1	9.9
Eugene McCarthy	5.9	10.6
Hubert Humphrey	2.3	2.9
George Wallace	1.1	1.0
Others	2.0	8.6
No answer—unsure	14.8	5.4

Campus  
Opinion

May

HFU  
5/5

Wallace assured a crowd of 1500 in Kokomo -- many workers who left their jobs -- that the primary was important. HHH was slated for an hour prime time TV talk, beamed to key Ohio & Ind. points.

NBC film on Wallace's troubles back home where state Dem chrm. Vance is actively leading campaign against Wallace delegates in Tues. Ala. primary. George is spending \$75-100,000 and sent out 3 M letters in last-ditch effort to get out the vote, but Dem chief Vance predicts a runoff as he says Alabamians have had it with the Gov's perennial candidacies which have left the state gov't in "virtual shambles." Wallace retorted that when he's in the state, the same people want him to leave -- what he'll have to do, he said, is start singing "What's the reason I ain't pleasin' you?" The Gov. said it's just anti-Wallace sentiment and he'll win.

Wallace is expected to receive 50-65% of Tenn. primary vote on May 4. ... Tho not on the ballot as he missed the deadline, a write-in effort will now be mounted for Wallace in Calif. reports Newsweek.

They're doing it  
X  
wae JM  
JM - No, Dec coast  
in McG  
votes

9 of Nevadas' Dem delegates are firm for McGovern, 3 say they'll back HHH, and the rest are uncommitted. ... A Rhode Island poll for May 23 primary showed McGovern leading with 27%, Muskie 19%, EMK 18%, HHH 12%. Wallace rose from 3 to 8% in recent weeks.

ABC film of Wallace emphasized he'll have to be 1st in Ind. to claim victory -- no more of the "I wasn't here enough" business will do. So it's a special challenge for him but lots is also going for him: Southern Ind. is akin to the South itself; HHH has been diverted to Ohio; anti-Establishment sentiment.

McGovern was endorsed by Cincy. Mayor Luken. And UAW leader Warren Davis also endorsed McGovern when the Sen. campaigned in Cleveland. ... ABC film of McGovern again, as he did in Wisc, going to the strength of his opposition -- blue collar and blacks. If he gets 50 of 153 delegates he feels his momentum will be sustained, said ABC.

Favorable NBC profile on McGovern who comes to Ohio with image of man who has come from behind; a man who touches people. In Ohio he has found "excited crowds who believe he can win." Reporter Mackin said previous polls have always underestimated McGovern and if the pattern repeats itself, he should close fast. McGovern, said the reporter, feels HHH has had his chance. George on film saying public is searching for its way back on course and more than anything it wants back on road of peace.

Tom Wilck - ~~SBA~~ - Rep  
Deputy Chm

Di Faleo - ~~ethnic drop~~.

1701 - ~~paying polls~~.

G → ~~Sloan~~ - 1701 - ORC

0

April 25, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

Attached for your information is a copy of an article which appeared in the Los Angeles Times on Sunday, April 23, 1972, regarding McGovern and the AFL-CIO.

Attachment

bcc: Mr. H. R. Haldeman

Sunday, April 23, 1972

## AFL-CIO Strategist Denounces McGovern as Leftist Candidate

BY HARRY REBSTEIN  
Times Labor Writer

SAN FRANCISCO—Sen. George S. McGovern, Democratic presidential candidate, was denounced Saturday by the nation's top AFL-CIO political strategist as "the candidate of the extreme left."

Virtually on the eve of the key primary elections in Pennsylvania and Massachusetts Tuesday, Alexander Barkan, director of the AFL-CIO Committee on Political Education, said in an interview at a regional COPE conference here that "many labor leaders feel the nomination of McGovern would be a disaster."

Barkan generally is regarded as the chief strategist for organized labor, and while he insisted he was not voicing official AFL-CIO policy, his statements could have a major impact on the campaign.

Until now, the top AFL-CIO officials have said they are neutral about the race for the Democratic Party nomination. AFL-CIO President George Meany has said only Gov. George Wallace of Alabama is "totally unacceptable" to organized labor, calling Wallace "a bigot, a racist and antilabor right down to the soles of his feet."

Even so, there has been no doubt that the top labor leader's first choice is Sen. Hubert H. Humphrey (D-Minn.), who credits organized labor with bringing him within less than one percentage point of defeating President Nixon in the popular vote in 1968.

Meany's private preference is said to be Sen. Henry M. Jackson of Washington. But there has been no significant attack by labor leaders on any of the Democratic candidates other than Wallace because, as Meany said, the real goal of labor is to "make Nixon a one-term President."

McGovern has been largely ignored by labor leaders until now, possibly because few professional politicians had seen him as a serious contender. But his recent primary showings have made the South Dakotan a major contender for the nomination.

Please Turn to Section B, Page 8

The Los Angeles Times  
 Sat., Apr. 23, 1972

## McGovern a Leftist, Labor Official Says

Continued from Page B

It was in this context that Barkan spoke out here.

If the convention is deadlocked, Barkan said, "I see labor turning toward a dark horse like (Sen. Edward) Kennedy (of Massachusetts) or (Sen. Walter) Mondale (of Minnesota) to avoid letting the nomination go to McGovern."

Barkan's views were not echoed by delegates to the COPE conference in interviews during the session at the Mark Hopkins.

Typical of the reaction of many delegations was that of Sigmund Arywitz, head of the Los Angeles County Federation of Labor, who said, "The main object is the defeat of Nixon."

"Of course, we are anxious to have a Democratic candidate with the broadest possible appeal, and many of our people are concerned that McGovern might not have that."

"But as we watch the primaries develop, that view of McGovern could change."

### Leftists' Involvement

Arywitz said that while "there are elements of the extreme left who have moved into the McGovern campaign, I see no evidence at all that they have any real voice in it, or that they are anything more than unwelcome intruders."

John F. Hennig, California AFL-CIO executive secretary, said, "We are neutral, except for Wallace, and we are not less neutral toward McGovern than any of the other so-called candidates."

A survey of 378 delegates at the session showed 62% want Humphrey, 14% are for Muskie, 14% for McGovern, 16% each for Wallace and Rep. Sibley Chisholm, 3.1% for Jackson and 0.9% —three votes—for President Nixon.

Organized labor is expected to go to the Democratic convention in Miami Beach this summer with more delegates than ever before.

The unions have long been a major influence in politics, and while union leaders do not claim to assure union votes for a candidate, the official backing of labor is probably more important to a candidate than the support of any other organized segment of the nation.

### Money, Manpower

Labor support means money and manpower in every community around the country, and this time the unions are trying for a record number of union people at the Democratic convention.

There is heavy union representation on the delegations pledged to Humphrey, so if Humphrey wins in the remaining primaries, including California, unions "will come pretty close to our goal of having at least 500 union delegates," Barkan said.

That would give the unions about 17% of the 3,000 Democratic delegates in Miami, about 500 of the 1,500 votes needed to nominate a candidate.

If Muskie were to reverse his recent losing streak, Barkan estimated, labor would have "someplace in the neighborhood of maybe 300 or so delegates at the convention."

But if McGovern wins most of the remaining primaries, union representation at the convention would be maybe around 100 or so," he said.

Most political strategists contend that while organized labor may not be able to nominate the Democratic candidate at Miami Beach, the unions may be able to veto a candidate they do not want.

Because of this, Barkan's attack on McGovern took on added significance.

~~4/12~~

May

Cal

- Dir Mail + Teleph 400,000
- Hold on rallies + events, etc.
- 7500 per mo for 1 profess + 2 secys

Met w/ CUC

he O'Connell here - get out  
 of sun operation -  
 really a new staff man  
 for CUC

Full Sched w/ Porter -  
 handling by Forest + Biter  
 Herge - hard time w/ people handling

Budget -

Expend thru fe 7 - 3 mil fr/  
 Mar 1 to fe 1

- Plans - vacation - 2 wks
- 2 Final Budgets during  
 next 2 wks

current wks → 3.5 mil w/ all st Expend  
 possible 4.0 " " " " "  
 all Expend's

To Mar 1 - 3.1 spent.  
 Fr/ 3/1 to 6/1 - 3.0 to be spent.

Ed Pauley - good contrib to P \$35,000  
① advise H.  
- consummated thru Firestone

② Addit particip w/ ↑

③ Probab Dems For - after  
the primary

Mailed

Budget mtgs - inconclusive  
Rec'd only 12 st. bud's  
submitted

- So plan on 35 - 40  
but wait until final  
st budgets

NOF3 - not bad clear on  
youth, blacks, Mex am  
- must not be so  
defensive (-my temp  
attitude)

w/mit much BS but  
agreed on full  
direct mg plan +  
- Cal Bud - get in  
revised w/ cnty  
support.

Cal Primary Plan was  
very sloppy staff  
work under 50m.

F.M. - Can't approve 1-mil  
st budgets when  
poor planning

Teleph - 66,000 accep

~~Monthly~~  
~~Weekly~~  
Report

# Not

Mel Stephens - dumb ass running  
off / Bill Keldum - good  
friend + supporter  
of P

Not - wants no one fooling

1701 Mtgs

Not admits. made ass of  
himself

Good mtg w/ Mark + JM  
Couldnt explain budget;  
got caught in own BS.

- Decisions made
- Advise H that Not in genl  
care + flexible
- Rather do own polling  
some local direct mail  
like to do some 'primary'  
advertising.
- Fine out at opening rally  
in San Luis Obispo  
County - good job
- Wants to know when any of  
old RA people not  
involved names
- Not wants Pete.

ASOB

Bob Barry - Henry Salvatori - Royce Cole 25000  
but no good challeng med.

CITIZENS/VOTING BLOC COMPOSITION

Voting Blocs

<u>Category</u>	<u>Voters (millions)</u>
Youth	25
Older Americans	20
Ethnic	40
Farm	5
Labor	26
Spanish Speaking	6
Veterans	28
Transients	6
Blacks	7.5
Jewish	3.5

Major Functional Groups

Business and Industry	(now underway)
Physicians	(now underway)
Lawyers	(now underway)
Dentists	(now underway)
Educators and Teachers	(planned)
Law Enforcement Officers	(planned)
Scientists and Engineers	(planned)
State and Local Government Officials	(planned)



**Date:** 5/5/72

**TO:** H. R. Haldeman

**FROM:** HARRY DENT

Please handle \_\_\_\_\_

For your information XXX

# R. Theodore Dent

Home Address:  
Route 3, Box 17  
Arden, North Carolina 28704  
704-684-6354

Business Address:  
Diamond Mica Company  
Spruce Pine, North Carolina 28777  
704-765-9481

May 1, 1972

*the  
first  
for*

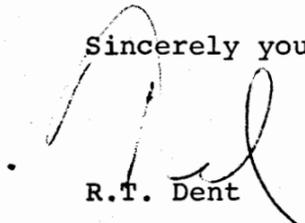
Mr. Harry S. Dent  
Special Counsel to The President  
The White House  
1600 Pennsylvania Avenue  
Washington D.C.

Dear Harry:

Attached are the results of a poll conducted at  
Western Carolina University which is a pretty liberal  
institution.

Thought it may be of interest.

Sincerely yours,

  
R.T. Dent

RTD/val  
Enc.

*No reply necessary.*

## Democrats take two-thirds vote

More than two-thirds of the 260 students who voted in the primary sponsored by the Political Science Association last Friday voted Democratic.

Those Democratic votes, however, were split between five candidates, with Terry Sanford grabbing the most with 34 percent.

More than 90 percent of those voting Republican voted for Nixon.

In fact, Nixon was only 89 votes short of the total vote for the three Democratic lead-

ers on campus.

Pat Taylor had a three percent edge over Skipper Bowles, with the Republican leader in the gubernatorial race, James Gardner, falling 31 votes behind Taylor.

Democrats James Hunt and Nick Galifianakis rated significant preference over their competitors for lieutenant governor and U.S. Senator, respectively.

The entire student vote fell as follows:

President: Democratic: Sanford, 34%; Muskie, 28%; Wallace, 22%; Chisholm, 13%; McGovern, 2%; Jackson, 1%.

President: Republican: Nixon, 92.8%; McCloskey, 7.2%.

Governor: Democratic: Taylor, 45%; Bowles, 42%; Hobby, 3%; Hawkins, 5%; Dickson, 1%; Leggett, 1/2%.

Governor: Republican: Gardner, 64.3%; Holshouser, 28.8%; Gibson, 1.6%; Crippell, .8%.

Lieutenant Governor: Democratic: Hunt, 39%; Sowers, 34%; Harper, 14%; Earbee, 3%; Frazier, 3%.

Lieutenant Governor: Republican: Walker, 57.6%; Joyner, 30.4%.

U.S. Senator: Democratic: Galifianakis, 58%; Jordan, 35%; Brown, 2%; Grace, 2%.

U.S. Senator: Republican: Johnson, 50.4%; Helms, 25.6%; and Booe, 13.6%.

The faculty vote showed most of the same results except in the case of Skipper Bowles, whom they favored three to one over Taylor, and of Sanford, who was placed behind Muskie.

Chisholm also gained a greater percentage of the faculty vote, placing third on the presidential listing, and Margaret Harper rose to second place (behind Hunt) on the Lieutenant Governor ballot.

Committee for the Re-election of the President

MEMORANDUM

May 3, 1972

TO THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: JON A. FOUST *foust*

SUBJECT: Thank You Letter to Richard Zanuck

The articles in Time and Newsweek regarding celebrities failed to mention some of the brightest young personalities who have publicly announced their support for the President. Mr. Zanuck, at our urging, wrote letters to the editors of both Time and Newsweek to call this omission to their attention.

I would recommend that Mr. Mitchell send a thank you letter to Mr. Zanuck for his quick reaction to this situation and for a job well done.

paw

**Committee  
for the Re-election  
of the President**

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

May 3, 1972

• Dear Dick:

The articles in Time and Newsweek were very favorable for the most part. It is unfortunate that they omitted some of the brightest stars committed to the President.

Your letters to the editors are a great response and your swift reaction to this problem is greatly appreciated.

With best wishes, I am

Sincerely,

John N. Mitchell

Mr. Richard Zanuck  
546 Ocean Front  
Santa Monica, California 90402

**News from  
the Committee  
for the Re-election  
of the President**

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

FOR RELEASE UPON RECEIPT

CONTACT: DE VAN L. SHUMWAY  
(202) 333-7060

GOVERNORS BACK NIXON

Question: What do California's Ronald Reagan, New York's Nelson Rockefeller, Colorado's John Love, New Jersey's William Cahill and Tennessee's Winfield Dunn have in common?

Answer: They are all governors, they are all Republicans -- and they have all volunteered to lead President Nixon's campaign drive in their states.

They are five leaders in but five of the states where Committees for the Re-election of the President have been formed. There are now 35 such states and Nixon campaign sources say the rest will be announced shortly.

As governors, they represent the pinnacle of state leadership, and the polls indicate that as enthusiastic supporters of the President they represent only the tip of the Nixon iceberg. The latest poll shows that President Nixon enjoys warm support among 83 per cent of the voters who classify themselves as Republicans.

And other polls show the President leading all possible Democratic challengers nationwide.

The governors leading state Nixon campaigns represent a cross section of American society and geography. Two, Reagan and Rockefeller, are chief executives in the nation's two largest states. Love of Colorado occupies the governor's chair in one of the least densely populated states in the

(more)

country. Cahill of New Jersey leads one of the most densely populated states. Dunn, who serves as Co-chairman with U.S. Senator William Brock, is a border state governor. Their states span the continent from the east coast to the west.

What unites them are the problems of government and a commitment to President Nixon as the best man to solve those problems. They are virtually unanimous in citing the President's accomplishments in building the foundations for prosperity without war.

President Nixon, says Colorado's Governor Love, "is in the process of moving this nation to a peacetime era of prosperity and winding down the war as swiftly as is consistent with sound policy."

Reagan, announcing on February 4 that he would head the President's drive in California, called the President "the man who has wound down the war, reformed the draft, balanced the Supreme Court and come to grips with the hard, knotty problems of inflation and unemployment..."

New Jersey's Governor Cahill said that the President "has done an outstanding job.

"He is carrying this country into one of its greatest eras," the governor said.

And in states where they are not actually leading the President's re-election drive, other Republican governor's have been equally determined in their support for the President.

Governor Dunn believes that under President Nixon's leadership, "the nation has developed a sense of steadiness and serenity."

Michigan's progressive Governor William G. Milliken, this year's chairman of the Republican Governor's Association meeting in White Sulphur Springs,

(more)

West Virginia the first week in May, has said that "President Nixon's courageous and innovative leadership in both domestic and foreign affairs is earning him a place in history among our most effective Presidents."

At first glance, this kind of broad-based support among the state chief executives might look like merely one of the benefits of incumbency. But, as one veteran Washington observer notes, support for a sitting President does not come automatically. "Remember Lyndon Johnson," he tells reporters. "He never could have marshalled such support if he had decided to run again."

What all this means to a badly-splintered Democratic Party is not clear. But it would seem to indicate that whomever the Democrats nominate at their convention is going to face an insurmountable task in mobilizing his party.

Indeed, the results of the first few Democratic primaries only reinforce the view, wide-spread in Washington and in state capitals, that the Democratic Party has failed to produce a leader of national stature.

"Everybody thought that after Johnson left the White House the cause of the Democrats' divisions would go away," a Capitol Hill veteran of many years told an audience recently. "It hasn't happened."

THE WHITE HOUSE  
WASHINGTON

0

65

Date: \_\_\_\_\_

TO: Ball

FROM: GORDON STRACHAN

Here's how  
a tight  
organization  
is run

Right!

Committee for the Re-election of the President

MEMORANDUM

May 5, 1972

~~CONFIDENTIAL~~

bcc: Mr. Gordon C. Strachan

MEMORANDUM FOR THE STAFF

FROM: ROBERT C. ODLE, JR.

SUBJECT: Office Procedures

While this memo is directed primarily to new members of the staff and to our secretaries, it should also be helpful to other members of the professional staff as well. Please feel free to comment on these procedures and offer suggestions as to how they might be improved.

1. All new staff members should see
  - a. Rob Odle in Suite 472 in order to be placed on the payroll; receive authorization to hire a secretary; receive your room assignment; and be placed on the telephone list, and in the Staff Directory;
  - b. Judy Hoback in Suite 272 to fill out application, payroll, and Blue Cross forms;
  - c. Martha Duncan in Suite 372 for office supplies, etc.;
  - d. Connie Santarelli in Suite 372 if you require a secretary and authorization to hire one has been given;
  - e. Jim McCord in Suite 372 for a staff pin and staff badge (which will contain your photograph);
  - f. The Mail Service personnel in Suite 372 to introduce yourself; and
  - g. Our telephone operator, Ruby Youngs, in Suite 372, and our Committee receptionist, Kathy O'Melia, in 372, to introduce yourself.
2. All requests for office supplies, typewriters, typewriter repair, business cards, stationery, etc., should be given in writing to Martha Duncan, who is located on the third floor in the office directly behind the receptionist.

Martha also receives requests for office furniture, office equipment, telephones, telephone repair, as well as subscriptions to publications, books, etc.

When the need arises for any work to be performed by First National Bank Building personnel such as burned-out lights or special cleaning, please place your request through Martha and she will contact the building for you. The Building has asked that this be done so that a single point of contact can be established in the office for Building personnel.

3. All secretaries should be on hand no later than 8:30 a.m. each morning. The people with whom we work in Washington start by that time and we should as well.

While we will have no time cards, leave cards, etc., secretaries should check with their bosses prior to taking a day or more off, and with me as well prior to taking three or more days off. This latter requirement is to insure that the office is properly staffed on days just before and just after a holiday. Requests for vacation time should be approved by secretaries' bosses and by me.

4. Where two secretaries work in close proximity to each other's telephone, they should alternate their lunch hours so that their telephones remain covered during the noon hour. Please establish a "buddy-system" so that your phones are covered at all times. This is very important.
5. Our driver, Carl Foster, is responsible for driving staff members to and from official appointments. His driving schedule is coordinated by Vicki Chern and all requests for driving services should be placed through her. Carl should not be asked to perform other duties except driving unless approved specifically by Vicki.

All office projects such as mail delivery, serving coffee at meetings, etc., will usually be performed by our staff messenger, Nick Bungato, but such requests should first be placed through Martha who coordinates his schedule. Martha may have Nick perform the requested service, or she might make other arrangements to have it done. Please do not ask Nick directly.

6. Mail destined for another floor, the RNC, White House, or outside, should be placed in the appropriate box where it will be picked up and distributed. The Mail Service will normally be open Monday through Friday from 7:30 a.m. to 6:30 p.m. Mail will be sorted and delivered according to the schedule below. Outgoing and interoffice

mail will be picked up during these mail runs. If outgoing mail is to be picked up from your desk, there must be an outgoing box clearly marked as such. Boxes are available from Martha Duncan.

Please stagger large outgoing shipments of mail in order to allow us to decrease the amount of mail to be handled at the end of the day.

Mail will be picked up and delivered on all floors according to the following schedule: 7:30 a.m., between 9:00 and 10:00 a.m., 12:00 noon, 2:00 p.m., 4:00 p.m., 6:30 p.m. (pick up only).

There is a slot in the door to the Mail Room for the after-hours placement of any outgoing or interoffice mail. Any mail dropped off in this manner will be attended to early the next morning.

The Mail Service will be open from 9:00 a.m. to 3:00 p.m. on Saturdays and will be closed on Sundays. No regular mail runs will be scheduled for Saturdays; however, if you plan on working on Saturday and would like to have your mail delivered, please notify the Mail Service either Friday afternoon or Saturday morning.

Only those persons assigned to the Mail Service are authorized to meter mail. If you have any outgoing mail to be metered, please leave it in one of the designated outgoing boxes on the various floors or bring it to the Mail Room on the third floor. The mail pick up and delivery schedule is designed so that any outgoing mail will leave the building within 45 minutes.

Personal mail should not be metered. 8¢, 11¢, and 60¢ stamps are on sale in the Mail Room.

Mail Service personnel are on hand to wrap and mail parcels. If you have any parcels to be wrapped or mailed please bring them to the third floor or call the Mail Room to arrange to have someone pick them up. Please have the address label ready inasmuch as the address is necessary to determine the correct postage. Also, please state whether the parcel is to be sent first-class, airmail, or parcel post.

The Mail Service can send registered, insured, and certified letters and parcels. Return receipts will be provided for all registered and certified items. Be sure that your name is on the item's return address label so that we know to whom to return the return receipt. Please mark on the

item how it is to be sent and in the case of insured mail, how much it should be insured for. The item will be shipped the same day and a post office receipt will be provided.

We must be absolutely certain that we do not leave out mail overnight. The final mail pick up will be at 6:30 p.m. After 6:30 p.m., if it is urgent that you send some mail, either Martha Duncan or one of our security men will make arrangements to see that the mail goes out.

Otherwise, any mail that is left out will be considered a security violation and will be locked up overnight. It will then be necessary to claim your mail in the security office in the morning.

The RNC messenger will deliver RNC mail addressed to the Committee, and pick up Committee mail addressed to the RNC, twice daily -- at 11:30 a.m. and 3:30 p.m. The messenger will stop only in the Mail Room on the third floor. Any mail you want picked up should be waiting for the messenger in the Mail Room.

Contact Mail Service if you have an immediate delivery for the RNC. Someone there will make arrangements for the RNC messenger to pick it up.

If you have questions concerning registered, insured, or certified mail, please call the Mail Room and someone there will be able to help you.

A mail box located at the Seventeenth Street and Pennsylvania Avenue entrance to the Old Executive Office Building, marked "Box 1", is where all mail originating at the White House and destined for Committee staff members is left for Nick Bungato to pick up. Should someone at the White House want to know what address to use on an envelope coming here, tell them to use your name and "Box 1, The White House." The fact that such a mailbox exists is confidential information and should remain so.

7. All requests for use of the fourth floor conference room should be placed through Jeanne Mason who schedules it; the third floor conference room is scheduled by Teri Anne Thayer. It is the responsibility of those using the conference rooms to clean them up afterwards.
8. Whoever serves more than a half pot of coffee should afterwards brew a fresh pot. The coffee is free but it's up to everyone to help brew it.

9. Secretaries are asked to participate, on a rotation basis, during Kathy O'Melia's lunch hour as Committee receptionist; and on Saturdays, to answer the main telephone as well. However, because of the large number of secretaries, this should not be a great burden. Kathy maintains the rotation lists and will let you know well in advance when your next lucky day will be.
10. No secretary should ever talk to anyone from the media about anything relating to the Committee's functions. Simply use the line that dealing with the media is not your function, but you'd be happy to refer them to one of our spokesmen: Van Shunway, Tom Girard or Ann Dore. This would also apply to talking to media representatives about the Committee's operations in social situations or during non-business hours. Simply refer all inquiries to Van's office.
11. Under no circumstances should we ever use White House stationery in any way at this Committee. Even if we are to draft letters for signature by White House officials, we should draft those letters on plain paper and let them be retyped at the White House.
12. Inputs for the weekly report to Mr. Mitchell and Mr. Haldeman are due in my office by the close of business each Monday so that the report can be sent on Tuesday. Please remember that the President sees each weekly report. Contact Sylvia Panarites if you have questions about the weekly report.
13. Xerox telecopiers are in use for receiving and transmitting written messages by local or long distance telephone. One is located in the Press Department and is supervised by Laura Underwood. Nancy Crouch schedules the telecopier in the Polling Department and the third machine is managed by Sue LeDonne in Bob Morgan's office.
14. Whenever a professional member of the staff is traveling, he should leave telephone numbers where he can be reached at all times, day and night, with his secretary, and also with Bob Reisner, who will serve as a central contact point. In this way, when someone on our staff or at the White House wishes to reach a staff member, Bob will have the information at hand. This also applies to weekends.

In order not to place too great a burden on Bob, it would be much appreciated if your notification to him of your telephone numbers while traveling could be in writing.

15. No one from this Committee should ever approach anyone

currently employed at the White House about the possibility of moving from the White House to a staff position here. This would apply to professional as well as secretarial members of the White House staff, and even to people on the White House staff who have expressed an interest in leaving regardless of whether they get a job here or who have initiated conversation with someone here about the possibility of their moving here. Should an exception to this policy seem necessary, please check with me or Jeb Magruder.

White House and Old Executive Office Building passes are not available to Committee members. Please do not approach anyone at the White House about obtaining a White House or OEOB pass.

16. While Martha Duncan is ultimately in charge of keeping the xeroxes running, please check your key operator before calling Martha.

Key operators are:

Second Floor:	Maureen Devlin
Third Floor:	Pat Strunk Laura Underwood
Fourth Floor:	Sylvia Panarites
Fifth Floor:	Judy Myers
Eighth Floor:	Roni Haggart
Ninth Floor:	Pat Cochran

Please use the xerox machines which are located on your own floor except in an emergency. Four machines are located on the third floor: a small Xerox in the Press Department; a small IBM in Personnel; and a large Xerox 7000 with a 50-bin sorter and a small 3M in the Supply Room.

The Committee always uses standard government size paper -- 8" X 10 1/2" rather than 8 1/2" X 11". Please use the smaller government size paper in all cases -- as the White House does.

If paper other than this size is used in the xerox machine, please change it after each use so that the standard government size paper is always in the machine for the next person.

17. All requests for jobs, staff positions, offers of volunteer assistance, etc., should be referred to my office. Generally, we insist on seeing a resume before interviewing anyone. The line to use on the phone is "please send a resume, and we'll be in touch." In general, please try to discourage people from seeking employment (except for secretaries with shorthand which we always like to interview). Volunteers should also be referred to my office.
18. Secretaries new to the Washington area or to politics might want to read such books as Theodore White's "The Making of the President, 1968" and the recent book by Allan Drury and Fred Maroon on the workings of the White House.
19. There are two automatic letter writing machines (an IBM MIST and an IBM Mag Card) in the rear of the Press Department. Please check with Pat Strunk before using them. The purpose of these machines is to speed up the writing of several letters with the same content or a single lengthy document. They are available to everyone.
20. There is nothing more important here than proper security measures. We must assume, and have reason to believe, that the opposition will attempt to penetrate our offices, and that is the reason for the elaborate security measures we have taken and carefully enforce. The following guidelines should be observed by all:
  - a. All wastepaper that you would not want someone from the "outside" to assemble and read should be put through one of our shredders -- there is a shredding machine on each floor. Many staff members find it convenient to put all materials to be shredded in a desk drawer reserved for that purpose and at the end of the day put the contents of that drawer through the machine. The general rule is: if you don't want to see it on the front page of tomorrow morning's newspaper, shred it.
  - b. The word "Confidential" and "Confidential/Eyes Only" should appear at the top of any memo you wouldn't want publicly circulated. This alerts other staff members and our security people to handle the document with care. Here again, if you wouldn't want to see it in a newspaper, mark it "Confidential."
  - c. The following check should be made at the end of each working day:
    1. All papers must be removed from the tops of desks,

files, tables, etc., and locked up in your desk or files. No papers should be left out overnight. Our security force inspects each desk, file cabinet, and office during the evening to make certain that all papers are locked in them. Any paper marked "Confidential" which is left out overnight, or put in an unlocked desk, will be taken by the guards and given to me the next morning.

2. No mail should be left out -- the contents of "In and Out" boxes and documents under such boxes must be locked up.
  3. All calendars, list finders, etc., must be locked up.
  4. Checks should be made to make certain no documents have slipped between the desks and the walls or under the desks.
  5. As a fire precaution, typewriters and xeroxes and other electric office machines should be checked to make certain they are off. The last secretary in each area to leave each night should check the xerox she uses to make certain it is off. The same rule applies to the coffee machine she uses.
- d. Please report all security problems, violations, questions, etc., to me, or in my absence, James McCord, our security officer. Also, your observations and suggestions for improving office security will be greatly appreciated. If we remember that we, as individuals and as the Committee, are prime targets for the opposition, there should be no problem.
  - e. Please check the xerox after each use to make certain you have not left an original on the xerox glass. This often happens.
  - f. Our security people have asked us to keep all the vertical blinds drawn across windows, particularly in rooms which might be photographed from buildings across the street. This is very important in the Press Office area of the third floor and the Pennsylvania Avenue side of the building.
21. All requests for the reproduction and/or mailing of materials from the Committee must be cleared through the office of Van Shumway.
  22. Leslye Arsht is receiving all items regularly printed by the research division of the Republican National Committee. Thus, the RNC has one contact point at our Committee for research and all requests should be directed to Leslye

in the Press Department who, in turn, will distribute the documents to staff members.

Research requests should be channeled either to Leslye Arsht or Biba Wagner. Biba deals with state-oriented research including census and voter data. On the other hand, Leslye handles what might be called an information retrieval system specifically dealing with issues from the Administration's point of view, and also opposition information. Briefly, Biba coordinates the state-level research and Leslye the national.

23. Our telephone system works this way:

- a. Incoming calls made to 333-0920 destined for you will come to you from Ruby Youngs (through your secretary when you wish) on your branch number.
- b. All outgoing calls should be made on your three digit branch line. Dial "9", wait for a dial tone, and then dial your number. Do not use your seven-digit lines for outgoing calls.

All outgoing long distance calls can be made on your branch line by using the WATS lines. Dial "80", wait for the dial tone, then dial the area code and the number. If "80" is busy, dial "87", wait for the dial tone, then dial the area code and the number. "80" gives you access to our unlimited WATS lines; "87" to the limited.

In order to save the Committee money, when you receive a collect long-distance telephone call, and you expect the call to be of some duration (over 5 minutes) it would be helpful to get the caller's number and to immediately return the telephone call on one of our WATS lines. This could save the Committee a great deal of money in the months ahead.

- c. Other staff members can be reached by dialing their three-digit number on your branch line.
- d. Ruby can be reached by dialing "0" on your branch line.
- e. To transfer a call, depress your switchhook once and wait for Ruby to answer.
- f. Dial "7" if you wish to make a conference call and wait for instructions from Ruby.

Should you hear a "beep" tone on one of your three-digit lines, it means someone is holding for you. It does not mean your telephone is "bugged."

The switchboard is open Monday through Friday from 8:00 a.m. until 10:00 p.m. and on Saturday from 9:00 a.m. until 5:00 p.m.

Staff members who have private lines should give these lines out to callers so that calls come directly to your secretaries and relieve the burden on Ruby. This is very important -- our telephone system is not equipped for all incoming calls to come through 333-0920.

24. / If you have the need for volunteers either on a one-shot or regular basis, please contact Jeannie Mitchell on the third floor. Give Jeannie all the particulars, e.g., when the volunteer(s) is needed, how long, the kind of work, what skills if any are needed, etc. Have the work ready when the volunteer arrives. Above all, remember that the volunteer is helping; we're not helping the volunteer. Also keep in mind that your volunteer often may be the wife of a Cabinet member or White House official.

All the volunteers which Jeannie provides you with have been cleared by our Security Office. However, if you plan to use a volunteer not obtained through Jeannie, please check with Jeannie or Jim McCord first. No volunteer may be used until he has been cleared by the Security Office. Checking with Jeannie or Jim first will prevent the embarrassment of having to tell the volunteer to stop coming in until his security check is obtained. Jim will need each volunteer's name, address, place of birth and date of birth. Please do not ask the volunteer to begin working until such time as Mr. McCord has checked back with you and cleared the individual. This is very important and this procedure must be followed.

25. All requests for photographs, photos of the President and the First Family, pictures for your office wall, etc., must be made in writing to Bill Parish in the Press Department. Please do not call the White House Photo Office. Instead, call Bill Parish.
26. Inter-office mail and memoranda destined for Mr. Mitchell should not be taken to Mudge Rose in Suite 400 but rather placed in envelopes addressed to Mr. Mitchell in Suite 400. Our messengers will then deliver mail several times each day to him on a regular schedule. In this way we can avoid interrupting the business of the law firm any more than is necessary. In an emergency, deliver something

addressed to Mr. Mitchell to Sylvia Panarites in Suite 472.

27. We have made arrangements with the four Marriott hotels and the Mayflower and Statler Hilton Hotels for Committee guests who are staying in Washington. The rates run from \$19 to \$24 and no Committee staff member or guest will be reimbursed beyond \$24 per night for a hotel room in Washington.

The Essex House in New York is also available to Committee staffers at \$19 per night.

Please check with Sylvia Panarites for details.

28. There has been some confusion with respect to our Committee's name. While it used to be "Citizens for," and there was some discussion of changing it to "Committee to Re-elect," the official name will remain "Committee for the Re-election of the President," not "Committee to Re-elect the President." Thus, our state committees and voter bloc groups should all follow this form, e.g., "California Committee for the . . . .," "Manicurists Committee for the . . . .," etc.
29. Division heads are responsible for the issuance of purchase orders and check requests.

- a. Copies of the purchase orders should be distributed as follows:

Copy 1 (original white) -- sent to the vendor

Copy 2 (yellow) -- sent to Odle who will then approve it and send to the Controller

Copy 3 (pink) -- sent to Odle for his files

Copy 4 (goldenrod) -- keep for your records

When the bills come in which correspond to the purchase orders, they can be sent directly to the controller if they do not exceed the dollar figures in the purchase order. Should they exceed those figures, the bills should be sent to Odle. Always make certain that the purchase order number and your approval appears on the bills.

- b. In those cases where a purchase order cannot be issued in advance, or where one would not be practical, a check request form should be sent with the bill to Odle. Leave the "Charge Check to Account Number" line blank. Your signature should appear in the "Approved by" line.

Purchase order and check request forms are available from Sylvia Panarites in my office.

Specific instructions for filling out purchase orders and check requests are attached.

30. Information on expense accounts is attached. The Committee has no credit cards of any kind issued in its name.

In general, the policy is to be reimbursed by the Committee for all expenses which you incur. Judy Hoback in the Finance Division can give you expense report forms and explain their use. All completed reports should be sent to my office for approval (note: this does not apply to the Finance and Political Divisions). All expense account reports must be approved first by your Division head and then by me.

Any secretary working at her boss' request later than 8:30 p.m. may charge the Committee \$2 for a dinner allowance. Any secretary working later than 9:00 p.m. may charge the Committee for taxi fare home providing that she did not have a car at work that day.

31. Forms to be used in letters and memoranda are attached. Please follow these forms so that Committee communications have uniformity to them.
32. For "minor medical emergencies," Martha Duncan has in her third floor office a complete supply of first aid bandages, supplies, aspirin, etc. A sofa is also available for secretaries who do not feel well. In addition, a "community" bulletin board is located in Martha's office.
33. From time to time we are able to secure seats in the Presidential Boxes at the Kennedy Center. Should you wish tickets for these boxes, for persons who merit them because of their efforts on behalf of this Committee, please contact Bill Minshall.

It would be appreciated if you would tell Bill, two weeks before the performance, the names, addresses and titles of those persons you wish to invite. Should you desire, these persons will be called and extended a formal invitation to attend the performance at the Kennedy Center. They will be told that the invitation comes at your behest and on behalf of this Committee.

Bill Minshall also has information on future schedules at the Kennedy Center.

Committee for the Re-election of the President

MEMORANDUM

May 5, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: JOHN N. SMITH  
SUBJECT: Memoranda

This is the form for all memoranda addressed to members of our staff, people at the White House, and the RNC. Memorandum paper, rather than stationery, should be used. If the memo is Confidential, it should be so marked at the top and bottom of each page. The word "Mr.", "Mrs.", or "Miss" should precede the addressee's name, but not the writer's. Mr. Haldeman, for example, is always "Mr. H. R. Haldeman." Middle initials should always be used in both lines.

The names of both the writer and the addressee are always in all capital letters. The subject line is in both upper and lower case and the subject is always underlined. However, you need not necessarily use a subject line.

Paragraphs should not be indented. The left margin should begin under the letter "D" of the word "Memorandum" on the paper. The typist's initials should never appear on the memo. Carbon copies should be addressed to a person using his full name, e.g., "Mr. John D. Ehrlichman," never "John Ehrlichman," or "Mr. Ehrlichman."

Check with Gene Roberts for the number and kind of file copies you should make if the memo is for Mr. Magruder's signature. Always mark the copies.

Thank you.

cc: Mr. John D. Ehrlichman

CONFIDENTIAL

Committee  
for the Re-election  
of the President

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

May 5, 1972

CONFIDENTIAL

MEMORANDUM FOR THE SECRETARY OF TRANSPORTATION

SUBJECT: Memoranda for Members of the Cabinet

This is the form to be used for memos to members of the Cabinet and other high government officials outside the White House. It is also the form for memos to the President: "MEMORANDUM FOR THE PRESIDENT."

The Cabinet Member's title is used rather than his name, e.g., "MEMORANDUM FOR THE SECRETARY OF COMMERCE," rather than "Memorandum for Peter Peterson."

The memo is on stationery, not memo paper. It is usually marked Confidential. The addressee's line is in upper case, the subject line in both upper and lower case, and is underlined. The writer signs at the end of the memo rather than at the beginning.

If the memo is being typed for Mr. Magruder's signature, check with Gene Roberts for the number and kind of copies. As is the case with all letters and memos, the typist's initials should not appear on the original, but should appear on the file copies and the copies should always be marked. If someone is preparing the memo for someone else's signature, the copies should show that, i.e., "JSM:RCO:jcm." That means Jeanne Mason typed it for Rob Odle who prepared it for Magruder's signature.

If there are attachments or an attachment, that should be noted on the original. The writer's name at the end is capitalized.

JOHN H. SMITH

Attachment

CONFIDENTIAL

Committee for the Re-election of the President

MEMORANDUM

May 5, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JOHN H. SMITH

SUBJECT: Memoranda

This is the form to be used for memoranda addressed to Mr. Mitchell.

~~CONFIDENTIAL~~

S A M P L E

Committee for the Re-election of the President

MEMORANDUM

May 5, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: SAMUEL A. BROWN

FROM: JOHN H. SMITH

SUBJECT: Memoranda

This is the form to be used when memoranda are sent through someone.

CONFIDENTIAL

Committee  
for the Re-election  
of the President

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

May 5, 1972

Dear John:

This is the form to be used for letters following the White House Correspondence Manual, a copy of which may be examined at Gene Roberts' desk. The inside address appears at the bottom of the letter. Paragraphs are not indented. The signature comes about 10 spaces past the center of the paper. The close is simply "Sincerely,". The letter may be ended "With best wishes,".

Letters are always on stationery, never on memorandum paper, and the margins, number of lines from the date to the salutation, etc., depend upon the length of the letter. Never use typist's initials on the letter.

With best wishes,

Sincerely,

John B. Smith

Mr. John W. West  
1019 Twentieth Street, Northwest  
Washington, D.C. 20036

1. SCOPE

1.1 The provisions of this instruction are applicable to all segments of the Committee for the Re-election of the President.

2. DEFINITION

2.1 Reasonable expenditures are expenditures that an employee would make to maintain his normal standard of living, utilizing his own funds to defray such costs as transportation, lodging, meals, tips, taxis, parking, telephone and other necessary travel expenses. While the reasonableness of travel expenditures varies with a person's position and locale, experience indicates that meals should not average above \$12.00 per day, and lodging should be arranged at chain motels and hotels at commercial rates standard in the locale. Exorbitant expenses will not be refunded.

3. POLICY - TRAVEL

3.1 Employees are reimbursed for actual expenses incurred, provided that they represent reasonable expenditures and are the direct result of carrying out an authorized assignment.

3.2 Advance funds are not made available to employees, except upon written authorization of a group manager. Advance funds must be accounted for within twenty days. There are no credit cards issued in the Committee's name.

3.3 All expenses must be properly documented and approved before reimbursement is made.

3.4 Employees will not be reimbursed for first class travel except where lesser air accommodations are not reasonably available to meet necessary assignment requirements. Chartered planes' expense will not be reimbursed.

3.5 Employees will be reimbursed for Pullman accommodations (roomette) for overnight rail travel and coach or chair car for day travel unless such accommodations do not meet the reasonable needs of the travelers.

3.6 Employees may use rented vehicles when the places to be visited are not economically or adequately served by taxis, buses, etc., or when an automobile is necessary for the efficient performance of business.

3.6.1 When employees travel together to the same destination, the number of car rentals should be kept to a minimum, consistent with the requirements of the trip.

3.6.2 Rental car insurance is not reimbursable, and should not be purchased.

3.7 Employees may use personal cars for travel on business, provided that

the employees have liability insurance coverage as required by law, and the overall cost of the trip (mileage allowances, meals, lodging, non-productive salary of individual while in transit, etc.) is not greater than the cost of commercial air travel (tourist class) to the same destinations. (Reimbursement is at \$.12 per mile).

4. POLICY-BUSINESS CONFERENCES AND ENTERTAINMENT

4.1 Employees are reimbursed for actual business conferences and entertainment expenses provided that such expenses are reasonable, are the direct result of carrying out an authorized assignment, and are documented and approved.

5. PROCEDURE-TRAVEL AND BUSINESS CONFERENCES AND ENTERTAINMENT EXPENSES

5.1 A completed Weekly Expense Report form must be submitted listing all expenditures together with appropriate documentation and approval by noon the following Tuesday (in person or by mail). Payment will be made within four days.

5.1.1 Appropriate expense documentation normally includes receipts for lodging, car rental, commercial transportation tickets, and entertainment and other expenses whenever practicable.

5.2 For reservation made through Waters Travel Agency, employees should submit one copy of the transportation record to the Controller at the time of receipt of the tickets.

5.3 Employees not attached to the Washington office should include their address on the Report.

WEEKLY EXPENSE REPORT

WEEK ENDING ④

NAME ①  
 ACTIVITY ②  
 NO. ③

APPROVED BY ⑤

CASH EXPENSES

EXPENSE ITEM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTALS
1 BREAKFAST	⑥							
2 LUNCH	⑦							
3 DINNER	⑧							
4 HOTEL	⑨							
5 TIPS	⑩							
6 TAXI & RENT CARS	⑪							
7								
8 TEL & TEL	⑫							
9								
10 TRANSPORTATION	⑬ (See below)							
11								
12 ENTERTAINMENT	⑭ (See below)							
13								
14	⑮							
15 TOTAL CASH EXPENSES	⑯							⑰

DETAILS OF TRANSPORTATION & ENTERTAINMENT

(10) TRANSPORTATION	DATE	FROM—TO	METHOD USED	PURPOSE	COST
	⑫				

(12) ENTERTAINMENT	DATE	NAME OF PERSON(S)	WHERE ENTERTAINED	PURPOSE
	⑬			

(16) YOUR CASH POSITION:

BALANCE—LAST REPORT  
 REIMBURSEMENT DUE YOU  
 PERMANENT ADVANCE  
 TEMPORARY ADVANCES RECEIVED  
 SUB-TOTAL  
 AMOUNT OF THIS EXPENSE VOUCHER  
 BALANCE ON HAND

+	
+	
+	
+	
-	
-	

SPECIAL INSTRUCTIONS

FOR ACCOUNTING USE ONLY:

EXPLANATION OF WEEKLY EXPENSE REPORT

- |   |  |
|---|--|
| <p>① Name: Employee's name &amp; signature</p> <p>② Employee's address</p> <p>③ Activity number: Expense account no. to be charged.</p> <p>④ Week Ending: Month, day &amp; year the report was prepared</p> <p>⑤ Signature of the person approving the report</p> <p>⑥ Month, day &amp; year the expenses are incurred</p> <p>⑦ Meals: Amount expended for meals each day</p> <p>⑧ Hotel: Amount expended for lodging each day</p> <p>⑨ Tips: Amount for tips granted each day</p> <p>⑩ Taxi &amp; Rental Cars: attach copy of rental car agreement and invoice.</p> <p>⑪ Tel. &amp; Tel.: amount expended for telephone &amp; telegram service necessitated by the trip.</p> <p>⑫ Transportation: Enter date, point of departure &amp; point of arrival, method of travel, the purpose</p> | <p>⑬ Entertainment: Enter date of business conference or entertainment, names of persons in attendance, the location and purpose of the function.</p> <p>⑭ Blank Spaces: used for expenses incurred that are not reported in an expense category printed on the form. Indicate the type of expense incurred.</p> <p>⑮ Total Cash Expenses: Total of each column</p> <p>⑯ Totals: Total of each line item</p> <p>⑰ Total of the column</p> <p>⑱ Special Instructions: For employee's use to indicate a request for special handling of the report</p> |
|---|--|

### 1. SCOPE

1.1 The provisions of this instruction are applicable to all segments of the Committee.

### 2. DEFINITIONS

2.1 Purchase agreements are the transactions between the Committee and suppliers, and involve one of the categories defined below:

- 2.1.1. Confirming Purchase Order - A written purchase order which documents a purchase agreement.
- 2.1.2. Non-Confirming Purchase Order - A verbal purchase agreement with a supplier which is not documented in writing to the supplier; however, it includes the transmittal of a Purchase Order number against which the supplier agrees to reference the transaction.
- 2.1.3. Blanket Purchase Order - A written Purchase Order specifying price and quantity of material to be purchased within a specified time period with delivery as required and directed by the Committee.
- 2.1.4. C.O.D. Order - An agreement between the Committee and the vendor to ship on cash-on-delivery basis. These agreements should be avoided as much as possible.
- 2.1.5. Contract - A legal contract between the Committee and the seller.

### 3. POLICY

3.1 Program Directors/Administrative Department Heads have the responsibility for determining the type of purchase agreement to employ and for preparing appropriate purchase documents in accordance with the guidelines in this instruction.

### 4. PROCEDURE

- 4.1 Confirming Purchase Orders are prepared when the total order is in excess of \$500.00 or when delivery is in excess of three weeks; or when a supplier requests a formal purchase order.
- 4.2 Non-Confirming Purchase Orders are placed for repetitive or low dollar value items; or whenever the order is less than \$500.00, and the order is placed with a reputable supplier.
- 4.3 Blanket Purchase Orders are placed to establish firm prices, or to take advantage of price breaks when total quantity is known, but delivery dates are not established.
- 4.4 C.O.D. Orders may be placed whenever the item is required urgently and is under \$200.00 and the supplier insists on this arrangement.

April, 1972

H. J. Barrett

1. SCOPE

1.1 The provisions of this instruction are applicable to all segments of the Committee for the Re-election of the President.

2. DEFINITIONS - (Reference-Finance Policy and Procedure 5.2)

2.1 Purchase agreements are the authorizations from the Committee to the supplier to ship material or perform services and may be one of the following types:

- 2.1.1 Confirming Purchase order
- 2.1.2 Non-confirming Purchase order
- 2.1.3 Blanket Purchase orders
- 2.1.4 C.O.D. orders

3. POLICY

3.1 Program Directors/Administrative Department Heads have the responsibility for making purchase agreements for the Committee within the limits of standard terms and conditions.

3.2 Program Directors/Administrative Department Heads are responsible for controlling input of purchase documents into the accounting system. (Controller's office)

3.3 Program Directors/Administrative Department Heads are responsible for controlling the documentation for the receipt of materials/services and the input of that documentation into the accounting system.

4. PROCEDURE

4.1 The requisitioner prepares the Purchase Order in accordance with the instructions contained in Attachment 1 of this instruction, retains copy 4 (the goldenrod copy) for his records, obtains approval, selects the vendor, places the order, completes the Purchase Order and distributes it as follows:

- 4.1.1 Copy 1 (original white copy) - sent to the vendor
- 4.1.2 Copy 2 (yellow copy) ~~sent to the Controller's office~~
- 4.1.3 Copy 3 (pink copy) ~~sent to the Controller's office~~

4.2 Program Directors/Administrative Department Heads receive materials/services against a Purchase Order and document the receipt (count items once, if applicable and enter the count as the amount received). For services write: "accepted and approved for payment". In both instances sign the receiving copy and forward it to the Controller's office.

*April 1, 1972*

- 4.3 In the event that quantities received are more than the Purchase Order amount (an overshipment), the Controller pays the supplier based on the Purchase Order agreement, unless specifically authorized to pay the higher amount. In the case of an undershipment, the Controller pays the supplier on the basis of the approved receiving copy of the Purchase Order.

- ①. Requisition Number may be used by the requisitioner if he desires to keep a numerical file.
- ②. For - operating expense account to which the material or services are to be charged.
- ③. Date Required - delivery promised - month/day/year
- ④. Terms - indicate percent and time period (example - 2%/10 da.)
- ⑤. Via - method of shipment and F.O.B. shipping point or destination.
- ⑥. Date - date purchase order placed - month/day/year
- ⑦. To - vendor name, address and zip code
- ⑧. Ship to - name, address and zip code if other than the address on the Purchase Order.
- ⑨. Quan. Ordered - Quantity and unit of measure ordered
- ⑩. Please Enter our Order for the Following - description - the description may be any length necessary to identify the materials/services ordered.
- ⑪. Unit Price - The cost per single unit of measure for materials. The unit or total price of services. Estimate if actual is not available and indicate "not to exceed" amount.
- ⑫. Quan. Received - use same unit of measure as in Quantity Ordered column.
- ⑬. Authorized Signature - signature of a person authorized to purchase for the Committee.

UNISET THE CHOCICE & MANAGING COMPANY - CELEMA, OHIO - UNISET

**PURCHASE ORDER**  
**FINANCE COMMITTEE FOR THE**  
**RE-ELECTION OF PRESIDENT NIXON**  
 1701 Pennsylvania Ave., N.W. Suite 272 333-0920  
 WASHINGTON, D. C. 20006

PURCHASE ORDER NO.  
**No 102**  
 SHOW THIS NUMBER ON  
 ALL PACKAGES, INVOICES  
 AND REFERENCES TO  
 THIS ORDER.

REQN. NO. ①	FOR ②	DATE REQUIRED ③	TERMS ④	VIA ⑤	DATE ⑥
-------------	-------	-----------------	---------	-------	--------

TO: ⑦ SHIP TO: ⑧

QUAN. RECEIVED ⑫	QUAN. ORDERED ⑨	PLEASE ENTER OUR ORDER FOR THE FOLLOWING ⑩	UNIT PRICE ⑪

⑬ \_\_\_\_\_ AUTHORIZED SIGNATURE

1. SCOPE

- 1.1 The provisions of this instruction are applicable to all segments of the Committee.

2. POLICY

- 2.1 Payment of obligations, other than those initiated by purchase orders and weekly expense reports, is accomplished by the issuance of a check from the Controller in response to the receipt of an approved Request for Check form together with supporting documentation.

3. PROCEDURE

- 3.1 Upon receipt of an invoice or other evidence of liability, or evidence of a requirement for advance funds, the employee concerned prepares a request for a check form (Attachment 1), obtains the necessary approval and forwards the request together with the supporting documentation to the Controller.
- 3.2 The Controller verifies the supporting documentation (documentation is returned to originator if incomplete), issues a check, and obtains an authorized signature.
- 3.3 The Controller returns the check to the requesting employee or mails it directly to the payee, whichever is specified on the Request for Check form. The Controller may in any instance elect to mail the check to the payee.

INSTRUCTIONS - REQUEST FOR CHECK FORM

F.P.P.-6.2

EFFECTIVE DATE

April 1, 1972

- ① FROM - Title of the activity requesting the check
- ② FROM - Check requestor's name
- ③ AMOUNT - Exact amount of the payment made
- ④ PAYABLE TO - Name of the person or company to whom the payment is to be made; exactly as it is to appear on the check.
- ⑤ ADDRESS OF THE PAYEE - Complete address of the payee, including zip code
- ⑥ PURPOSE OF THE EXPENDITURE - Brief statement of the purpose involved. Attach available documentation supporting the payment.
- ~~⑦ CHARGE CHECK TO ACCOUNT NUMBER - Account number and branch name of the account to which the check is to be charged.~~
- ⑧ DISPOSITION OF THE CHECK - Indicate whether the check is to be delivered to the requestor or to the payee. Indicate other disposition, if applicable.
- ⑨ APPROVED BY - An authorized signature in accordance with the Signature Authority List.
- ⑩ DATE - Date of check request - month/day/year

REQUEST FOR CHECK

F.P.P.-6.2

EFFECTIVE DATE

April 1, 1972

FROM: Your Division (1) (Activity title)

Your Name (2) (Requestor's name)

Please issue a check according to the instructions below.

AMOUNT \$ (3)

PAYABLE TO (4)

ADDRESS OF PAYEE (5)

PURPOSE OF THE EXPENDITURE (6)

CHARGE CHECK to ACCOUNT NUMBER Leave Blank

DISPOSITION OF THE CHECK Tell what to do with check

APPROVED by Your signature (9) DATE (10)

Odle signature

FOR ACCOUNTING USE ONLY

BANK

DATE CHECK NUMBER

ACCOUNT NUMBER AMOUNT

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

TO: Staff Receiving State Chairman List

FROM: Harry S. Fleming

Attached are the latest update sheets for your State Chairman list.

Please remove old sheets and insert those attached. Any inquiries regarding this listing should be made to Betsy Callaway of my staff

(Ext. 397).

\*indicates entry not in previous listing, or change

May 15, 1972

~~CONFIDENTIAL~~

CALIFORNIA

Announcement date: February 4, 1972

HEADQUARTERS OFFICE: CALIFORNIA COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT  
1670 Wilshire Blvd.  
Los Angeles, California 90017 (213) 484-1330

\* \* \* \* \*

CHAIRMAN: Governor Ronald Reagan (916) 445-2841  
State Capitol  
Sacramento, California 95814

\* \* \* \* \*

EXECUTIVE DIRECTOR: Mr. Lyn Nofziger  
c/o HEADQUARTERS  
\* home: 12420 Deerbrook Lane (213) 476-4971  
Brentwood, California

\* \* \* \* \*

ASSOCIATE CHAIRMAN: Mrs. Warren (Elsa) Sandstrom (415) 967-3534  
P.O. Box 977  
Los Altos, California 94022

\* \* \* \* \*

\*indicates entry not in previous listing, or change

May 15, 1972

~~CONFIDENTIAL~~

DELAWARE

Announcement date: April 3, 1972

NO HEADQUARTERS  
AT PRESENT:

\* \* \* \* \*

CHAIRMAN: Mr. William R. Campbell, Jr. (302) 656-5483  
office: President, John R. Rollins and Assoc.  
2401 Pennsylvania Avenue  
Wilmington, Delaware 19806  
home: 2605 Pennington Drive (302) 475-3794  
Wilmington, Delaware 19806

\* \* \* \* \*

EXECUTIVE Mr. William G. Campbell (302) 655-7311  
DIRECTOR: office: Bayard, Brill & Handelman  
P.O. Box 1271  
Wilmington, Delaware 19899  
home: 2654 Marsh Road (302) 475-5710  
Wilmington, Delaware 19810

\* \* \* \* \*

\* CO-CHAIRMAN: \* Mrs. Arnold R. (Nancy) Olsen (302) 674-1674  
61 Carnoustie Road  
Dover, Delaware 19901

\* \* \* \* \*

\*indicates entry not in previous listing, or change

May 15, 1972

~~CONFIDENTIAL~~

NORTH CAROLINA

Announcement date: 1971

HEADQUARTERS  
OFFICE:

NORTH CAROLINA COMMITTEE FOR THE  
RE-ELECTION OF THE PRESIDENT  
916 E. Moorhead Street  
Charlotte, North Carolina 28202

(704) 372-9500

\* \* \* \* \*

CHAIRMAN:

Mr. Charles Jonas, Jr.  
c/o HEADQUARTERS

(704) 372-9516

office: Reynolds and Company  
330 S. Tryon Street  
Charlotte, North Carolina 28202

(704) 377-3651

home: 302 Colville Road  
Charlotte, North Carolina

(704) 332-7018

\* \* \* \* \*

EXECUTIVE  
DIRECTOR:

Mr. Steve Krouch  
COMMITTEE FOR THE RE-ELECTION  
OF THE PRESIDENT, RALIEGH OFFICE  
P.O. Box 10406  
Raleigh, North Carolina 27605

(919) 833-2545

home: 3219 Oak Grove Circle  
Raleigh, North Carolina 27607

(919) 782-4196

\* \* \* \* \*

\* CO-CHAIRMAN:

\* Mrs. Willis (Vernon) Smith, Jr.  
c/o RALEIGH HEADQUARTERS

(704) 833-2545

home: 2217 St. Mary's  
Raleigh, North Carolina 27605

(919) 787-9150

\*indicates entry not in previous listing, or change

May 15, 1972

~~CONFIDENTIAL~~

PENNSYLVANIA

Announcement date: February 14, 1972

\* HEADQUARTERS OFFICE: PENNSYLVANIA COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT \* (215) 568-5420  
1719 Chestnut Street  
Philadelphia, Pennsylvania 19103

\* \* \* \* \*

CHAIRMAN: Mr. Arlen Specter  
c/o HEADQUARTERS  
office: District Attorney's Office  
Room 666, City Hall  
Philadelphia, Pennsylvania 19107  
home: 3417 Warden Drive (215) 438-2622  
Philadelphia, Pennsylvania 19129  
Contact: Mr. Jon Steinberg (215) 686-3964

\* \* \* \* \*

ASSISTANT CHAIRMAN: Mr. Herman Bloom  
c/o HEADQUARTERS  
home: 1822 Spruce Street (215) 985-1972  
Philadelphia, Pennsylvania 19103

\* \* \* \* \*

Committee for the Re-election of the President

MEMORANDUM

April 14, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL  
THROUGH: JEB S. MAGRUDER  
FROM: HERBERT L. PORTER *Barb*  
SUBJECT: Grand Opening of the Downstate  
Headquarters of the Illinois  
Committee for the Re-election of the  
President, Springfield, May 26, 1972

We have received an invitation for you and Mrs. Mitchell to be the principal participants at the grand opening of the downstate headquarters of the Illinois Committee for the Re-election of the President in Springfield, Illinois, on May 26, 1972. The proposed program is described in detail in the attached memorandum, which was prepared by Jon Foust and Susan Davis following a pre-advance visit to Springfield. In brief, the proposed program is as follows:

- 1) An airport arrival ceremony in Springfield with Governor Ogilvie, Senator Percy, Congressman Findley, Mayor Talford, and other Republican dignitaries.
- 2) A ribbon cutting ceremony, accompanied with brief remarks, at the headquarters site. It is our understanding that a large crowd is anticipated.
- 3) A press conference in the State Capitol Press Room, two blocks from the headquarters site. This segment of the program might also include an introduction to the assembled legislature from the Speaker's rostrum in the House.
- 4) A reception at Illini Motors for approximately 200 individuals. (The reception would be financed by the owner of Illini Motors.)

Page 2

This proposed program constitutes one of the main high visibility, media oriented events in Illinois prior to the Convention in August.

We recommend that you and Mrs. Mitchell accept this invitation.

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

Attachment

Committee for the Re-election of the President

MEMORANDUM

April 10, 1972

MEMORANDUM FOR: JON A. FOUST ,  
FROM: SUSAN A. DAVIS *sd*  
SUBJECT: Grand Opening of Downstate Committee  
Headquarters, Springfield, Illinois

The grand opening of the downstate headquarters for the Committee for the Reelection of the President in Springfield, Illinois, has been tentatively set for Friday, May 26. The opening ceremonies are planned for 12 noon, followed by a press conference with the principal speaker and a reception for party officials at Illini Motors in Springfield.

John Henry Altorfer, downstate campaign chairman, has requested, in preferential order, John and Martha Mitchell, Tricia and Ed Cox or John Wayne as the principal speaker(s). Apparently, Julie Eisenhower opened the downstate headquarters in 1968 and Altorfer feels her presence was indicative of the importance placed on the Illinois vote by the national campaign staff. By the same token, Altorfer feels that the speaker for this event will again reflect the importance of the state of Illinois in the November election. In making his speaker request, Altorfer made several points:

- 1) As mentioned above, the speaker sent will reflect, in the eyes of the Illinois Republicans, the importance of the Illinois vote in November;
- 2) Altorfer wants the grand opening to be a "downstate" affair as opposed to a "local" Springfield affair. A speaker of the stature mentioned above would draw people from surrounding counties, while a Cabinet official would probably only draw Springfield people;
- 3) The purpose of the grand opening is to publicize the beginning of the campaign downstate and to stir up the party faithful to volunteer their time and services to the campaign effort. A big name personality could kick off the campaign appropriately and engender enough enthusiasm for the campaign to continue full speed ahead;

- 4) Altorfer also mentioned that Springfield is a "sophisticated city" as well as a very "political city". The populace has been inundated with politicians and, as a result, is apathetic to most events. A prominent speaker is necessary, in the eyes of the downstate Committee, to gain media coverage, and sufficient public interest to ensure a large crowd.
- 5) The projected budget for this event is approximately \$8,000 (in addition to the expense assumed by Michael Kreider, owner of Illini Motors, for the reception). If the Committee does not send a "top biller", Altorfer is not willing to spend \$8,000 -- nor is he willing to expend the effort and resources for an event of this proportion. If the Committee sends a Cabinet member and/or a mediocre celebrity, Altorfer will revamp the proposed schedule and have an opening on a much smaller scale. (While Rogers Morton would be acceptable, Earl Butz or John Volpe would not.)

Attached is a proposed schedule for the event, a proposed budget and diagrams of Nixon Headquarters and Illini Motors. Keeping in mind that the schedule is flexible enough to adapt to the principal's needs and wishes, the following factors are of import:

- 1) A private plane has been secured to transport the principal from St. Louis, Missouri, to Springfield, Illinois, (there is only one direct flight to Springfield from Washington, a 7:30 p.m. flight departing Dulles Airport). Since the principal will be in St. Louis, and since the media market is different from that in Springfield, we could get maximum exposure by holding a planeside press conference in St. Louis, before departing for Springfield. The plane will be donated by Bisch Airways and, at present, is expected to be a Cessna 401. It will seat 6 passengers, including two crew members. We have asked Altorfer about the possibility of securing a larger plane if necessary and he is checking that out.
- 2) The schedule tentatively calls for the opening ceremonies to begin at noon. Dependent on the principal's time schedule, the opening could take place around 3p.m. In both circumstances, we would approach the Governor's office to let state employees leave work for the event.

- 3) A platform (approximately 12' X 21') will be built outside the headquarters and Hawkins Electric has been contacted to provide the sound system. The building owner will allow any type of decorations, and the downstate Committee plans on hanging banners, posters, bunting and balloons from the building's facade.
- 4) The program will be preceded by pre-program festivities still to be determined. After the formal program and ribbon-cutting ceremonies, the downstate campaign people would like the principal to view the headquarter facilities. While the principal may feel this is appropriate, we have both a security and time problem here, owing to the fact that there is only one entrance, which also serves as the exit. For this reason, it may be logistically more feasible to have the principal sign the guest-book at the outside entrance and depart immediately for the press conference site.
- 5) Altorfer and Kreider have suggested that the principal hold a formal press conference at Illini Motors, in a building apart from the showroom where the reception will be held. For obvious reasons, it would be inappropriate and inadvisable to have the press present at the reception or even visibly aware of the event, since it could easily be construed as an Administration plug for a corporate venture. It is suggested that the press conference be held in the State Capitol Press Room, two blocks from the headquarters site. The press room is already set up for television coverage, too. Chicago and St. Louis have both television crews and newspaper reporters at the Capitol covering the legislative session. Since the legislature will be in the last two days of their session, we will be able to get good coverage by making the principal easily accessible to the press. As a footnote, since the principal is already in the Capitol, it might be appropriate for him to be introduced to the legislators and visitors from the Speakers rostrum in the House. (Speaker of the House is Robert Blair, a Republican.)
- 6) Following the press conference, a reception would be held at Illini Motors, ostensibly billed as a political



SCHEDULE

Arrive Airport, Springfield, Illinois

Met by Reception Committee:

Governor Richard Olgiwie  
Senator Charles Percy  
Congressman Paul Findley  
Mayor Talford  
John Henry Altorfer -- Downstate Chairman  
Tom Hauser -- State Chairman

(Possibility for picture-taking session) (Pre-program  
begins at headquarters site)

+15 Depart Capital Airport, Springfield, Illinois, for Nixon Headquarters  
5th and Capitol

Car #1 -- Advance, Security  
#2 -- Principal and Senator Percy  
#3 -- Governor and Wife  
#4 -- Mayor Talford and Congressman Findley  
#5 -- Altorfer and Hauser

Platform Guests

Senator Charles Percy  
Governor Richard Olgiwie  
Secretary of State John Lewis  
Edward Caharsky -- Candidate for Secretary of State  
William Scott -- Attorney General  
Lindberg -- State Auditor  
Congressman Paul Findley  
Tom Hauser -- State Campaign Chairman  
John Henry Altorfer -- Downstate Campaign Chairman  
Mayor Talford  
Victor Smith -- State GOP Chairman  
Principal(s)

+30 Arrive Nixon Headquarters, 5th and Capitol Streets  
motorcade docked on Capitol at 5th Street  
Met by reception committee:  
Victor Smith -- State Chairman

Secretary of State John Lewis  
Doc Adams - State Central Committeeman  
John Short - County Chairman

Principals proceed to platform.

+35 Program begins:

Mayor introduces Altorfer	2
Altorfer introduces Dignitaries (non-speeches)	6
Altorfer introduces Hauser	2
Altorfer introduces Percy -- remarks (3 minutes)	3
Altorfer introduces Governor Olgivie	1
Olgivie introduces Principal -- remarks (5 minutes)	5
Ribbon cut -- guest book signed	1

+55 Program ends, principal departs Nixon headquarters for Press Conference Site, State Capitol Press Room.

+1:05 Principal Arrives-- press conference site, State Capitol Press Room.

+1:10 Press Conference begins

+1:40 Press Conference ends. Principal departs site for Illini Motors.

+1:55 Principal arrives side entrance -- Illini Motors -- met by Altorfer and Krieder.

+2:00 Principal enters Illini Conference Rooms for pictures with VIP's.

+2:15 Principal enters reception area to greet guests.

+2:35 Principal departs Illini Motors for Capitol Airport, Springfield .

+2:55 Principal arrives Capitol Airport.

+3:05 Principal departs for: 1) St. Louis -- with possible press conference before embarking for Washington  
(if not held on arrival)  
2) Chicago --) Washington, D.C.

cc: Mr. Jeb S. Magruder  
Mr. Herbert L. Parter  
Mr. J. Curtis Herge ✓  
Mr. Edward Cowling  
Miss Angela L. Miller

Committee for the Re-election of the President

MEMORANDUM

April 11, 1972

MEMORANDUM FOR: MR. JEB S. MAGRUDER  
FROM: JON A. FOUST  
SUBJECT: Grand Opening of the Illinois  
Downstate Headquarters

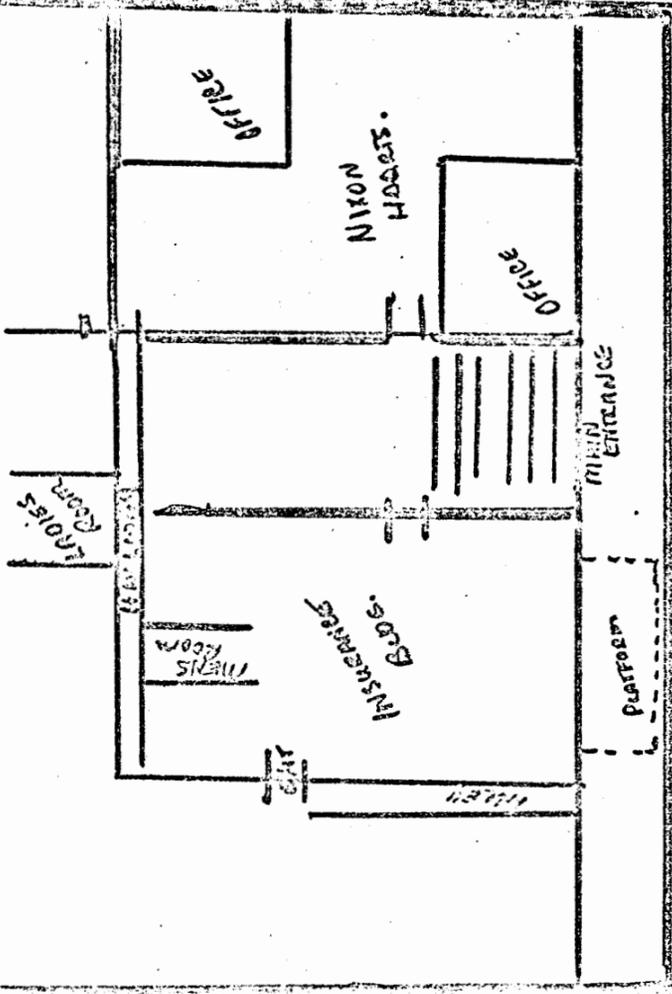
BUDGET

Platform	700*
Band	100
Car Rental	500*
Decorations	300
Entertainment	500*
Transportation - 6 people @ \$200	1200
Publicity	
Radio & TV	1000
Newspaper	600
Handbills (30,000)	900
Sound	100
Telephone campaign (10)	250
Advancemen expenses	
Hotel 6 people X 7 days X 25	1050
Food 6 people X 7 days X 15	600
Printing and postage	<u>200</u>
TOTAL	8000

\*may be donated

LINCOLN HOTEL

5th STREET



CAPITOL ST.

ENTRANCE

REST ROOM

6th STREET

OFFICE

NIXON HADERS

OFFICE

MAIN ENTRANCE

platform

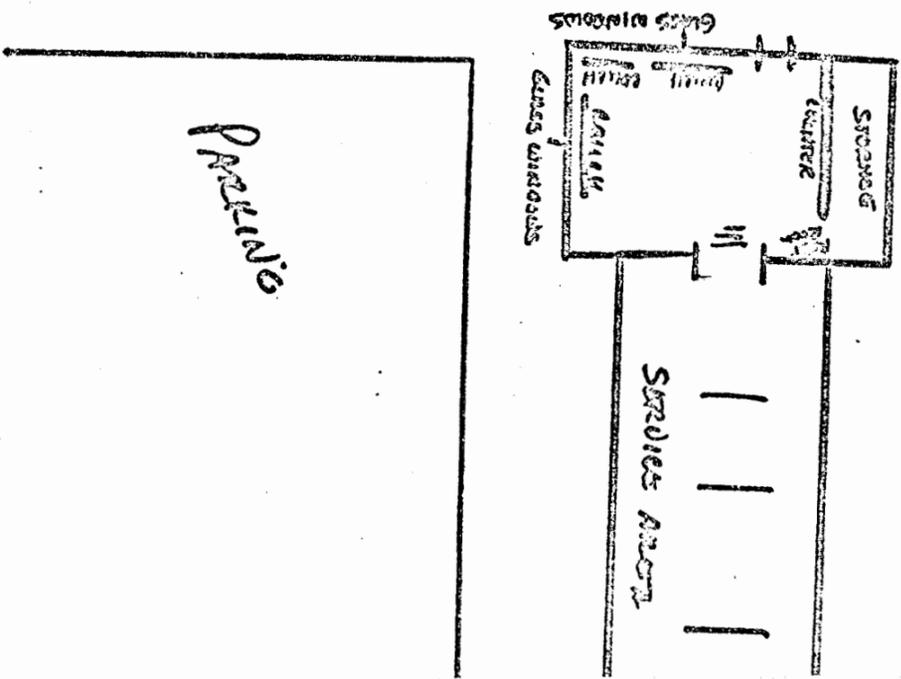
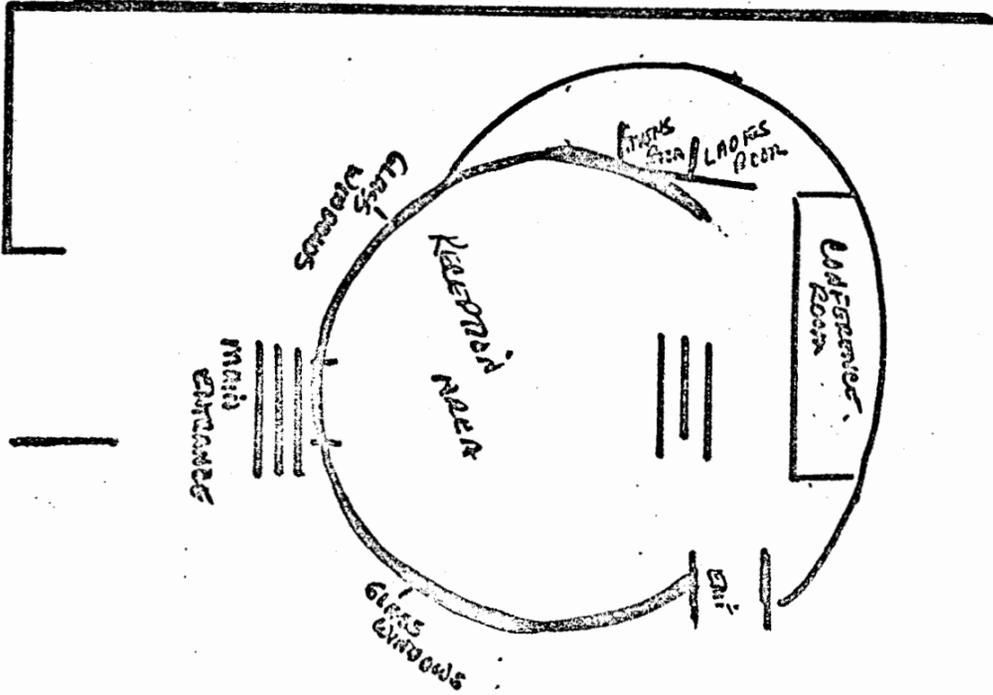
REST ROOM

MENS ROOM

WOMENS ROOM

DOOR

STEVENS DRIVE



Parking

MAIN CLASS ROOM  
LABORATORY  
- Reception Area

March 31, 1972

Mr. Tom Booth  
Illinois Committee for the  
Reelection of the President  
200 South Second Street  
Springfield, Illinois 62701

Dear Tom:

You asked me to confirm our discussions regarding the formal opening of the Springfield, Illinois headquarters and the participation of someone from the national campaign organization in a fiftieth anniversary celebration at Illini Motor Company.

As I understand it, you are renting the Springfield Headquarters space from Michael Z. Kreider, an officer of Illini Motor Company. Mr. Kreider has asked if it would be possible for the person who formally opens the Headquarters on May 26 to make some brief remarks at the Illini office and terminal where a large group is expected to be present.

In my opinion, it is perfectly proper from the legal point of view to grant Mr. Kreider's request.

Sincerely,

*Tom*

Thomas H. Morsch,  
General Counsel  
Illinois Committee

tc

cc: Mr. Curt Herge



March 31, 1972

Mr. Thomas Booth  
Republican State Headquarters  
200 S. Second Street  
Springfield, Illinois 62704

Dear Mr. Booth:

Please find enclosed a copy of the lease for the Committee to Re-Elect the President Headquarters located at 500 E. Capitol, Springfield, Illinois. Would you please forward this to Mr. John H. Altorfer, <sup>President</sup> Chairman, for his signature and return the original to the office of K & L Real Estate, 500 E. Capitol, Springfield, Illinois. The extra copy of the lease is for your records.

We have been attempting to lease this property for a number of months and recognize that the amount we are charging you is lower than what the property should be bringing in. However, it is our feeling, also, that the \$150.00 a month will cover the expense of utilities and insurance and other overheads. You will note that in the lease, we have reserved the right to show perspective clients through the premises in order that we may negotiate a lease for the period beginning December 1, when your lease expires.

Thank you very much for your request and I hope that this lease is satisfactory.

Sincerely,

Ronald D. Ladley  
Vice-President of K & L Real Estate

Encl.  
RDL/do

THIS AGREEMENT, made this 3 day of April, 1972, between Violet W. Kreider, Executor of the Estate of George P. Kreider, Landlord (s), and The Committee To Re-Elect The President, Tenant (s),

WITNESSETH,

That the said landlord (s) does hereby lease to the said tenant (s), the following described property, situated in the City of Springfield, County of Sangamon, State of Illinois, to be used as campaign headquarters and office space, four rooms on the 2nd Floor West of the building located at 500 East Capitol for the term of 8 months beginning on the 1st day of April, 1972, and ending on the 30th day of November, 1972.

And the tenant agrees to pay as rent for the said premises, the sum of Twelve Hundred Dollars (\$1,200.00) payable in advance on the 1st day of each month, in payments of One Hundred and Fifty Dollars (\$150.00) each at 2424 East Lake Drive, Springfield and the rental charges setforth above shall include all utilities.

And the tenant covenants with the landlord, that at the expiration of the term of this lease tenant will yield up the premises to the landlord without further notice in as good condition as when the same were entered upon by the tenant, loss by ordinary wear excepted.

And the said tenant shall permit the landlord to have free access to the premises hereby leased for the purpose of examining or exhibiting the same or to make any needful repairs or alterations of such premises, which said landlord may see fit to make; also to allow to have placed upon said premises, at all times, notices of "For Sale" or "To Rent" and will not interfere with the same.

this Lease, or make any alterations, amendments or additions to the buildings on said premises, without the written consent of the landlord had thereto, and that neither tenant nor tenant's legal representatives will use said premises for any purpose calculated to injure or deface the same, or to injure the reputation or credit of the premises or of the neighborhood.

It is further agreed that the tenant shall keep said premises in a clean and healthy condition, in accordance with the ordinances of the City, and all rules, regulations, ordinances, laws or statutes of any governmental body.

And it is further expressly agreed between the parties, that if default shall be made in the payment of the rent above reserved, or any part thereof, or in any of the covenants or agreements herein contained to be kept by the tenant or tenant's heirs, administrators or assigns, it shall be lawful for landlord or landlord's legal representatives to re-enter into and upon said premises, or any part thereof, either with or without process of law, and re-possess the same, and to distrain for any rent that may be due thereon, at the election of said landlord; and in order to enforce a forfeiture for non-payment of rent, it shall not be necessary to make a demand on the same day and rent shall become due, but a demand and refusal or failure to pay at any time on the same day, or at any time on any subsequent day, shall be sufficient; and after default shall be made, the tenant, and all persons in possession under tentant shall be deemed guilty of forcible detainer of said premises under the statute.

In witness whereof, the parties have hereunto set their hands and seals, the day and year first above written.

Violet W. Kreider, Executor of the Estate  
of George P. Kreider  
by Ronald Ladley  
Ronald Ladley, her agent

Committee To Re-Elect the President  
John Henry Altorfer <sup>Deputy</sup> Chairman  
by John Henry Altorfer

MEMORANDUM

April 13, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL  
THROUGH: JEB S. MAGRUDER  
FROM: HERBERT L. PORTER *Port*  
SUBJECT: Fundraising Telethon

Mr. Stans called me yesterday (Wednesday, April 12) saying that he and Taft Schreiber had discussed the idea of a fundraising telethon just prior to the California primary.

Their idea is to arrange for a T.V. hook-up to cover San Diego, Los Angeles, and San Francisco. This would be over independent stations in each of these cities. Stans wants to "test" the idea with the thought that if it is successful, he perhaps could do the same thing nationwide prior to the convention in August.

Taft's input is that the show could begin early Sunday evening, June 4th (California primary is June 6) with an array of talent from Hollywood. He would ask Sammy Davis, Jr. to assist in putting such a show together.

Mr. Stans told me to "go" on the project. However, there are some pitfalls that should be discussed. First, the Democrats are planning a similar event nationwide in July. Why not let them provide the "test"?

Secondly, if such a plan is approved, is California the best test market? Perhaps a smaller state would be better where success or failure will not create too much news.

I strongly suggest that this recommendation be discussed more thoroughly, and if approved, come from the highest levels of the campaign.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 24, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL  
FROM: JEB S. MAGRUDER  
SUBJECT: New York State

A short time ago, I reported to you that members of Perry Duryea's political staff from New York State had visited our Committee to discuss avenues of mutual cooperation in the 1972 campaign. They have now submitted specific proposals for our consideration. This memorandum discusses those proposals and presents recommendations for further negotiations.

Mr. Duryea's group develops and executes strategy to assure that the Republican Party will retain a majority in the State Legislature in 1972. They develop plans for the campaign in each Assembly district; provide demographic and past voter data; advise on public relations and advertising; and in cases of marginal Assembly districts, provide a campaign manager to execute the strategy which has been developed.

There are five areas wherein we see meaningful opportunities for cooperation: polling, direct mail, demographics, political intelligence and strategy, and get-out-the-vote activities.

Polling The New York Legislative Group will use Bob Teeter's company, Market Opinion Research, to conduct telephone polls by key Assembly districts throughout the state. The interviews will be conducted continuously over the last six weeks of the campaign. The state operation will cost about \$100,000. Bob Teeter feels that, by sharing the state facilities, we could save about \$15,000-\$20,000 from our planned telephone polling activities over the last weeks of the campaign.

Direct Mail Their plans for direct mail are very much along the lines that we have been developing, which are to identify the target voter demographically and then to be able to communicate with him by name and address. The New York Group has engaged a political consultant,

Bob Colonna, to combine the Donnelly list, registered voter lists and ethnic category identification into one comprehensive state mailing list. There are approximately 7,500,000 registered voters in the state. The reported cost for the project is \$350,000, plus \$110,000 annual update cost. We have been offered the use of the list for the campaign for \$73,000. In talking to Donnelly executives, we have learned that the state group is contractually prohibited from selling the Donnelly mailing list to a third party. Moreover, the overall mailing list project appears to be behind schedule. However, the lists of registered voters and ethnic category identification would be very valuable to us, in conjunction with our access to the Donnelly list. Therefore, our negotiating objective should be to acquire the voter and ethnic lists, but to remain "un-coupled" from the New York project.

Demographics As a result of reapportionment, the New York Group has developed a superb demographic data base. It has been compiled by politically astute people, and can be readily applied to campaign activities. There is no practical way that we could develop a comparable data base in time to be useful in the campaign. The cost of the project is reported to have been \$250,000. We have been offered access to the data for \$25,000.

Political Strategy and Local Intelligence The New York Group has currently available for its own use and can provide the Nixon campaign with the following data on an Assembly district or county basis for the entire state of New York.

1. A current reading of any local issues which are volatile and which should either be avoided or the Nixon effort should be aware of;
2. A daily clipping service by district, and by issue of all dailies and weeklies in the state;
3. A daily news summary of the twenty-six (26) major papers in the state of New York;
4. An up-to-date list of every political and non-political opinion leader in the state;
5. Current economic data and trends for the entire state;

6. Current population data and trends for the entire state;
7. A break out of state legislation affecting each area and the reaction of the area to that legislation;
8. Political intelligence on each county in the state; and
9. The amount and type of federal and state aid by area of the state.

Further, the New York Group through its staff statewide can provide assistance in properly advancing any campaign swing by the President, Vice-President, or other campaign spokesmen.

Most important, the New York Group has been through two statewide campaigns, 1968 and 1970, as well as reapportionment this year. Their understanding of the state can be invaluable in formulating campaign strategy, and they stand ready to assist in that manner.

Get-Out-The-Vote Operations To a very large degree, the same type of voter who will support a Republican candidate for the State Legislative races will also support the President. In these state races, there will be about 30 or 35 districts which are marginal and which will receive the greatest emphasis from Perry Duryea's organization. These efforts will particularly focus on identifying all of the voters who will support the Republican candidate and to get out every one of those votes possible on Election Day. With an effort of that intensity in those Assembly districts, it would appear that there would be little benefit in our attempting to organize an overlapping get-out-the-vote mechanism for the President. Our most effective strategy may be to assign such activities to the legislative group and to focus the work of Governor Rockefeller's organization in the remaining areas of the state.

Summary and Recommendations The proposal from the New York Group can be summarized as follows:

Polling (50% of their costs)	\$ 50,000
Direct Mail lists (cost of maintaining the list during the 8 months we use it)	73,000
Demographic data base (10% of the total cost of the project)	<u>25,000</u>
Total	\$148,000

All of the expense-sharing formulas are somewhat arbitrary and subject to negotiation. From the point of view of our own costs, the figures might be:

Polling (our cost savings by using \$ 15,000 - \$20,000  
the New York system)

Direct Mail (cost of obtaining voter (Not yet determined - might  
registration lists and ethnic identi- be as high as \$75,000)  
fication and adding it to our computer  
system)

Demographic data base (New York Group \$ 25,000  
price probably fair)

The central questions are, what are we getting for the money, and how much is it worth to us. We are really buying a working relationship with an extremely effective political organization in New York State. That becomes valuable if New York remains a winnable state. Their strategic know-how could conceivably make the difference in a close race. Moreover, their guidance could make our expenditures on advertising, direct mail, etc. within the state more cost-effective, thereby saving more than the amount we are being asked to contribute as shared expenses. Their ability to promote the President and his issues through legislator newsletters, etc. is a very potent tool. Most important, the voters who support Republican legislators are predominantly Nixon voters, and vice-versa. Therefore, all of the activities of the New York Group, from mailing, to speakers and rallies, to get-out-the-vote, will be supportive of the President's candidacy.

Recommendations

That we seek to reach an agreement with the New York Group, and to incorporate their strategic understanding of the state in our planning and campaign activities. Our relationship with them would be carefully conducted, so as not to conflict with the position of Governor Rockefeller's organization as the one responsible for the campaign in the state. Primary contacts would be by Bob Teeter (polling), Bob Morgan (direct mail), Art Finkelstein (demographics) and Bob Marik (general strategy and planning), along with any others you would deem appropriate. They would not have access to our overall plans for the state campaign.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

~~CONFIDENTIAL~~

- 5 -

That Bob Teeter attempt to negotiate a cost-sharing arrangement on polling which more nearly reflects our own cost savings; that is, \$15,000 rather than their bid of \$50,000.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

That we accept their proposal of \$25,000 to gain access to their operational demographic data base.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

That, in direct mail, we negotiate to obtain the voter registration list and ethnic identification, but use the Donnelly list directly from the vendor. A separate recommendation will be submitted as soon as we have completed our analysis of cost savings available through use of voter lists (elimination of letters to non-voters) and alternative costs of obtaining the registration lists independently.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

If you agree with the above recommendations, that Governor Rockefeller's approval be obtained before final negotiations are conducted.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

~~CONFIDENTIAL~~