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</table>
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, ASC-TV Network
Democratic National Party
May 1, 1972

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

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

May 3, 1972

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 place. 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
MEMORANDUM

May 3, 1972

TO JOHN MITCHELL

THROUGH JEB MAGRUDER

FROM DON MOSIMAN

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).
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
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
Committee to Re-elect the President

Telephone Campaign

Group Recruiter's Handbook
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 for the Re-Election of the President

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.
###フルーツラバングー

#### フルーツラバングー

**RECRUITER:**

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

1. Always use red flair pen.
2. Fill in 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.
3. 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.

#### CAMPAIGN CALENDAR

Circle Volunteer Commitment

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<td>4 DL = 6/5</td>
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Note: DL = Deadline of 3 days before shift when phone captains report to Phone Center the names & phone numbers of the phoner's they've recruited.
Mrs. Sam Craigie, a Group Recruiter, called... 
Paula Minor... 
who agreed to be a Phone Captain and bring three other people. 
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.) 
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.

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

Street Abbreviations:
- AV - Avenue
- PL - Place
- BL - Boulevard
- PT - Path
- CR - Circle
- CV - Curve
- SQ - Square
- ST - Street
- Hl - Highway
- TR - Trail
- PL - Park
- CV - Curve
- DR - Drive
- SQ - Square
- FR - Freeway
- ST - Street
- HL - Highway
- TE - Terrace
- LA - Lane
- TR - Trail
- PL - Park

WILL SERVE AS:
- PHONE CAPTAIN
- AGREES TO COME & BRING 2 other people (check one above)
- SENIOR
- CLERICAL VOLUNTEER

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

1. Always use red flair pen and the street abbreviations listed above.
2. 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.
3. Turn in completed sheets to the Phone Center Chairman for posting in the Master Recruitment Book.

Note:
- Deadline of days before shift when phone captains report to Phone Center Chairman.
- Will be notified of days to report to Phone Center Chairman.
- Phone captains report to Phone Center Chairman the names & phone numbers of the people they've recruited.

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</tr>
<tr>
<td>3/22</td>
<td>Mon</td>
<td>1</td>
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<tr>
<td>3/23-4/2</td>
<td>Mon</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>3/24-4/2</td>
<td>Mon</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>3/25-4/2</td>
<td>Mon</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<td>2</td>
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<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>3/26-4/2</td>
<td>Mon</td>
<td>1</td>
<td>2</td>
<td>2</td>
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<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>3/27-4/2</td>
<td>Mon</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: M = Deadline of days before shift when phone captains report to Phone Center Chairman.
COMMITTEE TO RE-ELECT THE PRESIDENT

TELEPHONE CAMPAIGN

ORIENTATION KIT FOR NIXON LEADERS
Committee for the Re-Election of the President

TELEPHONE CAMPAIGN

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 8:30pm; 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

State Telephone Campaign Chairman

Phone Center Chairman
and
Vice Chairman

Group Recruiters

Recruitment Coordinators

Daily Supervisors (general)

Daily Supervisors (clerical)

Phone Captain

Phoners

Phoners Recruited by Phone Captain and Confirmed by Recruitment Coordinator

Phoners

Clerical Volunteers

Phoners Recruited by Phoners and Confirmed by Recruitment Coordinator

Phoners Recruited by Phoners and Confirmed by Recruitment Coordinator
Committee for the Re-Election of the President

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.
Sample of:

**COMPUTER PRINTED CARD**

Check (V) voter spoken to:
- [ ] Mr. HERBERT O. JOHNSON
- [ ] Mrs. HAZEL M. JOHNSON
- [ ] JUDY J. JOHNSON

Mr. HERBERT O. JOHNSON
1916 FERNDALE ST.
ALHAMBRA CITY, CA. 90007

Mrs. HAZEL M. JOHNSON
1659854
ALHAMBRA CITY, CA. 90017

CALL #1 (To registered GOP's)

<table>
<thead>
<tr>
<th>FOR Nixon</th>
<th>AGAINST Nixon</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If "FOR Nixon", check appropriate box below:
- [ ] Will help in primary with:
  - [ ] Phoning from Phone Center
  - [ ] Clerical work at Phone Center
  - [ ] Favorable, but can't help.

Date of No Answer, Busy, etc.: [ ] 5/2

CALL #2 (To schedule GOP's willing to help in primary)

<table>
<thead>
<tr>
<th>Call completed</th>
<th>Scheduled to work</th>
<th>Could not schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Date of No Answer, Busy, etc.: [ ] 5/3

CALL #3 (Get-Out-the-Vote call to all GOP's "FOR Nixon")

<table>
<thead>
<tr>
<th>Call completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
</tr>
</tbody>
</table>

Date of No Answer, Busy, etc.: [ ] 6/3

Sample of:

**"ADD" CARD FOR NEW NAMES TO BE ADDED**

Check one:
- [ ] Mr. ROBERT KOLER
- [ ] Mrs. [ ] Ms. [ ] Rev.

Place Number or A.A.:
720

Street Name:
7TH AVE

City:
LOS ANGELES

State:
CA

Zip:
90007

CALL #1 (To registered GOP's)

<table>
<thead>
<tr>
<th>FOR Nixon</th>
<th>AGAINST Nixon</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td></td>
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</tbody>
</table>

If "FOR Nixon", check appropriate box below:
- [ ] Will help in primary with:
  - [ ] Phoning from Phone Center
  - [ ] Clerical work at Phone Center
  - [ ] Favorable, but can't help.

Date of No Answer, Busy, etc.: [ ] 5/2

CALL #2 (To schedule GOP's willing to help in primary)

<table>
<thead>
<tr>
<th>Call completed</th>
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<th>Could not schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td></td>
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</tbody>
</table>

Date of No Answer, Busy, etc.: [ ] 5/3

CALL #3 (Get-Out-the-Vote call to all GOP's "FOR Nixon")

<table>
<thead>
<tr>
<th>Call completed</th>
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<tbody>
<tr>
<td>[ ]</td>
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</tbody>
</table>

Date of No Answer, Busy, etc.: [ ] 6/3
<table>
<thead>
<tr>
<th>SUN.</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THURS.</th>
<th>FRI.</th>
<th>SAT.</th>
</tr>
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<tr>
<td>16</td>
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<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>RECRUITMENT OF KEY LEADERS</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Phone Center Chairman recruit Vice Chairman, Daily Supervisors and Recruitment Coordinators and invite them to attend the Region Kick-Off Meeting.</td>
<td></td>
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<td>23</td>
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<td>28</td>
<td>29</td>
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<td></td>
<td></td>
<td><strong>REGION KICK-OFF MEETING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deadline for phones installed in all Centers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>REGION KICK-OFF MEETING</strong></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Purpose of Region Kick-Offs: To distribute and explain the IBM cards and the Phone Center materials.</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>30</td>
<td>31</td>
<td>32</td>
<td>33</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td><strong>BEGIN CALL #1</strong></td>
<td><strong>BEGIN CALL #2</strong></td>
<td><strong>BEGIN CALL #3</strong></td>
<td><strong>BEGIN CALL #4</strong></td>
<td><strong>BEGIN CALL #5</strong></td>
<td><strong>BEGIN CALL #6</strong></td>
</tr>
<tr>
<td></td>
<td>to all registered Republicans.</td>
<td>Use 1 or 2 phones to schedule GOPs willing to help in primary.</td>
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<tr>
<td>7</td>
<td>8</td>
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<td>27</td>
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<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td><strong>JUNE 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>COMPLETE CALLS #1 thru #2</strong></td>
<td><strong>BEGIN Get-Out-the-Vote Calls to all voters favorable to Nixon</strong></td>
<td><strong>COMPLETE Get-Out-the-Vote Calls PRIMARY ELECTION DAY</strong></td>
<td><strong>GOTV</strong></td>
<td><strong>GOTV</strong></td>
</tr>
<tr>
<td>4</td>
<td><strong>GOTV</strong></td>
<td><strong>GOTV</strong></td>
<td><strong>COMPLETE Get-Out-the-Vote Calls</strong></td>
<td><strong>GOTV</strong></td>
<td><strong>GOTV</strong></td>
<td><strong>GOTV</strong></td>
</tr>
</tbody>
</table>
Committee for the Re-Election of the President

*KEEPPING 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 Phonerers**

*Blue & White*

One for every day of the campaign, filled 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

<table>
<thead>
<tr>
<th>Shift</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 1:00</td>
<td>Name: John Smith</td>
<td>Name: Jane Doe</td>
<td>Name: Lisa Brown</td>
</tr>
<tr>
<td>12:00 - 4:30</td>
<td>Name: John Smith</td>
<td>Name: Jane Doe</td>
<td>Name: Lisa Brown</td>
</tr>
<tr>
<td>4:00 - 6:00</td>
<td>Name: John Smith</td>
<td>Name: Jane Doe</td>
<td>Name: Lisa Brown</td>
</tr>
<tr>
<td>6:00 - 9:00</td>
<td>Name: John Smith</td>
<td>Name: Jane Doe</td>
<td>Name: Lisa Brown</td>
</tr>
</tbody>
</table>

Note: Shift times are approximate and may vary.
# Master List of Recruitment Coordinators

<table>
<thead>
<tr>
<th>Shift</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 1:00</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
</tr>
<tr>
<td>P.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
</tr>
<tr>
<td>P.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
<td>A.M.</td>
</tr>
</tbody>
</table>

*Note: The table above lists the names and contact information of the recruitment coordinators for different shifts on each day.*
Volunteer Work Sheet

Volunteer Recruited

Recruited By: __________________________ (name) __________________________ (phone)

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

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

1. Always use red flair pen.
2. 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.
3. Turn in completed sheets to the Phone Center Chairman for posting in the Master Recruitment Book.

Campaign Calendar

<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-1:00</td>
<td>1</td>
<td>16</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>12:30-4:30</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>10</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4:00-6:30</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>11</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6:00-9:00</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>12</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9:00-1:00</td>
<td>1</td>
<td>17</td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>12:30-4:30</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td>11</td>
<td>4</td>
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<td>4:00-6:30</td>
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<td>2</td>
<td>12</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6:00-9:00</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>4</td>
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<td>9:00-1:00</td>
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<td>12</td>
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<td>12:30-4:30</td>
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<td>1</td>
<td>19</td>
<td>4</td>
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<td>5</td>
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<td>4:00-6:30</td>
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<td>2</td>
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<tr>
<td>6:00-9:00</td>
<td>4</td>
<td>3</td>
<td>19</td>
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<td>4</td>
<td>5</td>
</tr>
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<td>9:00-1:00</td>
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<td>21</td>
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<td>25</td>
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<tr>
<td>12:30-4:30</td>
<td>2</td>
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<td>24</td>
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<td>5</td>
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<td>4:00-6:30</td>
<td>3</td>
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<td>25</td>
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<td>6:00-9:00</td>
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<td>3</td>
<td>25</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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.
Mrs. Sam Craigie, a Group Recruiter, called... Paula Hiner... who agreed to be a Phone Captain and bring three other people. 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.) 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
- CK - Circle
- FY - Parkway
- CV - Court
- PZ - Parkway
- ST - Street
- DR - Drive
- SQ - Square
- CR - Circle
- CT - Court
- H1 - Highway
- TE - Terrace
- LA - Lane
- TR - Trail
- PK - Park
- HWY - Highway
- FY - Freeway

- Day of week
- 6/2
- 6/3
- 6/8
- 6/9
- 6/10
- 6/11
- 6/12
- 6/13
- 6/14
- 6/15
- 6/16
- 6/17
- 6/18
- 6/19
- 6/20
- 6/21
- 6/22
- 6/23
- 6/24
- 6/25
- 6/26
- 6/27
- 6/28
- 6/29
- 6/30
- 7/1
- 7/2
- 7/3

**Notes:**
- DL - Deadline of 3 days before shift when Phone Captains report to Phone Center the names & phone numbers of the people they've recruited.
<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<td>Anne Jones</td>
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<td>552-7911</td>
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<td>Margaret Turner</td>
<td>353-5826</td>
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<td>Kay Harris</td>
<td>481-4000</td>
<td>John Clarke</td>
<td>332-6023</td>
<td>Steve Harris</td>
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<td>Peter White</td>
<td>574-9921</td>
<td>Heather Miller</td>
<td>381-2942</td>
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<td>Dorothy Richmond</td>
<td>223-8112</td>
<td>Kelley Johnson</td>
<td>889-5831</td>
<td>Susan Mitchell</td>
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<td>Phil Brown</td>
<td>595-6543</td>
<td>Tony Winters</td>
<td>332-9750</td>
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<td>Wayne Parris</td>
<td>797-8836</td>
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<td>Allen White</td>
<td>982-1299</td>
<td>John Doe</td>
<td>876-3123</td>
<td>Jane Smith</td>
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</table>

**Supervisor**
- Name: Mary Anderson
- Phone: 234-7653
- Name: Alex Bergman
- Phone: 285-4728
- Name: Eve Armstrong
- Phone: 884-3231

**Recruitment Coordinator**
- Name: Katherine Individuals
- Phone: 865-1323
<table>
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<tr>
<th>Name</th>
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<td>Mary Lambert</td>
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<td>Terry Bell</td>
<td>947-8276</td>
<td>Dave Stegmaier</td>
<td>866-1842</td>
<td>Joan Binder</td>
<td>197-1841</td>
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<td>Beverly York</td>
<td>733-3100</td>
<td>Mary Jean Guth</td>
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<td>Michael Ayer</td>
<td>407-4388</td>
<td>Lynn Hoffman</td>
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<td>Lorna Holz</td>
<td>469-3428</td>
<td>Jack Beeman</td>
<td>487-1010</td>
<td>Lloyd Hume</td>
<td>649-8111</td>
<td>Allen Howard</td>
<td>394-7411</td>
</tr>
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</table>

Standby #1

Standby #2
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.

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.
<table>
<thead>
<tr>
<th>City or Assm. Dist. Prec.</th>
<th>Will Phone</th>
<th>Will Do Clerical</th>
<th>Can't Work</th>
<th>Total “FOR”</th>
<th>&quot;AGAINST&quot;</th>
<th>&quot;UNDECIDED&quot;</th>
<th>Total Calls Completed</th>
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<td>6</td>
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<td>Pan Hills</td>
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<td>17</td>
<td>190</td>
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<td>1114</td>
<td>1386</td>
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<td>344</td>
<td>1817</td>
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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!
Mullen

- Believes O'Brien wants as much as possible.
- J&M letter to Gov's.
- Sun program
- Less in this letter
- Holton's letter to press
- Porter didn't tell him away
- Mook settling down to business in case that's coming.
- J&M and F&M still desperate but OK.

- Parkside v St. George - 25% paid
- 75% OK
- No J&M by whole group
- Majority resigning
- Over at 1701 but stabilized
- J&M's major cuts - need
- Man in phone 24-7.

Tales - new release
- J&M - as to J&M
- Porter -
April 5, 1972

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. REGAN and HENRY A. COPLAND

As the early presidential primaries, results of the national nationwide college student opinion
survey indicate that Sen. Edmund Muskie, Edmund Muskie, and President Nixon have been losing some appeal among the newly enfranchised
younger voters.

With a similar decline in the rating of
New York's mayor, John Lindsay. At the same
time, both Sen. George McGovern and Pres-
ident Nixon have been consistently gaining
in other recent

campaigns.

As in the case with
Gov. George Wallace,
students are more likely to see

society as an election in the Presidency. An answer would have
given, Alabama's Gov. Wallace, who has an un-

favorable image among the nation's young voters.

Polls consistently indicate that attending
schools in the south were more negative in their
responses to the Amanas governor, as were similar
questions. Los Angeles' Mayor Frank Vold, Sen.
Robert Kennedy, and Indiana's Sen. Vance

Marcia, who has now quit the race, were equally

often mentioned as being potential candidates.

THE MOST NOTABLE changes in voting were

the last year below to President Nixon and Sen.
Robert Kennedy. The same as of the former's image
from January, the trend is not as startling.

November's ratings among the national portion of
young voters have improved from 26.1 per cent in
January to 17.6 per cent in February. On the other
hand, 31.4 per cent have increased from 14.6 per cent in January to 21.2 per cent in February. The

ratings of President Nixon have dropped from 31.4 to 25.1 in January to 17.6 per cent in February.

The reader should bear in mind that muscular
voters for whom the national college students and
Gov. Wallace, President Nixon's ratings are rising among the younger
voters. The relatively small drop here in voting is due to the fact that these matters who are not in favor of
his re-election are split between the Presidencies.

Rather in March, interviews for the national
College Opinion Poll poll with the 266 students
from a representative cross section of the
population.

Here are the students
"WHICH ONE OF THE FOLLOWING POTENTIAL CANDIDATES WOULD YOU VOTE FOR IF ELECTED?"

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Per Cent in March 1972</th>
<th>Per Cent in Jan. 1972</th>
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</thead>
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<tr>
<td>Richard Nixon</td>
<td>26.1</td>
<td>31.4</td>
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<td>George McGovern</td>
<td>17.6</td>
<td>26.1</td>
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<tr>
<td>Edmund Muskie</td>
<td>11.4</td>
<td>11.0</td>
</tr>
<tr>
<td>Edward Kennedy</td>
<td>6.4</td>
<td>6.0</td>
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<td>John Lindsay</td>
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<td>6.0</td>
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<td>Eugene McCarthy</td>
<td>15.0</td>
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<tr>
<td>Hubert Humphrey</td>
<td>2.5</td>
<td>2.5</td>
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<tr>
<td>George Wallace</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Others</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>No preference</td>
<td>11.5</td>
<td>11.5</td>
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</table>
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 sending 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 Ga. --- Nezweek.

9 of Nevada's 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 Lukea. 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 Wiede - SBA - Rep
Deputy Am
Di Falconi - Senate drop.
1701 - laying polls.
G-B Brown - 1701 - ORC
April 25, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JES 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
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 that George Wallace of Alabama is "locally uncontrollable" in organized labor, adding that "he's been, a racket and anti-labor 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. Henry M. Jackson (D-Wash.), 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 Dakota senator a major contender for the nomination.

Please Turn to Section B, Page 8
Continued from Page 1

It was in this context that Biskin spoke out.

"If the campaign is to continue," Biskin said, "I see no reason to ward a state house for Mr. Edward Kennedy of Massachusetts or Mr. Walker Maushart of Maine and to avoid getting the nomination to be McGeorge.

Biskin then spoke briefly about the China situation. The UN delegation was that of General Alexander, head of the Los Angeles County Federation of Labor, who said, "The main object is the defeat of Nixon."

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

As he watched the primaries develop, the view of McGeorge could change."
Cal - Dei Mail & Telephone 400,000
- Hold on mailies + events etc.
- 7000/ per mo for 1 pres + 2 secs

Met w/ UWC
- Le 0' Donnell here - get out of GSA operation -
  really a new staff man
- Full sched w/ Biron
  Handling by Forest/Rita
  Merge/Guard time list/people & dates

Budget -
- Expens thru 2/7 - 3 mil fr/ Mar 1 to 1/7
- v/v - vacation - 2 bil
- 2 Final Budgets due:
  next 2 wks
- 3.5 mil w/all at expend
  possible 40 - 40 - 40
  all expends

To Mar 1 - 3.1 spent:
  Fr/1/3 to 2/1 - 3.1 to be spent
Ed Pauley - good contrib to P *3500
0 added H.
- contaminated thru Firestone
0 added partic w/ N
0 bobbed demo for - after
the pyramid
Male
Budget Mtgs - incoherent
 Loc only 128k bud's
 submitted
 - 50 plan on 35-40
 - wait until fiscal end
 - badges

RFG - not fast clear on youth, black, mental
 - just not be so defensive (my turf attitude)

W/Mit - much BS but
agreed on full
- vet bud - get in
released w/cnty support

Cal primary plan was
very sloppy staff
work under 7th

FM - can't approve 1 mil

Teleph - 8,000 acres
Mel Stephens - dumb-ass running ag / Bill Helm - good friend + supporter
Not very as one polling
1701 Mets
Not admits made go at himself
Good inw w/ Halk & TM
Couldn't explain budget
got caught in own BS
- decisions made
- advice of that not in good
care & flexible
- rather do own polling
some local direct mail
like to do some Sur
advertising
- found out at opening rally
in San Luis Obispo
County - good job
- wants to know when any of
old & new people not
involved pages
- not wants media
- Henry Salvatori - Royce Cole 3,500
- cut no good dealing now
-
# Citizens/Voting Bloc Composition

## Voting Blocs

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<td>Older Americans</td>
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<td>Ethnic</td>
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<td>Farm</td>
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<td>Spanish Speaking</td>
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<td>Blacks</td>
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<td>Jewish</td>
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## Major Functional Groups

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<tr>
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Date: 5/5/72
TO: H. R. Haldeman
FROM: HARRY DENT

Please handle

For your information xxx
R. Theodore Dent

May 1, 1972

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 voted for Democratic candidates.

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 Pat Taylor.

In fact, there were only 9 votes short of the total vote for the three Democratic leaders.

Pat Taylor had a three percent lead over Skipper Bowles, while the Republican leaders at the gubernatorial race, James Gardner, fell 31 votes behind Taylor.

Democrats James Hunt and Nick Galifianakis raised 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, 19%; McGovern, 19%; Bowles, 2%. Republican: Nixon, 92.8%; McCloskey, 7.2%.

Governor: Democratic: Taylor, 45%; Bowles, 42%; Huey, 11%; Hamlet, 2%. Republican: Garren, 31.5%; Housholder, 28.8%; Gibson, 1.6%; Coppeil, 0.8%.

Governor: Republican: Gearde, 44.5%; Housholder, 28.5%.

Lieutenant Governor: Democratic: Hunt, 39%; Sowers, 34%; Harper, 14%; Barber, 12%

Lieutenant Governor: Republican: Waller, 57.5%; Joyner, 30.5%

U.S. Senator: Democratic: Galifianakis, 36%; Jordan, 33%; Brown, 25%; Grace, 2%

U.S. Senator: Republican: Johnson, 34.5%; Helms, 25.4%; and Jose, 15.6%

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.

Galifianakis also gained a greater percentage of the faculty vote, pricing third on the presidential listing, and Margaret Harper rose to second place (behind Hunt) on the lieutenant governor ballot.
MEMORANDUM

May 3, 1972

TO THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: JON A. 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.

psw
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
FOR RELEASE UPON RECEIPT

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

GOVERNORS BACK NIXON


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 marshaled 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, widespread 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."
MEMORANDUM

MEMORANDUM FOR THE STAFF

FROM: ROBERT C. ODE, 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 Santorelli 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.
Hartha 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 Hartha 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 in and use the building for hours. This latter requirement is to ensure 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 Hartha who coordinates his schedule. Hartha 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¢, 1½¢, 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 lose our mail repository.* 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’Helia’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 Shunnay, 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. Holdeman 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 Norgan’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 receiving 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, 1960" and the recent book by Allan Drury and Fred Haroon on the workings of the White House.

19. There are two automatic letter writing machines (an IBM 850 and an IBM 950) 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 Arche 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 Arsh 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 the 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 "60" 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 secretary and relieve the burden on Ruby. This is very important -- our telephone system is not equipped for all incoming calls to come through 323-4520.

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 of White House official.

All the volunteers which Jeannie provides you with have been checked 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.

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.

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
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 $37 to $94 and no Committee staff number or guest will be reimbursed beyond $74 per night for a hotel room in Washington.

The Essex House in New York is also available to Committee staff at $39 per night.

Please check with Sylvia Panarites for details.

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 follow this form, e.g., "California Committee for the . . . .," "Manicurists Committee for the . . . .," etc.

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 own 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 these figures, the bills should be sent to Odle. Always make certain that the purchase order number and your approval appear on the bills.

b. In these 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 Rebeck 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.
MEMORANDUM

May 5, 1972

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 stationary, 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 "Him" 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 "P" 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
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 in 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., "JSH: Rd: jm." 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 E. SMITH

Attachment

CONFIDENTIAL
SAMPLE
Committee for the Re-election of the President

MEMORANDUM

May 5, 1972

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.
MEMORANDUM

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.
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 EXPENSES 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 expenses 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 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. Charter ed planes' expenses 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 (allowance 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

**Cash Expenses**

<table>
<thead>
<tr>
<th>EXPENSE ITEM</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>Breakfast</td>
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<tr>
<td>Misc.</td>
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<tr>
<td>Transportation</td>
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<tr>
<td>Entertainment</td>
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<tr>
<td>Totals:</td>
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</tbody>
</table>

**Details of Transportation & Entertainment**

<table>
<thead>
<tr>
<th>DATE</th>
<th>FROM</th>
<th>TO</th>
<th>MODE OF TRANSPORTATION</th>
<th>REASON</th>
<th>COST</th>
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</tr>
</tbody>
</table>

**Employee: Name & Signature**

**Activity: Number**

**Amount of Each Column**

**Special Instructions:**

- For employee's use to indicate a request for special handling of the report.
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.
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.

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) 
- 4.1.3 Copy 3 (pink copy)

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.
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.
Requisition Number may be used by the requisitioner if he desires to keep a numerical file.

For - operating expense account to which the material or services are to be charged.

Date Required - delivery promised - month/day/year

Terms - indicate percent and time period (example - 2%/10 da.)

Via - method of shipment and F.O.B. shipping point or destination.

Date - date purchase order placed - month/day/year

To - vendor name, address and zip code

Ship to - name, address and zip code if other than the address on the Purchase Order.

Quan. Ordered - Quantity and unit of measure ordered

Please Enter our Order for the Following - description - the description may be any length necessary to identify the materials/services ordered.

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.

Quan. Received - use same unit of measure as in Quantity Ordered column.

Authorized Signature - signature of a person authorized to purchase for the Committee.
### PURCHASE ORDER

**FINANCE COMMITTEE FOR THE RE-ELECTION OF PRESIDENT NIXON**

1701 Pennsylvania Ave., N.W. Suite 772
WASHINGTON, D.C. 20006

---

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUANT</th>
<th>DATE TO BE DELIVERED</th>
<th>PRICE</th>
<th>UNIT PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**TOTAL**

---

**Note:**

- Show this number on checks.
- Please send this order to:
  
---

**CSP 102**

---

**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.
Directions - Request for Check Form

1. Title of the activity requesting the check
2. 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. Disposition of the check - Indicate whether the check is to be delivered to the requestor or to the payee. Indicate other disposition, if applicable.
8. Approved by - An authorized signature in accordance with the Signature Authority List.
9. Date - Date of check request - month/day/year
<table>
<thead>
<tr>
<th><strong>FROM:</strong></th>
<th>Your Division</th>
<th>1 (Activity title)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Your Name</td>
<td>2 (Requester's name)</td>
</tr>
</tbody>
</table>

Please issue a check according to the instructions below.

<table>
<thead>
<tr>
<th><strong>AMOUNT</strong></th>
<th>$</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PAYABLE TO</strong></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><strong>ADDRESS OF PAYEE</strong></td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

**PURPOSE OF THE EXPENDITURE**

**CHARGE CHECK to ACCOUNT NUMBER** Leave Blank

**DISPOSITION OF THE CHECK** Tell what to do with check

**APPROVED by** Your signature 6
**DATE** 10

---

FOR ACCOUNTING USE ONLY

<table>
<thead>
<tr>
<th><strong>BANK</strong></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td><strong>DATE</strong></td>
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<td><strong>CHECK NUMBER</strong></td>
</tr>
<tr>
<td><strong>ACCOUNT NUMBER</strong></td>
<td></td>
<td><strong>AMOUNT</strong></td>
</tr>
</tbody>
</table>

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 these attached. Any inquiries
regarding this listing should be made to Betsy Callaway of my staff
(Ext. 397).
Announcement date: February 4, 1972

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

CHAIRMAN: Governor Ronald Reagan
State Capitol
Sacramento, California 95814

EXECUTIVE DIRECTOR: Mr. Lyn Nofziger
c/o HEADQUARTERS

ASSOCIATE CHAIRMAN: Mrs. Warren (Elsa) Sandstrom
P.O. Box 977
Los Altos, California 94022
May 15, 1972

Announcement date: April 3, 1972

NO HEADQUARTERS AT PRESENT:

* * * * *

CHAIRMAN: Mr. William R. Campbell, Jr. (302) 656-5483
one: 2401 Pennsylvania Avenue
home: 2605 Pennington Drive
Wilmington, Delaware 19806
Wilmington, Delaware 19806

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

Announcement date: 1971

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

* * * * *

CHAIRMAN:
Mr. Charles Jonas, Jr.
c/o HEADQUARTERS

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

home:
302 Colville Road
Charlotte, North Carolina

* * * * *

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

home:
3219 Oak Grove Circle
Raleigh, North Carolina 27607

* * * * *

* CO-CHAIRMAN:
* Mrs. Willis (Vernon) Smith, Jr.
c/o RALEIGH HEADQUARTERS

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

(704) 372-9500
(704) 372-9516
(704) 377-3651
(704) 332-7018
(919) 833-2545
(919) 782-4196
(919) 787-9150
May 15, 1972

Announcement date: February 14, 1972

* HEADQUARTERS
OFFICE: PENNSYLVANIA COMMITTEE FOR THE
RE-ELECTION OF THE PRESIDENT
1719 Chestnut Street
Philadelphia, Pennsylvania 19103

* * * * *

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

home: 3417 Warden Drive
Philadelphia, Pennsylvania 19129
(215) 436-2622

Contact: Mr. Jon Steinberg
(215) 686-3964

* * * * *

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

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

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

April 10, 1972

MEMORANDUM

The grand opening of the downstate headquarters for the Committee for the Re-election 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 3 p.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 headquarters. 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 guestbook at the outside entrance and depart immediately for the press conference site.

5) Altorder 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
reception for about 200 of the party faithful. It is also the 50th anniversary of Illini Motors, and Michael Kreider, who is solely financing the reception, will invite about a dozen of his business colleagues in addition to the Republican invitees. The invitations will be mailed out in the name of the Downstate Committee, and will not allude to the 50th anniversary celebration. Additionally, the shop will be closed that day and there will be no banners or advertisements concerning the 50th anniversary. (It should also be noted that Kreider's contract with his mechanics is up for renewal on May 1st. While there is always the possibility of a strike, Kreider feels the chances are remote.)

The principal may be asked to spend about 15 minutes in a photo session with no more than 10 Illinois VIP's prior to dropping by at the reception. This would be held in the conference room at Illini Motors. Following this the principal would enter the reception area, greet the guests, and have the opportunity to deliver brief remarks if so wished. The time spent at the reception can be wholly dependent on the principal's desires.

7) Dependent on the departure time from the reception, and on the principal's following day schedule, he would be transported by private plane to either Chicago or St. Louis, enroute to Washington, D.C.

We are in possession of a letter from the Illinois Committee General Counsel declaring the legality of the principal participating in the reception at the Illini Motors. We also have the rental agreement letter for the Committee headquarters. (Kreider is renting the building to the Committee.) (see attachments)

Local contacts:  
John Henry Altorfer — Downstate Chairman  
Tom Booth — Ill. State Central Committee  
(219) 525-0011  
Joan O'Neill — Ill. State Central Committee  
(219) 525-0011

Possible event chairman: Phil Robinson
SCHEDULE

Arrive Airport, Springfield, Illinois

Met by Reception Committee:
- Governor Richard Ogilvie
- 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)

4:15 Depart Capital Airport, Springfield, Illinois, for Nixon Headquarters

5th and Capitol

Car: 01 -- Advance, Security
02 -- Principal and Senator Percy
03 -- Governor and Wife
04 -- Mayor Talford and Congressman Findley
05 -- Altorfer and Hauser

Platform Guests

Senator Charles Percy
Governor Richard Ogilvie
Secretary of State John Lewis
Edward Cahansky -- 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)

4:30 Arrive Nixon Headquarters, 5th and Capital 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
- Altorfer introduces Dignitaries (non-speeches)
- Altorfer introduces Hauser
- Altorfer introduces Percy -- remarks (3 minutes)
- Altorfer introduces Governor Olgivie
- Olgivie introduces Principal -- remarks (5 minutes)
- Ribbon cut -- guest book signed

+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
MEMORANDUM

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

Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform</td>
<td>700*</td>
</tr>
<tr>
<td>Band</td>
<td>100</td>
</tr>
<tr>
<td>Car Rental</td>
<td>500*</td>
</tr>
<tr>
<td>Decorations</td>
<td>300</td>
</tr>
<tr>
<td>Entertainment</td>
<td>500*</td>
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<tr>
<td>Transportation - 6 people @ $200</td>
<td>1200</td>
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<td>Publicity</td>
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<tr>
<td>Radio &amp; TV</td>
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<tr>
<td>Newspaper</td>
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<tr>
<td>Handbills (30,000)</td>
<td>900</td>
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<tr>
<td>Sound</td>
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<tr>
<td>Telephone campaign (10)</td>
<td>250</td>
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<tr>
<td>Advancemen expenses</td>
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<tr>
<td>Hotel 6 people X 7 days X 25</td>
<td>1050</td>
</tr>
<tr>
<td>Food 6 people X 7 days X 15</td>
<td>600</td>
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<tr>
<td>Printing and postage</td>
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</tr>
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<td><strong>TOTAL</strong></td>
<td>8000</td>
</tr>
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</table>

*may be donated
March 31, 1972

Mr. Tom Booth
Illinois Committee for the Re-election 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,

Thomas H. Morsch,
General Counsel
Illinois Committee

to

cc: Mr. Curt Berge
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. Could you please forward this to Mr. John H. Altorfer, 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 set forth 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 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 land-
lord 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 tenant 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, her agent

Committee To Re-Elect the President
John Henry Altors, Chairman

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

April 13, 1972

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.
CONFIDENTIAL

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

March 24, 1972

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) 25,000

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 the New York system) $15,000 - $20,000
- **Direct Mail**: (cost of obtaining voter registration lists and ethnic identification and adding it to our computer system) (Not yet determined - might be as high as $75,000)
- **Demographic database**: (New York Group price: $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**
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______________________