

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 34 | 8 | 7/2/1972 | <input type="checkbox"/> | Campaign | Memo | From Magruder to MacGregor. RE: organization of 1701 Committee. 17 pgs. |
| 34 | 8 | 7/20/1972 | <input type="checkbox"/> | Campaign | Memo | From Magruder to Hon. MacGregor. RE: After-Action Report. 3 pgs. |
| 34 | 8 | 7/23/1972 | <input type="checkbox"/> | Campaign | Memo | From Buchanan to MacGregor. RE: visit to Missouri. 1 pg. |
| 34 | 8 | 7/24/1972 | <input type="checkbox"/> | Campaign | Memo | From Porter to Hon. MacGregor. RE: surrogate conference. 2 pgs. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|-------------------------------------|----------------|----------------------|--|
| 34 | 8 | 7/24/1972 | <input checked="" type="checkbox"/> | Campaign | Memo | From Sedam to Hon. MacGregor. RE: reply to Kenneth H. Dahlberg. 3 pgs. |
| 34 | 8 | 7/20/1972 | <input checked="" type="checkbox"/> | Campaign | Memo | From Porter to MacGregor. RE: Republican Gala. 1 pg. |
| 34 | 8 | 8/1/1972 | <input type="checkbox"/> | Campaign | Memo | Author unknown. RE: Kentucky Committee for the Re-election of the President. 1 pg. |
| 34 | 8 | 7/31/1972 | <input checked="" type="checkbox"/> | Campaign | Memo | Author unknown. RE: Alabama Re-election Committee. 1 pg. |
| 34 | 8 | 7/7/1972 | <input checked="" type="checkbox"/> | Campaign | Memo | From Porter to Hon. MacGregor. RE: "Re-elect the President" booth. 4 pgs. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 34 | 8 | 7/12/1972 | <input type="checkbox"/> | Campaign | Memo | From Marik to Magruder. RE: paid telephone operators. 1 pg. |
| 34 | 8 | 7/25/1972 | <input type="checkbox"/> | Campaign | Memo | From Marik to MacGregor. RE: population statistics for SMSA's. 6 pgs. |
| 34 | 8 | 7/24/1972 | <input type="checkbox"/> | Campaign | Memo | From Marik to MacGregor. RE: statistics on SMSA's. 3 pgs. |
| 34 | 8 | 7/7/1972 | <input type="checkbox"/> | Campaign | Memo | From Porter to MacGregor. RE: Speech at Capitol Hill Club. 2 pgs. |
| 34 | 8 | 7/5/1972 | <input type="checkbox"/> | Campaign | Memo | From Magruder to Strachan. RE: Democratic delegates memo. 2 pgs. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 34 | 8 | 6/30/1972 | <input type="checkbox"/> | Campaign | Memo | From Rietz to Strachan. RE: young voters speakers effort. 15 pgs. |
| 34 | 8 | 7/10/1972 | <input type="checkbox"/> | Campaign | Memo | From Timmons to MacGregor. RE: '72 Convention- Welcoming. 2 pgs. |
| 34 | 8 | 7/6/1972 | <input type="checkbox"/> | Campaign | Memo | From Sedam to MacGregor. RE: Governor Wallace's Ballot. 1 pg. |
| 34 | 8 | 7/11/1972 | <input type="checkbox"/> | Campaign | Memo | From Marik to Magruder. RE: Ruling on Michigan Registration Law. 1 pg. |
| 34 | 8 | 7/17/1972 | <input type="checkbox"/> | Campaign | Memo | From Porter to MacGregor. RE: Rhode Island Republican State Committee. 1 pg. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 34 | 8 | 7/21/1972 | <input type="checkbox"/> | Campaign | Memo | From Magruder to Strachan. RE: survey of vice-presidential preference. 5 pgs. |
| 34 | 8 | 7/18/1972 | <input type="checkbox"/> | Campaign | Memo | From Reisner to Strachan. RE: information regarding voters. 16 pgs. |
| 34 | 8 | 7/17/1972 | <input type="checkbox"/> | Campaign | Memo | From Herge to all schedulers. RE: projected schedule for spokesman resources program. 38 pgs. |
| 34 | 8 | 7/20/1972 | <input type="checkbox"/> | Campaign | Memo | From Marik to MacGregor. RE: primaries in key states. 2 pgs. |
| 34 | 8 | 6/29/1972 | <input type="checkbox"/> | Campaign | Memo | From Rietz to all schedulers. RE: youth appearances. 1 pg. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 34 | 8 | 7/12/1972 | <input type="checkbox"/> | Campaign | Memo | From Magruder and Malek to MacGregor. RE: southern state chairmen meeting. 2 pgs. |
| 34 | 8 | 6/28/1972 | <input type="checkbox"/> | Campaign | Memo | From Morgan to Mitchell. RE: Ohio voter registration list. 2 pgs. |
| 34 | 8 | 6/22/1972 | <input type="checkbox"/> | Campaign | Memo | From Morgan to Mitchell. RE: Senatorial meeting. 1 pg. |
| 34 | 8 | 7/11/1972 | <input type="checkbox"/> | Campaign | Memo | From Odle to Armendaris and others. RE: input for weekly report. 2 pgs. |
| 34 | 8 | 7/11/1972 | <input type="checkbox"/> | Campaign | Memo | From Finkelstein to Dailey. RE: Illinois historical data. 1 pg. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 34 | 8 | 7/5/1972 | <input type="checkbox"/> | Campaign | Memo | From Dailey to Haldeman. RE: committee structure. 1 pg. |
| 34 | 8 | 7/10/1972 | <input type="checkbox"/> | Campaign | Memo | Author unknown. RE: state committee members in Maine. 2 pgs. |
| 34 | 8 | 6/28/1972 | <input type="checkbox"/> | Campaign | Memo | From Strachan to Chapin. RE: photo clearance. 2 pgs. |
| 34 | 8 | 7/3/1972 | <input type="checkbox"/> | Campaign | Memo | Author unknown. RE: appointments in RN campaign. 2 pgs. |
| 34 | 8 | 6/26/1972 | <input type="checkbox"/> | Campaign | Memo | From Odle to Armendaris and others. RE: cancellation of staff meeting. 1 pg. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 34 | 8 | 7/6/1972 | <input type="checkbox"/> | Campaign | Memo | From Hauser to Haldeman. RE: trouble in McGovern campaign. 3 pgs. |

Committee for the Re-election of the President

MEMORANDUM

July 2, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

FROM: JEB S. MAGRUDER

Pursuant to your request, Rob Odle has assisted me in preparing the following in order to acquaint you with the way in which 1701 is currently organized. The organizational chart attached at Tab A is the basis upon which this memo is written and may be helpful in explaining what follows.

First, there are two distinct committees. The Finance Committee to Re-elect the President, under the direction of its chairman Maurice Stans, is the committee which is registered with the Comptroller General under the new federal election law of 1972 as the official Nixon campaign committee. All funds raised are deposited in the accounts of this Committee and reported by it. All disbursements are also made by the Finance Committee.

In the Finance Committee, former Commerce Department official C. Langhorn Washburn is Mr. Stans' principal assistant, and Hugh Sloan is Treasurer as well as Mr. Stans' "executive officer." There are also four vice chairmen: Dan Hofgren, Lee Nunn, Harold Scott, and Newell Weed. The campaign controller's office, although it works closely with Rob Odle's Administrative Division which is under Magruder's direction, is a part of Finance because all disbursements must be made by the Finance Committee under the law.

The Budget Committee has been chaired jointly by Messrs. Mitchell and Stans and has as its members Fred LaRue, Jeb Magruder, Fred Malek, Lee Nunn, Rob Odle, and Hugh Sloan. The function of the Budget Committee is basically to approve the various Division and State budgets and track on them as the campaign progress. The tentative post-April 7 campaign budget (April 7 being the date on which the new spending law went into effect) is attached at Tab B. Presently, we have approvals from the Budget Committee on virtually all of the Division budgets and are now working on the State budgets. Approximately 25 state budgets have been approved and the balance is in the

CONFIDENTIAL

works. Approvals on the balance are needed as quickly as possible so that Finance can assign to its State Finance chairmen quotas based on (1) their percentage of the national budget; and (2) their own state budget. As you know, under the new law it becomes necessary to bring virtually all of the money raised locally to Washington and ship it back to the states for their own operations.

Second, there is the Committee for the Re-election of the President of which Francis L. Dale, of Cincinnati, Ohio, is chairman, and of which Frank Borman, Max Fisher, Rita Hauser, Erik Jonsson, Thomas W. Pappas, Donald A. Schollander, Robert H. Volk, and Edward Nixon are Co-Chairmen. John Mitchell, in effect, has been employed by Chairman Dale and the Committee as Campaign Director. Under Mr. Mitchell's direction there have been three broad areas: the Political Division, Citizens Division, and, finally, all the other operating groups and divisions which have been functioning under Jeb Magruder's direction. These will be discussed below.

1. Political Division. There are five political coordinators who, with the Campaign Director in the key states, have shared the responsibility for the conduct of the campaign on a state by state basis. Initially, the job of political coordinator was to select a Re-elect chairman in each state and then assist him in putting his state organization together. Although the five coordinators are equal in rank, some are more equal (e.g., Bob Mardian) than others (e.g., Al Kaupinen).

The five political coordinators are Bob Mardian, formerly Assistant Attorney General, who basically has responsibility for the West as he did in 1968; Harry Flemming, who was Virginia state chairman in 1968, the South; Don Mosiman, formerly with E.P.A., the Midwest; Clayton Yeutter, formerly an Assistant Secretary at Agriculture (and who also serves as national director of Farm Families for the President under Malek's Citizens Division), the farm states; and Al Kaupinen, formerly Flemming's assistant at the White House, the Northeast.

In addition, each of the political coordinators has shared responsibility for the key states with Mr. Mitchell. How the states are split among the five coordinators is detailed at Tab C.

Fred LaRue, as Special Assistant to the Campaign Director, recently was given the responsibility of overseeing the five coordinators in order to provide a single channel for the flow of information to and from the Campaign Director. Fred also performs a number of other troubleshooting projects for Mr. Mitchell, and his relationship with the Campaign Director might be likened to the position a Presidential Counselor has with President Nixon.

The five political coordinators are the principal Washington Re-election Committee contact for each state. They assure that each state chairman develops a complete plan for the activities of his organization, and that the objectives and time deadlines are met throughout the campaign. They also see that each state chairman develops a complete plan for the activities of his organization, and that the objectives and time deadlines are met throughout the campaign. They also see that each state receives the resources committed from Washington to conduct the campaign according to plan. When there are differences between a State Committee and the Washington Committee, relating to strategy or tactics, the coordinator takes a major role in resolving the disagreement.

If any of the campaign groups are under-staffed at the present time, it is the Political Division. Plans called for each coordinator to have an assistant and a "monitor" although these positions have not all been filled.

The assistant to the coordinator will aid in liaison with the states. In most cases, he will be responsible for expediting shipments of campaign materials and for solving the day-to-day problems. The state monitors will follow the progress of the campaign within the state, and report to the coordinator. They will seek to identify problem areas early, so that corrective action can be taken.

The relationship between the political coordinators, the campaign controller Jerry Jones, and Bob Marik's strategy operation, will be discussed further in this memo.

2. All other campaign divisions except Citizens (see #3 below) have been the responsibility of Jeb Magruder who recently was designated as Chief of Staff. In addition to the operating divisions under him, Magruder also has served the Campaign Director as his principal administrative assistant in (1) controlling the flow of paper to and from the Campaign Director; (2) staffing out proposals and decision papers; (3) communicating the Campaign Director's instructions to other segments of the campaign; (4) assisting in the planning and integrating of all campaign activities; and (5) handling special projects.

In short, during the last several months Magruder has served the Campaign Director in much the same fashion that Bob Haldeman serves the President.

The divisions operating under Magruder are as follows:

a. Director of Administration, Rob Odle. This job is roughly comparable to the position which Bruce Kehrli occupies as White House Staff Secretary, plus a number of other duties, and includes seven sub-divisions.

(1) Personnel. Staffing, recruiting, hiring, firing, etc.

(2) Correspondence. The correspondence section handles all of the Campaign Director's mail, all resumes and letters offering assistance to the campaign, all "citizens" mail, etc. Several thousand pieces of mail are answered each month and to date we have responded to more than 8,000 letters from people who wanted staff positions or who wish to offer their services to the campaign.

(3) Volunteers. Several hundred men and women spend time volunteering on many projects at 1701. These include Cabinet and White House wives, college students, and the kind of volunteers one normally finds in a campaign. Because of security problems, each volunteer's political loyalty is carefully checked before he or she is allowed to begin.

(4) Budget administration, expense account approval, preparation of all documents for the Budget Committee, approval for all expenditures of funds, etc.

(5) Office management. Liaison with buildings in which Committee offices are maintained at 1701 and 1730 Pennsylvania Avenue, all telephone services, supplies, office equipment and furniture, maintenance of telephone switchboards, etc.

(6) Security. Maintenance of guard force, Committee cars and drivers, audio countermeasures work, security devices such as closed circuit TV, checks on new employees through the FBI, physical protection of Campaign Director, liaison with government agencies in connection with bomb threats, demonstrations, etc. Compares to what the Executive Protective Service and Secret Service does to protect the security of the White House.

(7) Special projects and staffing of memoranda, decision papers, etc., for the Campaign Director.

b. Director of the Advance and Tour Office, Jon Foust. The primary responsibility of the Advance and Tour Office is to make advance preparations for surrogate events and maximize the Committee's use of the surrogates and celebrities' time. This is accomplished by enlarging the principals' schedules with the secondary events, press conferences, etc. In addition, by advancing the principals the maximum media impact for the President's re-election is assured. The division is also available to assist in providing expertise to aid other divisions for planning, organizing and implementing any seminar,

meeting, convention, etc. The office comprised of a director, assistant director, a tour desk manager, two assistant tour desk managers, an advance woman and four secretaries. Although the majority of our events are presently scheduled by telephone an effective force of trained advancement is being built. Currently six advancement men are fully trained and another fifty-three are being trained. Approximately fifteen of the trainees have been on at least one trip. We hope to have at least 34 trained men for the campaign. The director is also the Committee's liaison for the Republican National Convention. He is specifically responsible for coordinating with the Voter Bloc groups, all rallies, women's division, youth division, advertising division, spokesmen and escorts.

c. Special Assistant on Strategy (Attack Operation), Ed Failor. The primary job of the "attack man" is to help develop the attack (anti) strategy; cause the implementation and orchestration of the attack strategy through all available means; chair the Attack Committee which is composed of representatives from the RNC, the White House and the Re-election Committee; help develop timing of attack strategy; plan and execute the Truth Squad operation in Miami at the Democratic Convention; submit proposal on campaign Truth Squad and supervise operation if affirmative decision is made; coordinate all research and investigation regarding the attack strategy on the opposition's candidate; supervise the Letter Writing Operation; participate in the "Monday Night Strategy" meetings; participate in the "Mitchell Strategy Group's" meetings; help coordinate attack strategy with overall strategy; maintain daily contact with chief of staff; and maintain liaison with Colson's shop on attack strategy.

d. Convention Task Force, Bill Timmons. Under the direction of Bill Timmons, who with John Ehrlichman was in charge of Nixon convention activities in 1968, a convention task force has spent the last year putting together thorough and complete plans for both the Republican National Committee's sponsorship of the 1972 convention and the Nixon committee's participation in it. Participating in the task force are Dick Herman and the other top people on the RNC's Arrangements Committee, members of the President's personal staff such as Chapin, Walker, Carruthers, etc., and several 1701 staffers.

Particular emphasis in the last several weeks has been given to the Convention program which is currently being firmed up and should be reviewed with you as soon as possible.

e. General Counsel, Glenn Sedam. The counsel's office is responsible for all legal tasks one would normally expect in a campaign. In addition, because of the new federal campaign act there is a great

deal of work which must be done in the counsel's office in order that the Committee and the Finance Committee remain in compliance with the new legislation. In addition, the Counsel tracks on how the Democratic candidates are complying with the new law.

f. Director of Polling, Bob Teeter. Teeter assures that the three major vendors which conduct the polling in the field use identical questionnaires and interviewing techniques so that comparable data is obtained from all areas of the country. He then provides an analysis of the results for the decision-makers of the campaign.

A first wave of polls was taken in January. The polls were taken within approximately 19 states, in addition to a national sample. The second polling wave is just coming in from the field and the data will be available within approximately two weeks, although the head-to-head results of the second wave are now available for your review.

A third wave is planned, to be taken in late August or early September. During the final six weeks of the campaign, telephone interviews will be conducted on a continuous basis across the nation and will focus on particular states, as required. The purpose will be to maintain a continuous surveillance on the mood of the public as election day draws near.

g. Planning, Strategy, Direct Mail, and Telephone Operations, Bob Marik.

(1) Voter Registration Lists. The basic elements of the campaign are voter registration, voter identification and get-out-the-vote. All of these elements are related in the eleven key states by the functions described below:

In the 11 target states, we are in the process of compiling lists of registered voters. This responsibility rests with Bob Morgan who is also in charge of the Direct Mail operation. Contracts have been signed with vendors to secure the lists in each key state. Most lists are scheduled to be completed during the month of August.

These lists will be put on to computer tape and used for several purposes:

(a) As calling lists for telephone centers. The names will be printed out in alphabetical order on a format that will allow the telephoner to record the voter identification data obtained during the call.

(b) As precinct walking lists. The names will be printed out in street walking sequence on a format similar to that used in the telephone centers.

(c) For addressing targeted direct mail.

(d) Poll-Watchers lists for Election Day. The voter identification information which has been compiled on computer lists through precinct canvassing and telephoning during the campaign will be used to get out the vote.

The functions of direct mail and telephone will be described in somewhat more detail below.

(2) Telephone. The telephone operations are under the direction of Nancy Brataas. Their objective is to provide the technical support to successfully establish more than 200 telephone centers in the eleven target states. They will be staffed by volunteer telephoners. Each center will have ten telephones for outgoing calls, and will canvass approximately 70,000 households during September and October.

Telephone centers were an important part of the primary campaigns in New Hampshire, Maryland and California this spring. For general election campaign, the telephone chairman is:

(a) Working with the Nixon Chairman in each key state to recruit a qualified state telephone chairman and to select the sites for telephone centers.

(b) Developing detailed procedures and written instructions for the operation of the telephone centers.

(c) Planning for the use of experienced volunteers, as well as her own staff, to travel to the states to help establish the telephone centers in late August and September.

(d) Preparing a reporting system to monitor the number of calls completed by each center, as well as to control their expenditures within budget and in compliance with the media limitations of the Campaign Spending Law.

(3) Direct Mail. Bob Morgan is directing an effort which is preparing to mail up to thirty million letters to potential voters, using sophisticated methods to target potentially favorable Democrats and Independents. The advantage of direct mail is that a specific message can be directed to an individual voter without necessarily sending the same message to another voter nearby. We plan to use mail early in the campaign, particularly to discuss the issues which might trouble various segments of Democrats and Independents should Senator McGovern be nominated. Later on, we plan to send get-out-the-vote telegram letters to Republicans and identified favorable

Democrats and Independents to increase their turn-out on election day. Bob Morgan is now in the process of assuring that our vendors have the capability of handling this volume of mail with the sophisticated use of the registered voter lists. The techniques which we plan to use were tested successfully in primary campaign mailings in several states.

(4) Planning. The Planning Division has been performing the function of coordinating the plans of the various campaign programs to ensure that they fit together consistently within each state and in the campaign as a whole. In that role, they have been working closely with the political coordinators on the individual state plans, and with each of the program directors as they compile their national plans. Dick Shriver has been responsible for this planning and coordinating process. Most recently, the Planning Division has worked with the political coordinators to schedule planning meetings with all of the states here in Washington. We are also developing a critical path to allow us to make key decisions in September and October in order to best use our resources at the most important stage of the campaign. One of the purposes here is to determine the last moment at which a decision can be made or rescinded before resources have been committed.

(5) Strategy. There are several groups which meet to develop thoughts on the strategic direction of the campaign. For each of these, Bob Marik acts as the staff secretary to record the minutes and see that all action steps are followed through.

(a) In-House Strategy Group. The group has met with Mr. Mitchell when a specific question needed to be resolved. Some recent examples have been decisions on the tone and major activities of the campaign during the periods before the Democratic convention, between the two conventions, between the Republican convention and the campaign kick-off and between the campaign kick-off and election day. Members of this group include Miller, Magruder, Marik, Maled, Mardian, Flemming, Dailey, Teeter, Failor, and demographics analyst Arthur Finklestein.

(b) Monday Evening Strategy Group. This is a much more broadly-based strategy group which includes several people from the White House staff. The group is chaired by Cliff Miller. Mr. Mitchell has not attended these meetings. The meetings take place on alternate Monday evenings at 1701 Pennsylvania Avenue. The subjects for discussion tend to be related to broad strategy questions rather than the "nuts and bolts" of the campaign. The group serves the dual purpose of informing key members of the White House staff on the progress of the campaign and obtaining their best thinking on campaign strategy.

(c) Political Coordinators. A twice-weekly meeting had been established with Mr. Mitchell, the 5 political coordinators, Jeb Magruder, Fred LaRue, Fred Malek and Bob Marik. The purpose of this meeting was to ensure that all parts of the campaign were well coordinated at the operational level.

This group has dealt with subjects such as methods to improve the effectiveness of registration programs in the states.

(6) Reporting and Accountability. Jerry Jones, as the campaign controller, has the responsibility for developing a reporting system within the states which will allow the campaign director to have an independent measure of how effectively the campaign is being run. Jerry has been working closely with the political coordinators and with Rick Fore of the Planning Division to see that the political programs at the local level are structured to include adequate accountability. Jones reports to Fred Malek and also works closely with the five political coordinators as well as Bob Marik.

h. PR/Media, Cliff Miller and Van Shumway. The Communications Office of the Committee, headed by Public Affairs Director DeVan L. Shumway is the principal communications contact point of the campaign. Clifford Miller serves as consultant to the Communications Office. The office presents the candidacy of the President directly to the electorate through press and television media through placement of spokesmen, and through campaign publications.

The Office's objective is to inform the American voters of the President's extraordinary accomplishments in office, directly by its media contacts, surrogate placements, press releases, interviews, publications and indirectly through State Chairmen and their communications operations.

If the President is attacked politically, the Office will respond to the attack, but its central function will be that of presenting the President and his record of accomplishments. To achieve this objective, the Office is structured in this way.

(1) Director of Public Affairs DeVan L. Shumway deals directly with the national and regional media as situations warrant and is involved in overall campaign planning. All personnel of the Communications Office report to him.

(2) Communications Manager Miss Ann L. Dore has full administrative authority over all operations of the office. She also is directly involved in the formulation of public relations policy and programs for the campaign.

(3) News and Information Director Powell A. Moore services press requests and directly supervises the monitoring system in individual states, as described in The Press Director's Handbook, which has been sent to all states.

(4) News Bureau Manager Art Amolsch prepares and distributes news releases on the developing issues and events of the campaign. A limited amount of speech writing also is handled by the News Bureau.

(5) Radio-Television Director Scott Peters provides filmed and audiotaped statements of campaign figures and other political leaders to broadcasters around the nation -- targeting on issues and targeting geographically.

(6) Publications and Graphics Editor Frank Leonard prepares the campaign newspaper, The Re-Elector, and other publications, as needed.

(7) Public Relations Manager Tony McDonald is responsible for the publicity and public relations programs for the voter blocs and the citizens groups. He is assisted by two project managers.

(8) Photo Editor Bill Parish provides complete campaign photographic services, taking pictures and furnishing prints as needed.

(9) Researcher Leslye Arsht, working closely with the Research Division of the Republican National Committee, makes available current information on issues.

(10) Surrogate Media Placement Director Joan Donnelly, in coordination with the Committee's Campaign Speakers Bureau is directly responsible for placement of surrogates on television, radio and for press interviews or conferences.

We have kept a tight rein of who speaks to the press: generally, only the Campaign Director, Van Shumway, and Powell Moore speak on the record. Magruder often backgrounds. Direct contact has been limited to these four.

i. Director of Scheduling, Bart Porter. The Scheduling Division is divided into two main areas: (1) surrogate scheduling; and (2) celebrity resources. The Director of Scheduling is Herbert L. "Bart" Porter. Raymond Caldiero is responsible for the celebrity function and Curtis Herge the scheduling function.

In late April, Mr. Mitchell asked some 32 Cabinet Officers, Senators, Congressmen, Governors, and Senior White House Staff to become official surrogate candidates for the President. It was felt that, because of the probable limited amount of personal Presidential

campaigning, it was important to have the "first team" out speaking on behalf of the President, his successes and achievements, and to carry the campaign to the people.

Being an official surrogate means that, for campaign purposes, scheduling is controlled by 1701. Each event, whether created by 1701 or not, is checked with the appropriate political coordinator and state chairman (or his representative). Once an event is scheduled and a surrogate "locked in," the event is turned over to the Tour Office for follow-up.

The Scheduling Division has just completed its "Attack Plan" for the campaign. This Plan provides for hitting every major media center in the 15 key states with our 32 surrogates. A total of over 650 man-days of campaigning is anticipated from Labor Day (September 4) to the Election (November 7).

Overall reaction to the Plan has been extremely favorable. Suggestions were solicited and received and these are currently being incorporated. The Attack Plan will be ready for your review on Friday, July 7. At that time, with your approval, each of the surrogates will be contacted personally and actual scheduling for the campaign will begin immediately.

At the present time we have three separate celebrity divisions...Celebrities for the President, with offices in New York; American Music for the President in Nashville, Tennessee; and Athletes for the President in New York.

The three celebrity groups are now in the process of being properly coordinated so they work effectively as one unit. The prime responsibility for proper coordination, direction, organization, implementation of new ideas and programs, and the recruitment and servicing of these "notables" has been given to Raymond Caldiero as his primary responsibility.

All three celebrity groups are identifiable voter blocs; all have the same unique characteristics of notoriety; and all should be utilized as one support function. The celebrity operations will be utilized specifically to support events with our surrogates, voter blocs, citizens groups, and most importantly, to achieve the proper media coverage with our many celebrities -- all supporting the main objective to re-elect the President.

j. Director of Advertising, Peter Dailey. A task force advertising agency, November Group, Inc. has been organized to develop advertising programs and promotional materials for the 1972 re-election campaign. The November Group has several members in Washington, at the Committee for the Re-election of the President, but most of its

organization is headquartered at 909 Third Avenue, New York City 10022. The agency is headed by Peter Dailey. The agency's responsibilities include the planning, execution and evaluation of all advertising copy and media, as well as the development of Convention and campaign promotional materials, such as brochures, bumper stickers, buttons and banners. The agency will also be responsible for documentary films.

Because of the provisions of the recently enacted Federal Election Campaign Act, it is important that the November Group retain full responsibility for budgeting and purchasing media time and space for all re-election advertising on behalf of the President. This new law establishes spending limitations (approximately 10¢ per eligible voter, or about \$14.2 million for the general election) on communications media "on behalf of" a candidate is charged against the candidate's limitation. In order to enforce this, the law states that no one may purchase advertising time or space without written certification from the candidate that the spending limit will not be exceeded.

Current status of projects is as follows:

(1) Advertising

(a) Creative Strategies - Strategies for the overall mass advertising campaign as well as specific voter group creative strategies have been developed and appraised.

(b) Advertising Copy - Several commercials have been tested in rough form, and a number of new radio and TV commercials and print advertisements are now being developed on the basis of the creative strategies and the qualitative research among voters.

(c) Media Planning - A media plan has been produced which allocates funds on a national and state by state basis, and also assigns spending levels for advertising to specific voter groups. This plan is now being refined and will be completed during the month of July.

(d) Media Buying - Arrangements are being made for purchasing media time and space from New York, with financial reports and media purchasing reports available in Washington on a weekly basis.

(2) Documentary Films. Three documentary films are now in the rough cut stage, and will be tested among voters prior to completion in early August. These films will be used at the Convention and later as part of the television communications program.

(3) Promotion. The promotion budget has been allocated among the states and among the voter groups. Promotional items for the convention are now being selected for July production, and voter group items, such as brochures, posters and buttons are being produced.

(4) Direct Mail Copy. A number of direct mail pieces were provided for the state primary elections and for other mailings. The direct mail plan for the general election is now being assembled by the planning division, and will serve as the basis for further November Group copy development.

3. Citizens. The citizens groups are divided into two areas: a dozen major voting blocs and approximately fifty small functional groups. In addition to the national groups which have their staff support from 1701, each state is expected to develop its own citizens organization mirroring the national plan with the directors reporting to the individual state chairmen. While Fred Malek runs the Citizens operation from the White House, the overall director of the Citizens groups at 1701 is Chuck Shearer.

Presently, 15 staff members have been brought on board in the citizens area.

The objectives of the Citizens operation are two-fold: first, to gain support for the President within broad blocs of voters; and second, to mine the major blocs and, particularly, the functional groups, for manpower within the states.

Within the major voting blocs priorities have been established by budget and management purposes using the following criteria:

(a) Top priority is granted to those groups which are large and important numerically beyond their national average in key states.

(b) Weight is given to groups in which the issues or Presidential accomplishments indicate an opportunity to attract or retain votes for the President.

Based on these criteria we have selected groups which should receive top priority and groups which should receive secondary priority. They are:

| TOP PRIORITY | |
|------------------|--------------------------|
| <u>Group</u> | <u>Votes in millions</u> |
| Youth | 25 |
| Older Americans | 20 |
| Ethnics | 40 |
| Farm | 5 |
| Spanish-Speaking | 6 |
| Jewish | 3.5 |

SECOND PRIORITY

| <u>Group</u> | <u>Votes in Millions</u> |
|--------------|--------------------------|
| Transients | 6 |
| Labor | 26 |
| Black | 7.5 |
| Business | 3 |
| Veterans | 28 |

Women are not being addressed as a voting bloc but are receiving special attention from Pat Hutar, Director of Volunteers.

The attention given to each of these groups, of course, varies by state. Large, key states and states in which voting bloc exercises an important influence (i.e., Spanish-Speaking in California and Texas) receive maximum attention.

Edward Nixon, a Co-Chairman of the Committee for the Re-election of the President is closely involved with the work of the Citizens groups.

Fred Malek said today that he has provided you with additional material and memoranda describing the Citizens Division, so we will not go into additional detail here.

~~cc:~~ Mr. H. R. Haldeman

Campaign Chairman
Francis Dale

8 Co-Chairmen
Frank Borman
Max Fisher
Rita Hauser
Erik Jonsson
Edward Nixon
Thomas W. Pappas
Donald A. Schollander
Robert H. Volk

Budget Committee
Fred LaRue
Job Magruder
Fred Malek
John Mitchell
Lee Nunn
Robert Odle
Hugh Sloan
Maurice Stans

FINANCE COMMITTEE
TO RE-ELECT
THE PRESIDENT

Campaign Director
John Mitchell

Finance Chairman
Maurice Stans

Special Assistant to
Campaign Director
Fred LaRue

COMMITTEE FOR THE
RE-ELECTION
OF THE PRESIDENT

Vice Chairman
Lang Washburn

Treasurer
Hugh Sloan

Controller
Paul Barrick

Chief of Staff
Job Magruder

Political Division
Robert Mardian
Harry Flemming
Don Mosiman
Clayton Yeutter
Allan Kaupinen

Controller
Jerry Jones

Administration
Robert Odle
Advance & Tour
Jon Foust
Advertising
Peter Dailey
Attack
Ed Failor
Convention
Bill Timmons
Counsel
Glenn Sedam
Planning, Strategy, Direct Mail
& Telephone Operations
Robert Marik
Polling
Robert Teeter
PR/Media
Clifford Miller
Van Shumway
Scheduling
Bart Porter

Citizens Division
(Fred Malek)
Charles Shearer
Director
Ballot Security - Murray Chotiner
Black - Paul Jones
Business - Paul Kayser
Elderly - Dan Todd
Ethnic - John Wirth
Farm - Clayton Yeutter
Jewish - Larry Goldberg
Labor - Bernard DeLury
Lawyers - Dan Piliero
Physicians & Dentists - Bill Stover
Spanish - Alex Armendaris
Transient - Dick McAdoo
Veterans - Frank Naylor
Volunteers - Pat Hutar
Youth - Ken Rietz

T A B
"A"

CONFIDENTIAL/SENSITIVE

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

Preliminary Budget - Post April 7

R. C. Odle, Jr., April 28, 1972

| <u>Division</u> | <u>Responsibility</u> | <u>Budget</u> | <u>Comments</u> |
|---|-----------------------|---------------|--|
| Advertising | Dailey | \$ 12,153,000 | Includes all media costs, overhead, salaries, etc., to run November Group. This figure represents the total cost to Re-elect Committee. Some dollars which might have gone to this budget are now scheduled for the Direct Mail and Telephone budgets. |
| Campaign Materials | Dailey | \$ 1,500,000 | Cost \$2 million in 1968. If the states purchase campaign materials, then the state support budget will increase by this amount and this category will be removed. Regardless of where the money is spent, however, it will cost \$1,500,000. |
| Candidate Support | Magruder/Malek | \$ 1,380,000 | Represents the White House support account previously maintained at RNC. Includes Presidential and First Family travel, the entire White House mailing program, etc. |
| Convention | Timmons | \$ 475,000 | Includes all 1701 and White House travel to and from convention site. Timmons has justified this figure and believes it will not be changed even if the convention site is. |
| Political | La Rue/Flemming | \$ 211,000 | Includes all costs (salaries, payroll burden, travel) for running Political Division. Does <u>not</u> include any costs associated with state support. |
| PR/Media | Miller/Shumway | \$ 740,000 | All expenses associated with Division: salaries, travel, payroll burden, and all Division programs. |
| Polling | Teeter | \$ 750,000 | Best estimate of what we think will be requested and needed between now and November. |
| Research and Planning, Direct Mail, Telephone Operations | Marik | \$ 6,785,000 | \$4,490,000 for direct mail; \$1,900,000 for telephone operations; \$190,000 for computer maps, Compass Systems, data processing; balance for salaries, travel, payroll burden. |
| Special groups and committees including all voter bloc groups and Citizens activity plus Women (Volunteers) and Ballot Security | Malek/Eutar/Chotiner | \$ 2,354,000 | A realistic budget for the dozen special groups and committees plus the overall Citizens activity. Also includes national volunteers program and ballot security program. Less than 1968 figure. |
| Spokesmen Resources (Scheduling and Tour Offices) | Porter/Foust | \$ 725,000 | Represents entire cost of program: surrogates, athletes, celebrities, American Music, scheduling, travel, charters, rallies, payroll, payroll burden. |
| Administration | Magruder/Odle | \$ 225,000 | Primarily salaries, payroll burden, travel, etc. |
| Office Administration | Odle | \$ 420,000 | Rents, telephones, furniture, equipment, autos, typewriters, leasehold improvements, etc. |
| SUB-TOTAL | | \$ 27,718,000 | |
| Funds spent prior to April 7 | | \$ 3,110,000 | Includes all funds spent by all divisions but does not include any pre-payments. |
| SUB-TOTAL | | \$ 30,828,000 | |
| Finance Committee Budget | Stans/Sloan | \$ 865,000 | Does not include costs of running Division offices telephones, etc., which are included above. |
| SUB-TOTAL | | \$ 31,693,000 | |
| State Support | La Rue/Flemming | | |
| TOTAL | | | |

RESPONSIBILITIES OF THE
INDIVIDUAL STATE COORDINATORS

Don Mosiman

Indiana
Michigan
Pennsylvania
Maryland
Delaware
Wisconsin

Clayton Yeutter

North Dakota
South Dakota
Nebraska
Iowa
Kansas
Oklahoma
Minnesota

Al Kaupinen

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Harry Flemming

Virginia
West Virginia
Kentucky
Tennessee
North Carolina
South Carolina
Florida
Georgia
Alabama
Mississippi
Louisiana
Arkansas

Bob Mardian

Alaska
Hawaii
Washington
Oregon
Nevada
Arizona
New Mexico
Colorado
Utah
Idaho
Montana
Wyoming
Missouri

John Mitchell

California
(Bob Mardian)
New York
(Harry Flemming)
Texas
(Fred LaRue)
Ohio
(Don Mosiman)
Illinois
(Al Kaupinen)
New Jersey
(Don Mosiman)

Strachan

Committee for the Re-election of the President

MEMORANDUM

July 20, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

FROM: JEB S. MAGRUDER

SUBJECT: After-Action Report - Democratic National Convention
Operation

As part of our activity during the Democratic National Convention, Powell Moore and Art Amolsch, under the direction of Van Shumway, went to Miami to take advantage of the heavy concentration of media to communicate with the American people in order to promote the re-election candidacy of the President.

Attached for your information is memorandum to Van Shumway reporting on their results in Miami.

Attachment

CONFIDENTIAL

Committee for the Re-election of the President

MEMORANDUM

July 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. DEVAN L. SHUMWAY
FROM: POWELL A. MOORE ^{PAW} ART AMOLSCH ^{A.A.}
SUBJECT: After-Action Report
Democratic National Convention Operation

1. OBJECTIVES

- A. To take advantage of the heavy concentration of media in Miami to communicate with the American people in order to promote the re-election candidacy of the President.
- B. To demonstrate our interest in Democrat support and the bi-partisan nature of the effort to re-elect the President by establishing our presence there.
- C. To get first-hand reports on the shortcomings of the operation for handling the press at the convention in order to eliminate them at the Republican Convention.

2. METHODS

- A. Our presence was established by opening a hospitality suite for the media.
- B. Secretary Morton and Governor Love were used on Wednesday and Thursday mornings as spokesmen for the Committee in a press availability at the hospitality suite.
- C. A press conference with Secretary Morton and Governor Love to introduce prominent defecting Democrat figures joining the President's campaign was scheduled but was cancelled.

3. RESULTS

- A. The newspaper copy included stories by UPI, The New York Times, and The Washington Post and was, by and large, favorable and seemed to communicate our message. Secretary Morton and Governor Love had a film interview with Lem Tucker of ABC television which, as far as we know, was never used, and Secretary Morton appeared on the TODAY show.

July 18, 1972

In addition, there was very substantial interest from the Colorado press in Governor Love's presence at the Convention. Our monitoring report from Colorado should provide an indication of the nature of copy resulting from its interest.

- B. Based on the number of visits from reporters to the hospitality suite plus the comments that we received, our presence and interest was the subject of considerable conversation at the Convention.
- C. While the team made arrangements for a press conference, it never developed because no prominent Democrats were produced.
- D. Major objections that reporters stated to the press arrangements were as follows:
 - (1) The system for obtaining new credentials each day to gain entrance to the Convention Hall was regarded as a nuisance, particularly by the smaller newspapers. Under this system, someone had to stand in line each day and in the case of one man operations, this was a substantial bother.
 - (2) The arrangement for obtaining floor passes was the subject of considerable complaint. In the case of writing press, the line for 15 minute floor passes was usually about 30 minutes and in the case of independent broadcasters, the wait for a thirty minute floor pass was usually over an hour.

SUMMARY

In our opinion, the operation was successful and well worth the effort. Our objectives were achieved with the exception of the Thursday press conference.

CONFIDENTIAL

Strachan
0

THE WHITE HOUSE

WASHINGTON

July 23, 1972

MEMORANDUM TO: CLARK MACGREGOR
FROM: PAT BUCHANAN
SUBJECT: MISSOURI

From last week's trip to the Show Me State, the following are most useful in terms of issues:

- a) In St. Louis itself, both bussing and abortion-on-demand are major issues in this very Catholic city and area.
- b) Today's picture of Bill Clay (Cong.) with McGovern at Sylvan Lake -- should be given side circulation. Clay is an old militant agitator, and his presence in the McGovern hierarchy will hurt in Missouri -- we should have that picture distributed, and our Missouri chairman point to the Clay influence in the McGovern camp.
- c) Eagleton is personally popular, but McGovern is not. We should run against McGovern in Missouri, not Eagleton.
- d) The McDonnell-Douglas issue, and the F-15 are major news, and major concern out there. Approach is not to charge a deal (actually Missourians would be delighted with a deal) but charge that McGovern's Inauguration means the immediate death of the F-15 and the immediate loss of 20,000 jobs at McDonnell-Douglas.
- e) Hearnes will probably now, (despite the insults to him at the convention by refusing to let him nominate Eagleton) be working hard for the ticket. If Eagleton goes to Veep, lame duck Hearnes can name himself Senator. It's his last chance.
- f) We lost a chance to win Governorship when 33-year-old Kit Bond, popular liberal candidate, was found not to have been a proclaimed resident for last ten years -- a requirement. Could cost him the certain chance to win, if he had been nominated -- may even cost him the nomination and his job.

Buchanan

Committee for the Re-election of the President

MEMORANDUM

July 24, 1972

Strachan
0
7/29 To some
in the
Parlor

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER *Bart*
SUBJECT: Surrogate Conference

It is recommended that, subsequent to the Republican National Convention and prior to the President's conference in Hawaii with Prime Minister Tanaka on August 31, 1972, the President should meet with the surrogate candidates for the purpose of discussing their role during the general campaign.

To our knowledge, with the exception of the Cabinet, the surrogates have not met with the President to discuss the surrogate program. This proposed meeting would be timed to occur at a point after the President's self-imposed embargo on participating in political activities, but prior to the time the Surrogate Attack Plan goes into effect. It will be the last time, before Election Day, when all the participants will be available.

The meeting would provide the surrogates with the psychological motivation and desire to implement the Plan to the President's satisfaction. In addition, it would provide the President with the knowledge that the personal campaigning is in good hands.

We recommend that the meeting be attended by the President, senior White House staff members, senior 1701 staff members, the 36 surrogate candidates and Sen. Dole. The surrogates' staff members should not be invited.

The alternative locations for the meeting are:

Option 1: Camp David, during the weekend of August 26th.

Option 2: Key Biscayne, immediately after the Convention.

Option 3: The Sequoia, at a convenient date.

Option 4: The White House, at a convenient date.

We would appreciate it if you would advise us whether you approve the submission to the White House of a schedule proposal for the proposed meeting.

Approve _____ Disapprove _____ Comment _____

Strachan
0

Committee for the Re-election of the President

MEMORANDUM

July 24, 1972

MEMORANDUM FOR THE HONORABLE CLARK MACGREGOR

THROUGH: JEB S. MAGRUDER

FROM: GLENN J. SEDAM, JR.

SUBJECT: Reply to Letter of Kenneth H. Dahlberg

We have been asked to draft a reply to Mr. Dahlberg's letter of July 14th to Mr. MacGregor in which he suggests that we institute suit against John Y. Brown for statements made at the Democratic Convention as to the amount of campaign funds available to this Committee.

The Dahlberg letter is attached at Tab "A" and our proposed reply at Tab "B."

We plan to further examine the facts at issue and thereupon to generally pursue the course of action set forth in our draft reply.

APPROVE _____ DISAPPROVE _____

COMMENTS _____

FINANCE COMMITTEE TO RE-ELECT THE PRESIDENT

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

CHAIRMAN:
MAURICE H. STANS

DEPUTY CHAIRMAN:
C. LANGHORNE WASHBURN

CO-CHAIRMEN:
MRS. ANNA CHENNAULT
LEONARD K. FIRESTONE
MAX FISHER
HAROLD H. HELM
GUSTAVE L. LEVY
THOMAS A. PAPPAS
MRS. OGDEN PHIPPS
JOHN W. ROLLINS
TAFT B. SCHREIBER

VICE-CHAIRMEN:
DANIEL W. HOFGREN
LEE R. NUNN
NEWELL WEED, JR.

TREASURER:
HUGH W. SLOAN, JR.

CONTROLLER:
PAUL E. BARRICK

COUNSEL:
G. GORDON LIDDY

REGIONAL CHAIRMEN:
KEITH L. BROWN
KENNETH H. DAHLBERG
J. WALTER JONES, JR.
DARIUS N. KEATON, JR.
WILLIAM C. LIEDTKE, JR.
LLOYD D. WARING
DAVID K. WILSON
ROY WINCHESTER
DON L. WOLFSBERGER

STATE CHAIRMEN:
JEROME ANDERSON
OLOF V. ANDERSON
ROBERT R. BEFFIE
CLAUDE BEKINS
MILTON H. BLAKEMORE
PETER BOVE
WILLIAM H. T. BUSH
ERIC M. BUZZA
HAL C. BYRD
W. SAM CARPENTER, III
GEORGE CHAMPION, JR.
THOMAS CLAWSON
DAVID R. CONGDON, M.D.
KENNETH H. DAHLBERG
ROBERT C. DAVIDSON
T. COOPER EVANS
ADM. HARRY FELT
LEONARD K. FIRESTONE
WILLIAM H. G. FITZGERALD
LEONARD FORSGREN
EDWARD P. HARDING
HAROLD H. HELM
WILLIAM H. HOUSTON
E. BRONSON INGRAM
ELLIS R. IVORY
LOGAN T. JOHNSTON
J. WALTER JONES, JR.
ROBERT LASSITER, JR.
LAWRENCE LEWIS, JR.
WILLIAM C. LIEDTKE, JR.
A. A. MAYER
FRANK C. P. McGLINN
WILLIAM C. MESSINGER
FRANK P. MIDDLETON
WILLIAM D. MOUNGER
DILLARD MUNFORD
JAIME PIERAS, JR.
ODELL POLLARD
SCOTT PROBASCO
HARRY A. RICHARDSON, JR.
WILLARD E. ROBERTSON
ALEX K. SAMPLE, JR.
PAUL SCHORR, III
JOHN H. SCHULER
ROLAND Q. SEWARD, SR.
MONTGOMERY SHEPARD
ROBERT D. STUART, JR.
BURR S. SWEZEY, JR.
HON. COE SWOBE
ELDON R. ULMER
BEN VOTH
GEORGE H. WALKER, III
LLOYD B. WARING
HARMON H. WATT
DELVIN N. J. WELTER
JAMES C. ZIMMERMAN

July 14, 1972

Mr. Clark MacGregor, Chairman
Committee to Re-Elect the President
1701 Pennsylvania Avenue, N.W.
Washington, D. C. 20006

Dear Clark:

I made a strong recommendation to Maury Stans that the Committee should commence action, naming the Democratic National Committee and John Y. Brown for misrepresentation and fraud. Damages should be five million dollars.

In his speech before the Convention, he emphatically stated that the Republicans had thirty million dollars, and therefore, they did not need any more money.

Since these statements are untrue, he is guilty, per se. We should move without delay.

Regards,


Kenneth H. Dahlberg

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

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

July 24, 1972

Mr. Kenneth H. Dahlberg
Dahlberg Electric, Inc.
Box 549
Minneapolis,
Minnesota 55840

Dear Ken:

Thank you for your letter of July 14th in which you suggested that we consider entering a five million dollar suit against John Y. Brown for misrepresentation and fraud. I have referred the matter to our counsel who is of the opinion that the institution of such a lawsuit would not be in the Committee's best interest at this time.

A number of factors enter into this decision. Commencement of an action might be misinterpreted by third parties as merely being an attempt to retaliate against the Democrats for the Watergate litigation. A lawsuit would serve to focus attention upon exactly how much money we did have available in contrast to the Democrats and would raise issue as to how much additionally in contributions we anticipate being able to receive. Finally, the opposing side in any litigation would undoubtedly seek to take depositions of our Finance Committee people and attempt thereby to learn generally about our fund raising activities and specifically about the source of pre-April 7th contributions.

Our people feel that a better course of action would be to send letters to Brown and to the Democratic National Committee which, in no uncertain terms, would both refute Brown's statements and serve notice of our intent to take appropriate legal action if misrepresentations of a similar nature are made in the future by Brown or anyone else associated with McGovern's campaign. Copies of these letters would be released to the media by our press people.

I thank you for calling this matter to my attention and hope that you will be in agreement with our presently contemplated course of action.

Sincerely,

Clark MacGregor

Strahan
0

July 20, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Republican Gala

We would appreciate it if you would consider the question whether arrangements could be made with Mr. Buehl Berentson, Director of the Republican Senatorial Campaign Committee, to get complimentary tickets to the Republican Gala in Miami on August 20th for all the Surrogate Candidates and their wives.

The Surrogates have committed themselves to campaign for the President (and, along the way, for many of the Senators) and we are hearing from some of them that they consider it unfair to be asked to pay \$500 for each ticket.

cc: JSM chron
JSM subject
JSM working
HLP chron
HLP subject
JCHerge

6

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

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

FOR RELEASE, 6:00 p.m., TUESDAY, AUGUST 1

CONTACT: DE VAN L. SHUMWAY
333-6760
#7-24

KENTUCKY COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

WASHINGTON, Aug. 1 -- Clark MacGregor, campaign director of the Committee for the Re-Election of the President, today announced the appointment of Harlan attorney Eugene Goss as chairman of the Kentucky campaign committee and of Senators John Sherman Cooper and Marlowe Cook and former Senator Thurston Morton as honorary co-chairmen.

Commenting on his new post, Mr. Goss pledged a "vigorous and effective effort to turn out a maximum vote for President Nixon in Kentucky. The people of this state have given the President substantial victories in each of his bids for the White House.

"I am confident that in this particular year -- when it is all the more important to guarantee a continuation of his leadership -- the people of Kentucky will once again give him an overwhelming mandate."

Mr. Goss said that announcement of other members of the Kentucky Committee for the Re-Election of the President would be made within a short time.

A native of Harlan and a graduate of Harlan County High School, Eastern Kentucky University and the University of Kentucky Law School, Mr. Goss has practiced law in Harlan since 1959. He is a partner in the firm of Goss, Forrester and Emerson.

He has served as head of the Department of Economic Security in Kentucky and as head of Kentucky Department of Highways. Currently, he is a member of the board of trustees of the University of Kentucky.

Mr. Goss is married to the former Betty Ann Holtzclaw of Louisville, and they have one son, Mark David.

0

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

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

FOR RELEASE, MONDAY, JULY 31, 1972

CONTACT: DeVan L. Shumway
(202) 333-6760
#7-25(31)

ALABAMA RE-ELECTION COMMITTEE

WASHINGTON, D. C. -- Clark MacGregor, campaign director of the Committee for the Re-election of the President, has named Richard J. Comer of Russell County as chairman of the Alabama campaign committee.

Commenting on his appointment, Mr. Comer said, "The policies and philosophy of President are in tune with the attitudes of most Alabamians. His re-election this year is of critical importance, and I am confident that the voters of this state are going to give him an overwhelming mandate for a second term in the White House."

A resident of Pittsview in Russell County, Mr. Comer is the owner and operator of a farming operation and is president of Phoenix Motels, Inc. He is a director of a number of banks, insurance companies and other corporations and has been active in various civic organizations.

Raised in Pittsview and Birmingham he was educated at public schools, at the Sewanee Military Academy, Sewanee, Tennessee, and at Alabama Polytechnic Institute, now Auburn University.

A veteran of World War II, Mr. Comer entered service in 1941 as a private, served in the infantry in the European Theater and was discharged in 1945 with the rank of major.

He and his wife, Anne Laurie Comer of Eufala, have four children: Louise, Richard, Jr., Braxton Bragg II, and Frank Willis II.

Committee for the Re-election of the President

6

MEMORANDUM

July 7, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER

FROM: HERBERT L. PORTER *Barb*

SUBJECT: "Re-elect the President" Booth at the
1972 Jaycee National Convention
Atlanta, Georgia, June 18-21

Several weeks ago, Mr. Mitchell suggested that the 1972 Jaycee National Convention "be covered in an appropriate way". With that as our charter, we proceeded to arrange for a booth in the Jaycee's Exhibit Hall, which was located in the Hall of Nations at the Marriott Hotel in Atlanta, Georgia. Pictures of the booth and floor plan indicating its location are attached. The booth was fifteen (15) feet wide, ten (10) feet deep and eight (8) feet high.

I assigned the project to Bill Minshall, of my staff, who acted as project manager until its completion. He had assistance from Angie Miller, who secured Nixonettes to man the booth and campaign generally in the Marriott Hotel and Atlanta Civic Center. All major Jaycee Convention activities took place in the Civic Center. In addition to Angie Miller, those girls who were Nixonettes were Lee Brennan, Pat Connell, Emily Dannals, Ellen Griffin, Susan Hanger, Cindy Love, Carol Miller, and Deesi Thurston.

Andre' Le Tendre provided "Key Men" from within the National Jaycee Executive Committee to help man the booth. These people stationed themselves in front of the booth and drew Jaycees towards the booth. They were John Benjamin, Pat Parnell, Roger Poppen, Clifford Short, and Donald Whitehead.

During the 3 1/2 days that the Exhibit Hall was open, the following items were distributed to approximately 6,000 people:

4,000 "Re-elect the President" buttons
3,500 "Re-elect the President" bumper stickers
1,000 "Re-elect the President" brochures
3,000 "Right-On Mr. President" buttons
4,500 "Re-elect the President" balloons

Most important, however, are the 1543 volunteer cards which were filled out at the booth by the Jaycees as they passed by. The volunteer cards were in the form of returnable postcards and an additional 500 were distributed to persons to take home and send in later. We are forwarding all of these cards to our youth group and to the State Chairmen through the appropriate political coordinators.

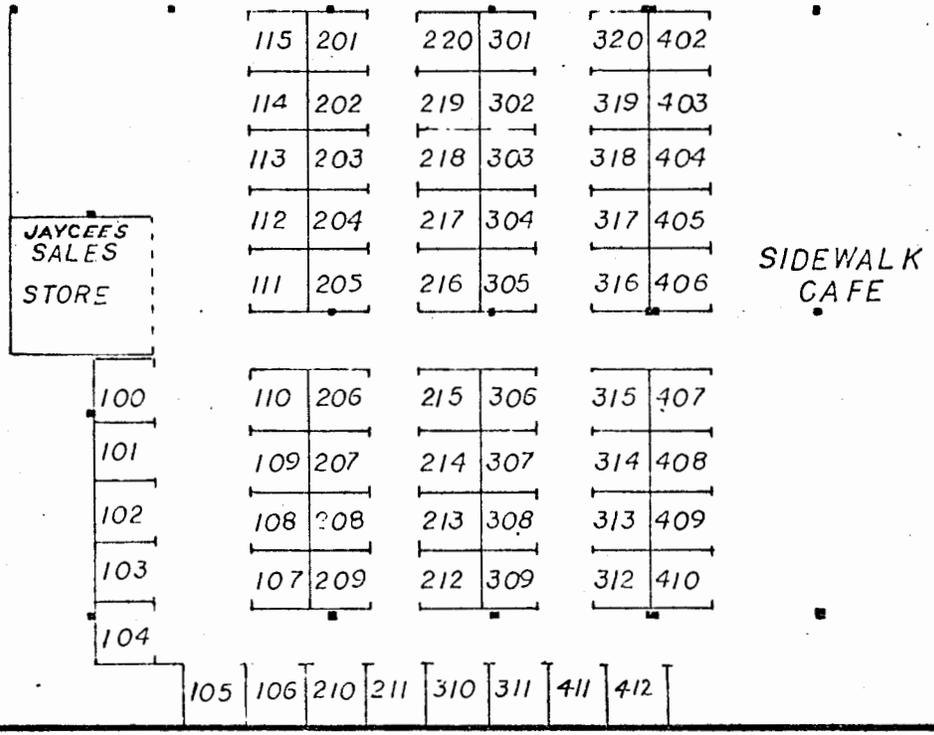
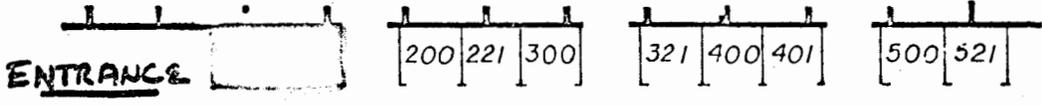
In addition to campaign materials, Georgia voter-registration material was available at the booth. It is written in the by-laws of the Jaycees that persons must be registered to vote to join the organization.

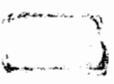
Reactions from the Jaycees concerning the booth and the President were generally favorable. People were happy that they were able to secure campaign materials and be able to volunteer their help. The booth was valuable to the re-election effort. Many persons in the Jaycees are young, active and motivated toward supporting the President. The booth provided these people the opportunity to select campaign materials and volunteer their services, while making the President's campaign effort highly visible to the Jaycees.

Finally, the scheduling office is presently putting together a "kit", complete with pictures, diagrams, and specifications, which we plan to send to all of our State Chairmen (through the political coordinators).

The purpose of the kit is to show graphically how to build and man similar booths at every State Fair held across the country this summer and fall. We found the booth in Atlanta to be useful as a vehicle to create supportive activity for the President.

Attachment

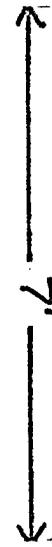
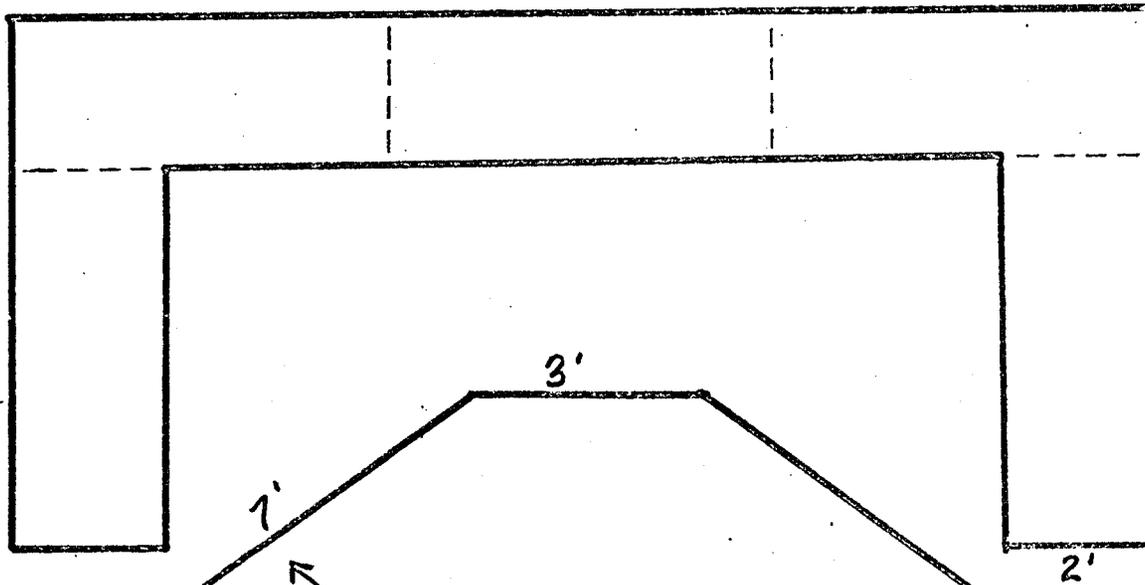
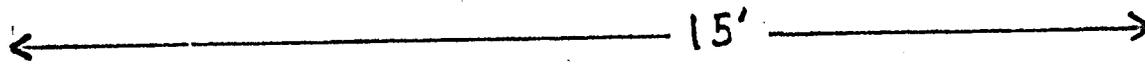


 - Indicates "Re-elect the President" Booth

"RE-ELECT THE PRESIDENT" BOOTH

FLOOR PLAN

FRONT



4' HIGH - 2' WIDE
SHELVED COUNTERS
5' SECTIONS

REAR

PLYWOOD BACKDROP

Committee for the Re-election of the President

STRAACHAN

MEMORANDUM

July 12, 1972

MEMORANDUM FOR: JEB S. MAGRUDER

FROM: BOB MARIK *[Signature]*

SUBJECT: Paid Telephone Operators

Some time ago, we decided not to use Alan Peterson for Neighbors for Nixon in this campaign. As our plans have evolved, I have moved toward the conclusion that we can accomplish all of our telephone canvass objectives with volunteer telephoners, using the Brataas program. The only exception would be New York, which has been given the latitude to use paid telephoners in the New York City area.

We can review this before our meeting with Clark MacGregor next week, but I wanted you to know our thinking ahead of time.

cc: Dick Shriver

Bob

*I hope you better be want
 reviewed this because
 this could be a major
 pay. If the volunteers
 don't work we are
 in trouble*

[Signature]

Committee for the Re-election of the President

Stratton
6

MEMORANDUM

July 25, 1972

CONFIDENTIAL

MEMORANDUM FOR: CLARK MAC GREGOR
FROM: BOB MARIK
SUBJECT: Population Statistics for SMSA's

Attached is a list of the top one hundred SMSA's, listed in descending order of population. For each SMSA, the population of the central city and the central counties have also been tabulated.

CONFIDENTIAL

| CITY | GROSS POPULATION | CENTRAL CITY POPULATION | | CITY POPULATION | | COUNTY | POPULATION |
|--|---------------------|-------------------------|--------|--|-----------------|---|-------------------------------|
| | | TOTAL | % SMSA | TOTAL | RANK | | |
| 1. New York, New York | 11,529,000 | 7,868,000 | 68.2 | 7,895,000 | 1 | Queens Kings | 1,986,000 2,602,000 |
| 2. Los Angeles, Long Beach California | 7,032,000 | 3,175,000 | 45.1 | L.A. 2,814,000 L.B. 359,000 | 3 40 | L.A. County | 7,032,000 |
| 3. Chicago, Ill. | 6,979,000 | 3,367,000 | 48.2 | 3,367,000 | 2 | Cook | 5,473,000 |
| 4. Philadelphia, Penn.-N.J. | 4,818,000 | 1,949,000 | 40.4 | 1,949,000 | 4 | Philadelphia | 1,948,000 |
| 5. Detroit, Michigan | 4,200,000 | 1,511,000 | 36.0 | 1,511,000 | 5 | Wayne | 2,666,000 |
| 6. San Francisco-Oakland, California | 3,110,000 | 1,077,000 | 34.6 | S.F. 716,000 Oak. 362,000 | 13 38 | Alameda | 1,073,000 |
| 7. Washington, D.C.-Md.-Va. | 2,861,000 | 757,000 | 26.4 | D.C. 757,000 | 9 | Wash., D.C. Mont., Md. Pr. Georges, Md. | 756,000 522,000 660,000 |
| 8. Boston, Mass | 2,754,000 | 641,000 | 23.3 | 641,000 | 16 | Middlesex | 1,397,000 |
| 9. Pittsburg, Pa. | 2,401,000 | 520,000 | 21.7 | 520,000 | 24 | Allegheny | 1,605,000 |
| 10. St. Louis, Mo.-Ill. | 2,363,000 | 622,000 | 26.3 | 622,000 | 18 | St. Louis | 951,000 |
| 11. Baltimore, Md. | 2,071,000 | 906,000 | 43.7 | 906,000 | 7 | Bal. County Bal. City | 621,077 905,000 |
| 12. Cleveland, Ohio | 2,064,000 | 751,000 | 36.4 | 751,000 | 10 | Cuyahoga | 1,721,000 |
| 13. Houston, Texas | 1,985,000 | 1,233,000 | 62.1 | 1,233,000 | 6 | Harris | 1,741,000 |
| 14. Newark, N.J. | 1,857,000 | 382,000 | 20.6 | 382,000 | 36 | Essex | 929,000 |
| 15. Minneapolis-St. Paul, Minnesota | 1,814,000 | 744,000 | 41.0 | Min. 434,000 St.P. 310,000 | 32 46 | Hennepin Ramsey | 960,000 476,000 |
| 16. Dallas, Texas | 1,556,000 | 844,000 | 54.3 | 844,000 | 8 | Dallas | 1,327,000 |
| 17. Seattle-Everett, Wash. | 1,422,000 | 584,000 | 41.1 | Seat. 531,000 Ev. 53,622 | 22 | King | 1,156,000 |
| 18. Anaheim-Santa Ana- Garden Grove, Cal. | 1,420,000 | 446,000 | 31.4 | Ana. 167,000 S.A. 157,000 G.G. 123,000 | 81 86 116 | Orange | 1,420,000 |
| 19. Milwaukee, Wisc. | 1,404,000 | 717,000 | 51.1 | 717,000 | 12 | Milwaukee | 1,054,000 |
| 20. Atlanta, Ga. | 1,390,000 | 497,000 | 35.7 | 497,000 | 27 | Fulton | 607,000 |
| 21. Cincinnati, Ohio-Ky.- Indiana | 1,385,000 | 453,000 | 32.7 | 453,000 | 29 | Hamilton | 924,000 |
| 22. Patterson-Clifton- Passaic, N.J. | 1,359,000 | 282,000 | 20.8 | Pat. 145,000 Clif. 82,000 Pass. 55,000 | 94 | Bergen | 898,000 |

| CITY | GROSS POPULATION | CENTRAL CITY POPULATION | | CITY POPULATION | | COUNTY | POPULATION |
|---|---------------------|-------------------------|--------|---|-----------|----------------------------|--------------------|
| | | TOTAL | % SMSA | TOTAL | RANK | | |
| 23. San Diego, California | 1,358,000 | 697,000 | 51.3 | 697,000 | 14 | S. D. | 1,137,000 |
| 24. Buffalo, N.Y. | 1,349,000 | 463,000 | 34.3 | 463,000 | 28 | Erie | 1,113,000 |
| 25. Miami, Florida | 1,268,000 | 335,000 | 26.4 | 335,000 | 42 | Dade | 1,267,000 |
| 26. Kansas City, Mo.-Kans. | 1,254,000 | 507,000 | 40.4 | K.C.K. 168,000 K.C.M. 507,000 | 80 26 | Jackson, Mo. | 654,000 |
| 27. Denver, Colo. | 1,228,000 | 515,000 | 41.9 | 515,000 | 25 | Denver | 514,678 |
| 28. San Bernadino-Riverside- Ontario, California | 1,143,000 | 308,000 | 27.0 | Riv. 140,000 S.B. 104,000 Ont. 641,000 | 96 144 | San Bernadino Riverside | 684,000 459,000 |
| 29. Indianapolis, Ind. | 1,110,000 | 792,000 | 71.4 | 745,000 | 11 | Marion | 792,000 |
| 30. San Jose, California | 1,065,000 | 446,000 | 41.9 | 446,000 | 31 | Santa Clara | 1,064,000 |
| 31. New Orleans, La. | 1,046,000 | 593,000 | 56.7 | 593,000 | 19 | Orleans Parrish | 593,000 |
| 32. Tampa-St. Petersburg, Florida | 1,013,000 | 494,000 | 48.8 | Tampa 278,000 St. P. 216,000 | 50 61 | Pinnellas Hillsborough | 522,000 490,000 |
| 33. Portland, Ore.-Washing- ton | 1,009,000 | 383,000 | 37.9 | 383,000 | 35 | Multnoma | 557,000 |
| 34. Phoenix, Ariz. | 968,000 | 582,000 | 60.1 | 582,000 | 20 | Maracopa | 968,000 |
| 35. Columbus, Ohio | 916,000 | 540,000 | 58.9 | 540,000 | 21 | Franklin | 833,000 |
| 36. Providence-Pawtucket- Warwick, R.I.-Mass. | 911,000 | 340,000 | 37.3 | Prov. 179,000 Pawt. 77,000 Warwick 83,000 | 71 | Providence, R.I. | 580,000 |
| 37. Rochester, N.Y. | 883,000 | 296,000 | 33.6 | 296,000 | 49 | Monroe | 712,000 |
| 38. San Antonio, Texas | 864,000 | 654,000 | 75.7 | 654,000 | 15 | Bexar | 830,000 |
| 39. Dayton, Ohio | 850,000 | 244,000 | 28.6 | 244,000 | 59 | Montgomery | 606,000 |
| 40. Louisville, Ky-Ind. | 827,000 | 361,000 | 43.7 | 361,000 | 39 | Jefferson | 695,000 |
| 41. Sacramento, Cal. | 801,000 | 254,000 | 31.8 | 254,000 | 55 | Sacramento | 631,000 |
| 42. Memphis, Tenn.-Ark. | 770,000 | 624,000 | 81.0 | 624,000 | 17 | Shelby | 722,000 |
| 43. Fort Worth, Texas | 762,000 | 393,000 | 51.6 | 393,000 | 33 | Tarrant | 716,000 |
| 44. Birmingham, Ala. | 739,000 | 301,000 | 40.7 | 301,000 | 48 | Jefferson | 645,000 |
| 45. Albany-Schenectady-Troy, New York | 721,000 | 256,000 | 35.5 | Alb. 115,000 Schy. 77,000 Troy 63,000 | 126 | Albany Schenectady | 287,000 161,000 |

| CITY | GROSS POPULATION | CENTRAL CITY POPULATION | | CITY POPULATION | | COUNTY | POPULATION |
|---|---------------------|-------------------------|--------|---|-----------|----------------------|--------------------|
| | | TOTAL | % SMSA | TOTAL | RANK | | |
| 46. Toledo, Ohio-Mich. | 693,000 | 384,000 | 55.4 | 384,000 | 34 | Lucas | 484,000 |
| 47. Norfolk-Portsmouth, Va. | 681,000 | 419,000 | 61.6 | Norf. 308,000 Ports. 111,000 | 47 131 | Norfolk City | 308,000 |
| 48. Akron, Ohio | 679,000 | 275,000 | 40.5 | 275,000 | 52 | Summit | 553,000 |
| 49. Hartford, Conn. | 664,000 | 158,000 | 23.8 | 158,000 | 85 | Hartford | 817,000 |
| 50. Oklahoma City, Okla. | 641,000 | 366,000 | 57.2 | 366,000 | 37 | Oklahoma | 526,000 |
| 51. Syracuse, New York | 636,000 | 197,000 | 31.0 | 197,000 | 66 | Onondasa | 472,000 |
| 52. Gary, Hammond, E. Chicago, Indiana | 633,000 | 330,000 | 52.1 | Gary 175,000 Hamm. 108,000 | 75 140 | Lake | 546,000 |
| 53. Honolulu, Hawaii | 629,000 | 325,000 | 51.6 | 325,000 | 44 | Honolulu | 629,000 |
| 54. Ft. Lauderdale, Hollywood, Fla. | 620,000 | 246,000 | 39.7 | Ft.L. 140,000 Holly. 107,000 | 98 142 | Broward | 620,000 |
| 55. Jersey City, N.J. | 609,000 | 261,000 | 42.8 | 261,000 | 54 | Hudson | 609,000 |
| 56. Greensboro, Winston-Salem High Point, N. C. | 604,000 | 340,000 | 56.3 | Greens. 144,000 W.-S. 133,000 | 95 106 | Guilford | 288,000 |
| 57. St. Lake City, Utah | 558,000 | 176,000 | 31.5 | 176,000 | 74 | Salt Lake Couty | 456,000 |
| 58. Allentown-Bethlehem- Easton, N.J. | 544,000 | 212,000 | 39.1 | Allen. 110,000 | 136 | Lehigh, Pa. | 255,000 |
| 59. Nashville-Davidson-Tenn. | 541,000 | 448,000 | 82.8 | Nash. 448,000 | 30 | Davidson | 448,000 |
| 60. Omaha, Nebraska-Iowa | 540,000 | 347,000 | 64.3 | 347,000 | 41 | Douglas | 389,000 |
| 61. Grand Rapids, Mich | 539,000 | 198,000 | 36.7 | 198,000 | 65 | Kent | 411,000 |
| 62. Youngston-Warren, Ohio | 536,000 | 203,000 | 37.9 | Warr. 63,000 Youngs. 140,000 | 97 | Mahoning Trumbull | 303,000 233,000 |
| 63. Springfield, Chickopee, Holyoke, Mass.-Conn. | 530,000 | 281,000 | 53.0 | Spr. 164,000 Chick. 67,000 Holy. 50,000 | 84 | Hampden Worcester | 459,000 638,000 |
| 64. Jacksonville, Fla. | 529,000 | 529,000 | 100.0 | 529,000 | 23 | Duval | 529,000 |
| 65. Richmond, Virginia | 518,000 | 296,000 | 33.6 | 250,000 | 57 | Richmond City | 250,000 |
| 66. Wilmington, Del-N.J.-Md. | 499,000 | 80,000 | 16.1 | 80,000 | | New Castle, Del. | 386,000 |
| 67. Flint, Michigan | 497,000 | 193,000 | 38.9 | 193,000 | 67 | Genessee | 444,000 |
| 68. Tulsa, Okla. | 477,000 | 332,000 | 69.5 | 332,000 | 43 | Tulsa | 402,000 |
| 69. Orlando, Fla. | 428,000 | 99,000 | 23.1 | 99,000 | | Orange | 344,000 |
| 70. Fresno, California | 413,000 | 166,000 | 40.2 | 166,000 | 82 | Fresno | 413,000 |

| CITY | GROSS POPULATION | CENTRAL CITY POPULATION | | CITY POPULATION | | COUNTY | POPULATION |
|---|------------------|-------------------------|--------|-----------------|------|----------------|------------|
| | | TOTAL | % SMSA | TOTAL | RANK | | |
| 71. Tacoma, Washington | 411,000 | 155,000 | 69.5 | 332,000 | 43 | Pierce | 411,000 |
| 72. Harrisburg, Pennsylvania | 411,000 | 68,000 | 16.6 | 68,000 | | Dauphin | 224,000 |
| 73. Charlotte, N.C. | 409,000 | 241,000 | 58.9 | 241,000 | 60 | Mecklenburg | 355,000 |
| 74. Knoxville, Tenn. | 400,000 | 175,000 | 43.6 | 175,000 | 76 | Knox | 276,000 |
| 75. Wichita, Kansas | 389,000 | 277,000 | 71.0 | 277,000 | 51 | Sedgwick | 351,000 |
| 76. Bridgeport, Conn. | 389,000 | 157,000 | 40.2 | 157,000 | 87 | Fairfield(pt) | 793,000 |
| | | | | | | N.Haven (pt) | 745,000 |
| 77. Lansing, Michigan | 378,000 | 132,000 | 34.8 | 132,000 | 109 | Ingham | 261,000 |
| 78. Mobile, Ala. | 377,000 | 190,000 | 50.4 | 190,000 | 68 | Mobile | 317,000 |
| 79. Oxnard-Ventura, Cal. | 376,000 | 127,000 | 33.7 | Oxn. 71,000 | | Ventura | 376,000 |
| | | | | Ventura 56,000 | | | |
| 80. Canton, Ohio | 372,000 | 110,000 | 29.6 | 110,000 | 135 | Stark | 372,000 |
| 81. Davenport, Rock Island, Moline, Iowa-Ill. | 363,000 | 195,000 | 53.7 | Daven. 98,000 | | Rock Is. Ill. | 167,000 |
| | | | | Rock Is. 50,000 | | Scott, Iowa | 143,000 |
| | | | | Moline 46,000 | | | |
| 82. El Paso, Texas | 359,000 | 322,000 | 89.9 | 322,000 | | El Paso | 359,000 |
| 83. New Haven, Conn | 356,000 | 138,000 | 38.7 | 138,000 | 102 | New Haven(pt) | 745,000 |
| 84. Tucson, Ariz. | 352,000 | 263,000 | 74.8 | 263,000 | 53 | Pima | 352,000 |
| 85. W. Palm Beach, Fla. | 349,000 | 57,000 | 16.5 | 57,000 | | Palm Beach | 349,000 |
| 86. Worcester, Mass | 344,000 | 177,000 | 51.3 | 177,000 | 73 | Worcester(pt) | 638,000 |
| 87. Wilkes-Barre, Hazelton, Pennsylvania | 342,000 | 89,000 | 26.1 | Wilkes-B 59,000 | | Luzerne | 342,000 |
| 88. Peoria, Ill. | 342,000 | 127,000 | 37.1 | 127,000 | 112 | Peoria | 195,000 |
| 89. Utica-Rome, N.Y. | 340,000 | 142,000 | 41.6 | Utica 92,000 | | Oneida | 273,000 |
| | | | | Rome 48,000 | | | |
| 90. York, Pennsylvania | 330,000 | 50,000 | 15.3 | 50,000 | | York | 273,000 |
| 91. Bakersfield, California | 329,000 | 70,000 | 21.1 | 70,000 | | Kern | 329,000 |
| 92. Little Rock-No. Little Rock Arkansas | 323,000 | 193,000 | 59.6 | 132,000 | 108 | Pulaski | 287,000 |
| 93. Columbia, S. C. | 323,000 | 114,000 | 35.2 | 114,000 | 127 | Richland | 234,000 |
| 94. Lancaster, Penn. | 320,000 | 58,000 | 18.0 | 58,000 | | Lancaster | 320,000 |
| 95. Beaumont, Orange, Port Arthur, Texas | 316,000 | 198,000 | 62.6 | Beau. 116,000 | 125 | Jefferson | 245,000 |
| 96. Albuquerque, N. Mexico | 316,000 | 244,000 | 77.2 | 244,000 | 58 | Bernabillo | 316,000 |
| 97. Chattanooga, Tenn.-Ga. | 305,000 | 119,000 | 39.1 | 119,000 | 121 | Hamilton, Tenn | 254,000 |

| <u>CITY</u> | <u>GROSS POPULATION</u> | <u>CENTRAL CITY POPULATION TOTAL</u> | <u>% SMSA</u> | <u>CITY POPULATION TOTAL</u> | <u>RANK</u> | <u>COUNTY</u> | <u>POPULATION</u> |
|-----------------------------|-----------------------------|--|---------------|----------------------------------|-------------|---------------|-------------------|
| 98. Trenton, N.J. | 304,000 | 105,000 | 34.4 | 105,000 | 143 | Mercer | 304,000 |
| 99. Charleston, S. Car. | 304,000 | 67,000 | 22.0 | 67,000 | | Charleston | 248,000 |
| 100. Binghamton, N.Y.-Penn. | 303,000 | 64,000 | 21.2 | 64,000 | | Broome, N.Y. | 222,000 |

Stephan

Committee for the Re-election of the President

MEMORANDUM

July 24, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: CLARK MAC GREGOR
FROM: BOB MARIK
SUBJECT: Statistics on SMSAs

Per your request, the attached tabulation shows the gross population and central city population of the top sixty SMSAs in the United States. The other item of information you requested, the population of the central counties of each SMSA, will require further tabulation which we will have completed by 10:00 A.M. tomorrow. We will also extend the list to include the top 100 SMSAs, to reach the lower limit of population you desired.

cc: Jeb S. Magruder

~~CONFIDENTIAL~~

POPULATION STATISTICS FOR THE TOP SIXTY SMSAs IN THE UNITED STATES

| <u>City</u> | <u>Gross Population</u> | <u>Central City Population</u> | |
|--|-------------------------|--------------------------------|---------------|
| | | <u>Total</u> | <u>% SMSA</u> |
| 1. New York, New York | 11,529,000 | 7,868,000 | 68.2 |
| 2. Los Angeles, Long Bch. Cal. | 7,032,000 | 3,175,000 | 45.1 |
| 3. Chicago, Ill. | 6,979,000 | 3,367,000 | 48.2 |
| 4. Philadelphia, Pa.-N.J. | 4,818,000 | 1,949,000 | 40.4 |
| 5. Detroit, Mich. | 4,200,000 | 1,511,000 | 36.0 |
| 6. San Francisco, Oakland, Cal. | 3,110,000 | 1,077,000 | 34.6 |
| 7. Washington, D.C.-Md. Va. | 2,861,000 | 757,000 | 26.4 |
| 8. Boston, Mass. | 2,754,000 | 641,000 | 23.3 |
| 9. Pittsburg, Pa. | 2,401,000 | 520,000 | 21.7 |
| 10. St. Louis, Mo.-Ill. | 2,363,000 | 622,000 | 26.3 |
| 11. Baltimore, Md. | 2,071,000 | 906,000 | 43.7 |
| 12. Cleveland, Ohio | 2,064,000 | 751,000 | 36.4 |
| 13. Houston, Texas | 1,985,000 | 1,233,000 | 62.1 |
| 14. Newark, New Jersey | 1,857,000 | 382,000 | 20.6 |
| 15. Minneapolis-St. Paul, Minn. | 1,814,000 | 744,000 | 41.0 |
| 16. Dallas, Texas | 1,556,000 | 844,000 | 54.3 |
| 17. Seattle--Everett, Washington | 1,422,000 | 584,000 | 41.1 |
| 18. Anaheim-Santa Ana-Garden Grove, Cal. | 1,420,000 | 446,000 | 31.4 |
| 19. Milwaukee, Wisc. | 1,404,000 | 717,000 | 51.1 |
| 20. Atlanta, Ga. | 1,390,000 | 497,000 | 35.7 |
| 21. Cincinnati, Ohio-Ky.-Ind. | 1,385,000 | 453,000 | 32.7 |
| 22. Patterson-Clifton-Passaic, N.J. | 1,359,000 | 282,000 | 20.8 |
| 23. San Diego, Cal. | 1,358,000 | 697,000 | 51.3 |
| 24. Buffalo, N. Y. | 1,349,000 | 463,000 | 34.3 |
| 25. Miami, Florida | 1,268,000 | 335,000 | 26.4 |
| 26. Kansas City, Mo.-Kansas | 1,254,000 | 507,000 | 40.4 |
| 27. Denver, Colo. | 1,228,000 | 515,000 | 41.9 |
| 28. San Bernadino-Riverside-Ontario, Cal. | 1,143,000 | 308,000 | 27.0 |
| 29. Indianapolis, Ind. | 1,110,000 | 792,000 | 71.4 |
| 30. San Jose, California | 1,065,000 | 446,000 | 41.9 |
| 31. New Orleans, La. | 1,046,000 | 593,000 | 56.7 |
| 32. Tampa-St. Petersburg, Fla. | 1,013,000 | 494,000 | 48.8 |
| 33. Portland, Ore.-Washington | 1,009,000 | 383,000 | 37.9 |
| 34. Phoenix, Ariz. | 968,000 | 582,000 | 60.1 |
| 35. Columbus, Ohio | 916,000 | 540,000 | 58.9 |
| 36. Providence, Pautucket, Warwick, Rhode Is.-Massachusetts | 911,000 | 340,000 | 37.3 |
| 37. Rochester, New York | 883,000 | 296,000 | 33.6 |
| 38. San Antonio, Texas | 864,000 | 654,000 | 75.7 |
| 39. Dayton, Ohio | 850,000 | 244,000 | 28.6 |
| 40. Louisville, Ky.-Ind. | 827,000 | 361,000 | 43.7 |
| 41. Sacramento, California | 801,000 | 254,000 | 31.8 |
| 42. Memphis, Tenn.-Ark. | 770,000 | 624,000 | 81.0 |

| <u>City</u> | <u>Gross Population</u> | <u>Central City Population</u> | |
|--|-------------------------|--------------------------------|---------------|
| | | <u>Total</u> | <u>% SMSA</u> |
| 43. Fort Worth, Texas | 762,000 | 393,000 | 51.6 |
| 44. Birmingham, Ala. | 739,000 | 301,000 | 40.7 |
| 45. Albany-Schenectady-Troy, N.Y. | 721,000 | 256,000 | 35.5 |
| 46. Toledo, Ohio-Michigan | 693,000 | 384,000 | 55.4 |
| 47. Norfolk-Portsmouth, Va. | 681,000 | 419,000 | 61.6 |
| 48. Akron, Ohio | 679,000 | 275,000 | 40.5 |
| 49. Hartford, Conn. | 664,000 | 158,000 | 23.8 |
| 50. Oklahoma City, Okla. | 641,000 | 366,000 | 57.2 |
| 51. Syracuse, New York | 636,000 | 197,000 | 31.0 |
| 52. Gary-Hammond-E. Chicago, Ind. | 633,000 | 330,000 | 52.1 |
| 53. Honolulu, Hawaii | 629,000 | 325,000 | 51.6 |
| 54. Ft. Lauderdale-Hollywood, Fla. | 620,000 | 246,000 | 39.7 |
| 55. Jersey City, N.J. | 609,000 | 261,000 | 42.8 |
| 56. Greensboro-Winston Salem-High Point, N.C. | 604,000 | 340,000 | 56.3 |
| 57. Salt Lake City, Utah | 558,000 | 176,000 | 31.5 |
| 58. Allentown, Bethlehem, Easton, N.J. | 544,000 | 212,000 | 39.1 |
| 59. Nashville, Davidson, Tenn. | 541,000 | 448,000 | 82.8 |
| 60. Omaha, Nebraska-Iowa | 540,000 | 347,000 | 64.3 |

Committee for the Re-election of the President

Strachan

/ 0

MEMORANDUM

July 7, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Speech at Capitol Hill Club -- Thursday,
July 13, 1972 -- 12:30 p.m.

Mr. Mitchell had previously accepted this opportunity to speak at the Capitol Hill Club (approximately 250-300 people) on Thursday, July 13. Today he indicated to me his decision to cancel.

Paul Theis, Chairman of the Speakers Committee for the Capitol Hill Club, says that he spoke to you at the '72 Candidate's Conference last Saturday evening at the Twin Bridges Marriott. You reportedly indicated a willingness to replace Mr. Mitchell as the speaker.

Would you be willing to accept this invitation for a speech at 12:30 p.m. on Thursday, July 13? That will be the fourth day of the Democratic Convention, and this might be a good platform from which to comment on the proceedings.

APPROVE _____ DISAPPROVE _____ COMMENT _____

If approved, I will contact Paul Theis for appropriate arrangements.



Capitol Hill Club

75 C Street, Southeast
Washington, D.C. 20003

546-6766

484-4590

HONORARY MEMBERS

Honorable Richard M. Nixon
Honorable Thomas E. Dewey *
Honorable Barry Goldwater
Honorable Alf Landon
Sir Winston Churchill *
Honorable Dwight D. Eisenhower *
Honorable Herbert Hoover *
General Douglas MacArthur *
Honorable Joseph W. Martin, Jr. *

* Deceased

OFFICERS

PRESIDENT
Congressman William S. Broomfield

FIRST VICE PRESIDENT
Mrs. Richard M. Nixon

SECOND VICE PRESIDENT
Senator Bob Dole

THIRD VICE PRESIDENT
Congressman Peter H. B. Frelinghuysen

TREASURER
Brig. Gen. Lester W. Light

SECRETARY
Mr. Thomas J. Lankford

May 22, 1972

Mr. Curt Herge
Committee for the Reelection of the President
1701 Pennsylvania Avenue, N.W.
Washington, D.C.

Dear Curt:

This is to formalize the invitation we discussed over the phone to John Mitchell to speak at the Capitol Hill Club Headliner luncheon in July.

Although we are well aware of the demands on Mr. Mitchell's time, we feel the forum for comment by him on the Democrats' convention, its candidates and platform which the club could provide, would be excellent. We would, therefore, suggest either July 12, 13, or 14 as the best time.

As for a timetable for the luncheon, it would start at 12:30 p.m., preceded by a small reception for headtable guests and members of the Senate and House GOP leadership who might be in town despite the Congressional recess. We would like Mr. Mitchell to join us for this reception at about 12:15, if possible. Suggested length for his remarks following the luncheon: about 20 or 30 minutes. We would expect an instant sell-out for this event, by the way, which would mean about 350 club members and guests as well as newsmen.

We think Mr. Mitchell's appearance would be a highlight of the Headliner luncheon series and provide an excellent forum for comments by him to help balance off the mass of Democratic propaganda which will be coming out of Miami Beach at that time. We hope he can make it. We would like to have you join us as well for the reception and luncheon as a guest of the club, Curt.

Best regards,

Paul
Paul A. Theis, Chairman
Speakers Committee

BOARD OF GOVERNORS

Hon. James C. Auchincloss
Mr. Joe Bartlett
Mrs. Lamar L. Briner
Hon. William S. Broomfield
Mrs. William F. Burdick
Hon. Elford A. Cederberg

Hon. Bob Dole
Mr. Ronald J. Faulis
Hon. Peter H. B. Frelinghuysen
Mrs. John R. Gomien
Hon. Roman L. Hruska
Mr. Douglas W. English, Jr.

Mr. Thomas J. Lankford
Brig. Gen. Lester W. Light
Hon. William S. Mailliard
Hon. Rogers C. B. Marston
Mrs. Richard M. Nixon
Miss Libby Powell

Mrs. Winston L. Prouty
Hon. Charlotte T. Reid
Hon. John P. Saylor
Mr. Paul Theis
Mr. John Tope
Mrs. John G. Tower

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

July 5, 1972

MEMORANDUM FOR MR. GORDON C. STRACHAN

FROM: JEB S. MACLEDER

Attached for your information is a copy of a memorandum from Glenn Sedam regarding the delegate attendance at the Democratic Convention.

Committee for the Re-election of the President

MEMORANDUM

June 27, 1972

MEMORANDUM TO: JEB S. MAGRUDER

FROM: GLENN J. SEDAM, JR. 

SUBJECT: Democratic Delegates: Are the Majority of Delegates Attending Their First Convention?

The Democratic National Committee and a good deal of the media are claiming a 70-80% rate of first-time attendance at a Democratic convention by this year's delegates. A partial survey of individual delegates plus a check with several state sources indicate that figure is approximately correct. This unusually high number of first time delegates can be attributed to the following factors.

1. The failure of Ed Muskie and the success of George McGovern and George Wallace in the primaries. Muskie had the early support of state party leaders who are "old hands" at attending conventions. They went down to inglorious defeat with their candidate (Massachusetts is a prime example). Wallace and McGovern on the other hand filled their slates with insurgents who are new to the convention game.
2. McGovern's success in caucus states. The McGovern forces turned out liberal activists in nearly every caucus state. They were not impressed with state party leaders and tended to vote for their own people firmly committed to McGovern.
3. Labor's unsuccessful "uncommitted" strategy. Big labor a la AFL-CIO failed miserably in several states with their efforts to elect uncommitted delegates. These men would have tended to be the same ones who attended past conventions.

In short, there will be quite a few novices in Miami. The Democrats may get some good publicity on the way to the convention, but once there, they may wish there were a few more party regulars around.

Committee for the Re-election of the President

①

Read
w/ FM
7/6

MEMORANDUM

June 30, 1972

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

KEN RIETZ *KR*

I thought you would be interested in the attached description of the Young Voters speakers effort.

YOUTH CAMPAIGN'S SPOKESMAN RESOURCE PROGRAM

The basic premise behind the kind of full scale spokesman resource program being developed by the youth campaign is the same that undergirds the youth campaign in general: The fundamental problem we face is that of peer group pressure against supporting the President. "Nobody's for Nixon", is the kind of thinking which lies at the bottom of this syndrome, among young people. Every poll and survey taken shows that this is not in fact the case - indeed most often the President is the number one choice among young people for President. The problem, is that the President's supporters are often the quiet ones - the young people most easily intimidated by the shouters and screamers. They are alive and well, but they are quiet, because they think they are alone. The problem then, is as big as it is basically simple - show, in tangible ways, that the young Nixon supporter is not alone.

The corollary to this fact is, lack of vocal supporters. The President's record is often misunderstood, distorted or simply not presented at all.

The youth campaign's basic attack on this situation is a two pronged one: 1) get the record across and, 2) show young people before their peers, enthusiastically and sincerely supporting the President.

The first three months (January, February and March), of the program, were spent organizing and putting into effect a system of getting the best informed and well known supporters of the President into the field. We put First Family, on down through the Cabinet, White House Staff, Administration and GOP members of Congress, before every group of young people that could be found.

One of the changes made to widen our scope, was to rephrase turndowns of invitations to the President, from youth forums, so that an alternate was offered and supplied through Pat O'Donnell's office, in the White House. The goal - about 90% successful - was to see to it that every group asking for the President was provided, with someone to speak, in the President's behalf. The last 10% did not want anyone other than the President or, in some cases, arrangements, just could not be made.

A second part of this effort was to establish contacts in as many youth organizations as possible to try to get speakers before their larger gatherings. As a result, we were able to get speakers in front of the 10 state student council conventions left in the school year, 20 of the key clubs state conventions and 18 of the (major) Boys State Conventions. Letters from the President were conveyed and read by our spokesmen before

each gathering. The greatest success, however, has been among the vocational student organizations - Distributive Education Clubs, Vocational Industrial Clubs, Future Farmers, Future Homemakers, Future Business Leaders and the Office Education Association. 65 of their key state and national conventions had supporters of the President speak to them ranging from members of the First Family to the youngest members of the White House staff. (We have found that the 10-12 young White House staffers are one of our most effective resources in that their youth and closeness to the President combine, to relate the young person in the audience vicariously with the President).

Our goal, with the vocational students - a 1.5 million segment of the youth population, usually overlooked by both Parties - has been to develop an identification with the President, and through speakers - most of their state conventions had never had a speaker from Washington or letters or messages from the President to their leadership and state conventions. In addition, there have been visible symbols of his interest and faith in their activities such as the appointment of JoAnn Cullen to the National Advisory Council on Vocational Education. JoAnn, at 19, is the youngest female appointment the President has made. She is working actively for us among the vocational young people as well as being a key spokesman for us.

The culmination of this program, to identify the President with these young people, is the current series of appearances by members of the First Family, before their national conventions. (Julie at DECA and VICA, Mrs. Nixon at FBLA and probably the FHA, Ed Nixon at the OEA, Mrs. Agnew at the FHA).

In addition to the work with youth organizations, 51 major college appearances by high level speakers have been made since April 1. (Many more were made before we began keeping track).

PHASE II:

The second - and current - phase of our program, is the development of youth speakers bureaus in the states. State Senators, the "Friends of Richard Nixon" and other state officials play a conspicuous role in this. However, the broad base of this program is to be the grass roots - young people talking to other young people. By recruiting, training and scheduling hundreds of young people to speak in behalf of the President before other young people we believe we'll have one - perhaps the only one - of the most effective means of cracking the peer group pressure syndrome. We are going to show as many young people as we can find that their are other young people ready to stand up and enthusiastically support the President.

The program is operated by a young volunteer as state spokesman resource director, who recruits the initial group of young people and holds a training session, usually under the direction of Ken Smith. Deputy directors are detailed by region and, in some cases, by county. They in turn, set about recruiting more speakers and begin the scheduling process. All are added to our mailing list. They not only fill requests, but also begin an aggressive campaign to search out other speaking opportunities and get our people into as many places as possible.

Our goal is to have in place, by the beginning of September, a nationwide network of thousands of young people responding to every vocal request for a speaker and aggressively searching out every speaking opportunity available. It is our belief, that this will be one of the few ways of reaching the non-college young on a person to person basis - in his church, fraternal, social, vocational and service organization.

At this point, we have over 500 young people committed as youth spokesman for the President located in Michigan, Oregon, Wisconsin, Colorado and California. Programs have just begun in New York, Virginia, Indiana, Texas, Florida, Utah and New Jersey. In California we have over 150 young people who, in two weeks after the program was set up, spoke in 49 high schools, in the San Diego and Sacramento area.

Committee for the Re-election of the President

MEMORANDUM

College Apearances

| <u>SPEAKER</u> | <u>DATE</u> | <u>EVENT</u> | <u>LOCATION</u> |
|------------------|-------------|--|----------------------|
| Ruckelshaus | 4/3/72 | 14th American University Lecture | Washington, D.C. |
| MacGregor | 4/3/72 | Psi Upsilon Fraternity Luncheon | Philadelphia, Pa. |
| Richardson | 4/4/72 | University of Pennsylvania | Philadelphia, Pa. |
| Volpe | 4/4/72 | Political Affairs Comm. George Washington University | Washington, D.C. |
| Klein | 4/4/72 | Duke University | Durham, N.C. |
| Ruckeshaus | 4/4/72 | ST. Albans School | Washington, D.C. |
| Finch | 4/4/72 | Westminister College, John Findley Green Lecture | Fulton, Missouri |
| Kleindienst | 4/11/72 | Duke University | Durham, N.C. |
| Ruckelshaus | 4/12/72 | Kansas State University (Alf Landon Lecture Series on Public Issues) | Manhattan, Kansas |
| Finch | 4/12/72 | Intercollegiate Knights Nat'l Conv. | Logan, Utah |
| Goldwater | 4/13/72 | Fulton, College | Johntown, New York |
| Volpe | 4/14/72 | Dedication of Vople Hall Northeastern University | Boston, Mass. |
| Goldwater | 4/15/72 | Army ROTC Arizona State University | Tempe, Arizona |
| Rogers | 4/20/72 | Yale Political Union Forum | New Haven, Conn. |
| Romney | 4/21/72 | Harvard Law School Forum | Cambridge, Mass. |
| Goldwater | 5/16/72 | Monmouth College | Monmouth, New Jersey |
| Volpe | 5/20/72 | Immaculata College Commencement | Washington, D.C. |
| Ruckelshaus | 5/20/72 | University Of Texas Commencement | Austin, Texas |
| Marland (HHEW) | 5/21/72 | Peabody College Commencement | Nashville, Tenn. |
| Bush (UN) | 5/21/72 | Beaver College Commencement | Glenside, Pa. |
| Dent | 5/21/72 | Hon. Doctorate of Political Science from Baptist College | Charleston, S.C. |

| | | | |
|-----------------|---------|--|------------------------|
| Whitman (CEA) | 5/21/72 | Speaks at Russell Sage College | Troy, New York |
| Peterson | 5/22/72 | Cal Tech Associates | Los Angeles, Calif. |
| Dent | 5/23/72 | Georgia Southern College | Statesboro, Ga. |
| Richardson | 5/24/72 | Northwestern Political Forum | Evanston, Ill. |
| Rumsfeld | 5/24/72 | University Of Illinois | Chicago, Ill. |
| Rumsfeld | 5/25/72 | Addresses Greater Issues Luncheon of Pepperdine College | Los Angeles, Calif. |
| Weinberger | 5/26/72 | National War College | Washington, D.C. |
| Ruckelshaus | 5/28/72 | Marion College Commencement Address | Indianapolis, Ind. |
| Brock | 5/28/72 | Castle Height Academy Commencement | Lebanon, Tenn. |
| Butz | 5/29/72 | Alcorn A&M Commencement | Lorman, Miss. |
| Ford | 5/29/72 | Wake Forest University Commencement | Wnston-Salem, N.C. |
| Goldwater | 5/30/72 | Paradise Valley High School Comm. | Phoenix, Arizona |
| Butz | 6/1/72 | Stonehill College World Forum | N. Easton, Mass. |
| Richardson | 6/2/72 | Independant Clleges Of Southern California Luncheon | Los Angeles, Calif. |
| Richardson | 6/3/72 | Commencement Address At Whittier College | Whittier, Calif. |
| Taft | 6/3/72 | Northwood School Commencement | Lake Placid, N.Y. |
| Volpe | 6/4/72 | Alliance College Commencement | Cambridge Springs, Pa. |
| Dent | 6/4/72 | Presbyterian College Commencement | Clinton, S.C. |
| Holton | 6/4/72 | William & Mary College Commencement | Williamsburg, Va. |
| Richardson | 6/5/72 | University of Conn. Commencement | Storrs, Conn. |
| Laird | 6/7/72 | U.S. Naval Academy Graduation | Annapolis, Md. |
| Peterson | 6/7/72 | Merchant Marine Academy Graduation | Kings Point, N.Y. |
| Goldwater | 6/7/72 | Kirkland Hall Graduation | Easton, Md. |
| Finch | 6/10/72 | Palomar College | San Marcos, Calif. |
| Finch | 6/11/72 | Occidental College | Los Angeles, Calif. |
| Finch | 6/12/72 | J.E.B. Stuart High School | Falls Church, Va. |

| | | | |
|-----------|---------|--|---------------------|
| Volpe | 6/18/72 | Wentworth College Of Technology | Boston, Mass. |
| Goldwater | 6/23/72 | National War College | Washington, D.C. |
| Finch | 7/1/72 | University of San Fernando College of Law Enforcement | Los Angeles, Calif. |
| Finch | 7/7/72 | Western State University College of Law | Anaheim, Calif. |

YVP MASTER SCHEDULE

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|----------------|-------------|--------------------------|----------------------------|
| Tower | 3/28/72 | Texas student councils | Houston, Texas |
| Andrews | 3/28/72 | Colorado VICA | Denver, Colorado |
| Keralakis | 4/3/72 | Discovery '72 | Stillwater, Oklahoma |
| Ruckleshaus | 4/3/72 | 14th Am. Univ. lecture | Washington, D.C. |
| MacGregor | 4/3/72 | Psi Upsilon Frat. lunch | Philadelphia, Pennsylvania |
| Richardson | 4/4/72 | Univ. of Penn. | Philadelphia, Pennsylvania |
| Volpe | 4/4/72 | Polit. Affairs Comm. GWU | Washington, D.C. |
| Klein | 4/4/72 | Duke Univ. | Durham, N.C. |
| Ruckleshaus | 4/4/72 | St. Albans school | Washington, D.C. |
| Finch | 4/4/72 | Westminister College | Fulton, Md. |
| Frenzel | 4/6/72 | Winona State College | Minnesota |
| Mizell | 4/7/72 | Va. YR's | Va. Beach, VA. |
| Sundquist | 4/7/72 | N.D. YR's | Fargo, N.D. |
| Schrauth | 4/7/72 | Conn. student councils | Bridgeport, Conn. |
| Holton | 4/7/72 | Va. student councils | Richmond, Va. |
| Huntson | 4/7/72 | Utah key clubs | Salt Lake City, Utah |
| Engman | 4/7/72 | Kentucky FBLA | Louisville, Kentucky |
| Mizell | 4/7/72 | Southern Ltc. | Charlotte, N.C. |
| Wilchinski | 4/8/72 | Delaware TAR's | Dover, Delaware |
| Tarr | 4/8/72 | Midwest Fed. YR's | St. Louis, Missouri |
| Shealy | 4/8/72 | Nebraska YR's | North Platte, Nebraska |
| Dowd | 4/11/72 | Fairview high school | New Jersey |
| Kleindienst | 4/11/72 | Duke University | Durham, N.C. |
| Smith (RNC) | 4/11/72 | Rider College mock conv. | Trenton, N.J. |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|----------------|-------------|--|----------------------|
| Ruckleshaus | 4/12/72 | Kansas State Univ. | Manhattan, Kansas |
| Finch | 4/12/72 | Intercoll. Knights Nat'l Convention | Logan, Utah |
| Goldwater | 4/13/72 | Julton College | Johntown, New York |
| Smith K. | 4/13/72 | Delaware Student Councils | Dover, Delaware |
| Baker | 4/13/72 | Tenn. FHA | Nashville, Tennessee |
| Biester | 4/13/72 | Penn. State | Delaware Co, Penn. |
| Young | 4/13/72 | Ded. Volpe Hall, Northwestern Univ. | Boston, Mass. |
| Whitehurst | 4/14/72 | Virginia VICA | Richmond, Virginia |
| Blecksmith | 4/14/72 | Calif. FBLA | Anaheim, Calif |
| Frenzel | 4/14/72 | Phi Theta Kappa | Rochester, Michigan |
| Blecksmith | 4/15/72 | La. Key Clubs | Lafayette, La. |
| Archer | 4/15/72 | N.M. YR's | Albuquerque, N.M. |
| Kingwell | 4/15/72 | West Va. Key Clubs | Huntington, West Va. |
| Goldwater | 4/15/72 | Arizona State Univ. ROTC | Tempe, Arizona |
| Rogers | 4/20/72 | Yale Political Union Forum | New Haven, Conn. |
| Brock | 4/20/72 | Tenn. VICA | Nashville, Tenn. |
| Romney | 4/21/72 | Harvard Law School | Cambridge, Mass. |
| Butz | 4/21/72 | Univ. of Indiana | Bloomington, Ind. |
| Miller | 4/21/72 | Iowa FFA | Des Moines, Iowa |
| Bayer | 4/21/72 | Ark. VICA | Hot Springs, Ark. |
| Henley | 4/21/72 | North Carolina VICA | Raleigh, N.C. |
| RN letter | 4/21/72 | Montana Student Councils | Great Falls, Montana |
| Blecksmith | 4/21/72 | Kentucky Key Clubs | Knoxville, Kentucky |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|------------------|-------------|---------------------------|--------------------------|
| Tower | 4/22/72 | Texas FFA | Ft. Worth, Texas |
| Smith, K. | 4/22/72 | Dela. OEA & FBLA | Rehobeth Beach, Delaware |
| Tower | 4/22/72 | Texas VICA | Dallas, Texas |
| Vadala (HEW) | 4/22/72 | Ohio FHA | Columbus, Ohio |
| Vadala | 4/22/72 | Ohio Key Clubs | Cincinnati, Ohio |
| Blatchford | 4/22/72 | Goucher College | Towson, Maryland |
| Henley | 4/22/72 | Ariz./N.M. Key Clubs | Albuquerque, N.M. |
| Lundy | 4/22/72 | Iowa VICA | Des Moines, Iowa |
| Dent | 4/22/72 | Southern Univ. Stud. Gov. | Miami, Florida |
| DeVine | 4/22/72 | Idaho, YR's | Twin Falls, Idaho |
| Mobley | 4/22/72 | Minn. YR's | Hopkins, Minn. |
| Henley | 4/23/72 | North Carolina VICA | Raheigh, N.C. |
| Droge | 4/24/72 | Tour of Mich. H.S. | Detroit, Michigan |
| Julie | 4/24/72 | Meet with 4H leaders WH | Washington, D.C. |
| Droge | 4/25/72 | Tour of Indianapolis H.S. | Indianapolis, Indiana |
| Crane (Just.) | 4/25/72 | Bosie State College | Boise, Idaho |
| Brewster | 4/26/72 | D.C. YR's | Washington, D.C. |
| Kleindienst, Mrs | 4/26/72 | Mich. FHA | Kalamazoo, Michigan |
| Brock | 4/29/72 | Ohio FFA | Columbus, Ohio |
| Henley | 4/27/72 | Univ. of S. Miss. | Mississippi |
| Brock | 4/29/72 | Ohio Students Councils | Chagrin Falls, Ohio |
| Shealy | 4/29/72 | Jewish Youth Group | Charlotte, N.C. |
| Steiger | 4/30/72 | OEA Nat'l Conv. | Columbus, Ohio |
| Nixon, Ed | 5/2/72 | OEA Nat'l Conv. | Columbus, Ohio |
| Nixon, Ed | 5/2/72 | Okla. VICA | Tulsa, Okla. |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|----------------|-------------|--------------------------|-------------------------|
| Julie | 5/3/72 | DECA Nat'l Conv. | L.A., California |
| Bayer | 5/3/72 | DECA Nat'l Conv. | L.A., California |
| Cullen | 5/3/72 | DECA Nat'l Conv. | L.A., California |
| Baker | 5/3/72 | Tenn. FFA | Nashville, Tenn. |
| Campbell | 5/4/72 | Oregon FFA | Portland, Oregon |
| Bayer | 5/5/72 | California FFA | San Luis Obispo, Calif. |
| Whitehurst | 5/4/72 | University of Va. | Charlottesville, Va. |
| Reddick | 5/6/72 | Georgia YR's | Augusta, Georgia |
| Rhatician | 5/6/72 | Rocky Mt. YR Leadership | Denver, Colorado |
| Bayer | 5/6/72 | Calif. VICA | San Diego, Calif. |
| Biester | 5/7/72 | Pa. FBLA | Lancaster, Pa. |
| Huebner | 5/13/72 | Mich. JC's | Lansing, Michigan |
| Goldwater | 5/16/72 | Monmouth College | Monmouth, N.J. |
| Nixon, Ed | 5/20/72 | Registration Drive | Dallas, Texas |
| Ruckleshaus | 5/20/72 | Univ. of Texas | Austin, Texas |
| Volpe | 5/20/72 | Immaculata College | Washington, D.C. |
| Marland (HEW) | 5/21/72 | Peabody College | Nashville, Tenn. |
| Bush (UN) | 5/21/72 | Beaver College | Glenside, Pa. |
| Dent | 5/21/72 | Baptist College | Charleston, S.C. |
| Whitman | 5/21/72 | Russell Sage College | Troy, N.Y. |
| Peterson | 5/22/72 | Cal Tech. Associates | L.A. California |
| Henley | 5/22/72 | Boys State Dedication | Carlsbad, New Mexico |
| Dent | 5/23/72 | Georgia Southern College | Statesboro, Georgia |
| Richardson | 5/24/72 | Northwestern Pol. Forum | Evanston, Illinois |
| Rumsfeld | 5/24/72 | Univ. of Illinois | Chigago, Illinois |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|-----------------|-------------|------------------------|------------------------|
| Rumsfeld | 5/25/72 | Pepperdine College | L.A., California |
| Weinberger | 5/26/72 | National War College | Washington, D.C. |
| Flemming | 5/26/72 | Florida YR's | Daytona Beach, Florida |
| Ruckelshaus | 5/28/72 | Marion College | Indianapolis, Indiana |
| Brock | 5/28/72 | Castle Height Academy | Lebanon, Tenn. |
| Franklin | 5/28/72 | Marymount Manhattan C. | NYC. NY |
| Reed (Int.) | 5/28/72 | Deerfield Academy | Deerfield, Mass. |
| Blatchford | 5/28/72 | Fairfield University | Fairfield, Conn. |
| Butz | 5/29/72 | Akorn A & M | Lorman, Miss. |
| Ford | 5/29/72 | Wake Forest University | Winston, Salem, N.C. |
| Goldwater | 5/30/72 | Paridise Valley H.S. | Phoenix, Arizona |
| Johnson (State) | 5/30/72 | Occidental College | L.A., California |
| Butz | 6/1/72 | Stonehill College | N. Easton, Mass. |
| Dent | 6/1/72 | Syracose Univ. Sem. | Washington, D.C. |
| Richardson | 6/2/72 | Incl. Coll. of S. Cal. | L.A. California |
| Weinberger | 6/2/72 | University of Calif. | Riverside, California |
| Steinfeld | 6/2/72 | Harvard Dental School | Boston, Mass. |
| Richardson | 6/2/72 | Whittier College | Whittier, California |
| Taft | 6/3/72 | Northwood School | Lake Placid, N.Y. |
| DuVal | 6/3/72 | N.J. School of Med. | Newark, N.J. |
| Volpe | 6/4/72 | Alliance College | Cambridge Springs, Pa. |
| Dent | 6/4/72 | Presby. Coll. Comm. | Clinton, S.C. |
| Holton | 6/4/72 | Willimm and Mary Col. | Williamsburg, VA. |
| Koontz (Labor) | 6/4/12 | Florida A & M Univ. | Tallahassee, Fla. |
| Blatchford | 6/4/72 | Westminster College | New Wilmington, PA. |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|----------------|-------------|--|------------------------|
| Bush (U.N.) | 6/4/72 | Adelphi Univ. | New York, N.Y. |
| Shillito (DOD) | 6/4/72 | Chillicothe High School | Chillicothe, Ohio |
| Dole (INT) | | Montana College of Mineral Science and Technology | Butte, Montana |
| Marland | 6/5/72 | New Mexico Highlands Univ. | Las Vegas, New Mexico |
| James (DOD) | 6/5/72 | Raines Senior High School | Jacksonville, Florida |
| Sisco | 6/5/72 | American Friends of Hebrew University | Beverly Hills, Calif. |
| Richardson | 6/5/72 | University of Connecticut | Storrs, Connecticut |
| Lujan | 6/6/72 | New Mexico FFA | Albuquerque, N. Mexico |
| Rossides | 6/6/72 | Columbia Univ. Faculty Mem. | New York City, N.Y. |
| Henkin | 6/6/72 | Air Force Academy | Colo Springs, Colorado |
| Rush | 6/6/72 | Industrial College | Washington, D.C. |
| Laird | 6/7/72 | U.S. Naval Academy | Annapolis, Maryland |
| Peterson | 6/7/72 | Merchant Marine Academy | Kings Point, N.Y. |
| Goldwater | 6/7/72 | Kirkland Hall Graduate | Easton, Maryland |
| V.P. Agnew | 6/7/72 | Coast Guard Academy | New London, Conn. |
| Westmoreland | 6/7/72 | U.S. Military Academy | West Point, New York |
| Kleindienst | 6/8/72 | Maxwell School, Syracuse U. | Washington, D.C. |
| Cook | 6/8/72 | Kentucky FHA-Murray State U. | Murray, Kentucky |
| Thurmond | 6/8/72 | S. Carolina FFA | Clemson, S. Carolina |
| Blount | 6/8/72 | Alabama FFA | Montgomery, Alabama |
| Moorer | 6/8/72 | Naval Aviation Schools Command | Pensacola, Florida |
| James (DOD) | 6/8/72 | Osbourn Senior High School | Manassas, Virginia |
| DuVal | 6/9/72 | Univ. of Calif. Medical Sch. | Davis, California |
| Simmons (HUD) | 6/9/72 | Morgan State College | Baltimore, Maryland |
| James (DOD) | 6/9/72 | Stamford Catholic High Sch. | Stamford, Conn. |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|----------------|-------------|--|------------------------|
| Marrs (DOD) | 6/9/72 | Troy State Univ. Graduate | Troy, Alabama |
| Finch | 6/10/72 | Palomar College | Los Angeles, Calif. |
| Blatchford | 6/10/72 | Interact Nat'l Convention | Houston, Texas |
| Powell, Pam | 6/10/72 | Wyoming TAR Convention | Wyoming |
| Finch | 6/11/72 | Occidental College | Los Angeles, Calif. |
| DuVal | 6/11/72 | Dartmouth College | Hanover, New Hampshire |
| Johnson (Va) | 6/11/72 | Bishop Treton High School | Alexandria, Virginia |
| Finch | 6/12/72 | J.E.B. Stuart High School | Falls Church, Virginia |
| Henley | 6/12/72 | Quadrennial Nazarene Youth Convention | Florida |
| Belieu (DOD) | 6/12/72 | Army War College | Carlisle, Pa. |
| James (DOD) | 6/12/72 | Washington H.S. | Wilmington, Md. |
| Lugar | 6/12/72 | Indiana F.H.A. | Muncie, Ind. |
| Koontz | 6/13/72 | Burdick Voc. H.S. | Washington D.C. |
| MacGregor | 6/13/72 | Senator H.S. Presentation | Washington D.C. |
| Holton | 6/16/72 | Va. Boys State | Williamsburg, Va. |
| Taft | 6/16/72 | Y.R. Party | Cincinnati, Ohio |
| Gray | 6/16/72 | Pepperdine Univ. | Beverly Hills, Calif. |
| Huebrer | 6/16/72 | Hugh O'Brien Space Center Sem. | Cape Kennedy, Fla. |
| Mrs. Nixon | 6/16/72 | FBLA Nat'l Convention | Houston, Texas |
| Henley | 6/16/72 | N.C. Boys State | Winston-Salem, N.C. |
| Winson (RNC) | 6/17/72 | "Friends" N.J. | Elizabeth, N.J. |
| Bleeksmith | 6/17/72 | Iowa DeMolay | Iowa |
| Lungren | 6/17/72 | "Friends" N.J. | Elizabeth, N.J. |
| Droge | 6/17/72 | Ice Cream Social | Santa Clara, Calif. |
| Mitchell | 6/18/72 | Youth Celebrities Luncheon | L.A., Calif. |

| <u>Speaker</u> | <u>Date</u> | <u>Event</u> | <u>Location</u> |
|----------------|-------------|--------------------------------------|-------------------------|
| Droge | 6/18/72 | Youth Celebrities Luncheon | L.A., Calif. |
| Mobley | 6/18/72 | Uncommitted Celebrities Luncheon | L.A., Calif. |
| Wolpe | 6/18/72 | Wentworth College of Tech. | Bosten, Mass. |
| V. Pres. | 6/19/72 | J.C.'s National Convention | Atlanta, Ga. |
| Brown (RNC) | 6/19/72 | Wisconsin Boys State | Repair, Wisc. |
| Mead | 6/20/72 | Illinois Boys State | Springfield, Ill. |
| Carlsen | 6/20/72 | Michigan Boys State | E. Lansing, Mich. |
| Droge | 6/21/72 | Maryland Boys State | Ft. Meade, Md. |
| Mead | 6/22/72 | Ohio Boys State | Ashland, Ohio |
| Goldwater | 6/23/72 | National War College | Washington, D.C. |
| Rhodes | 6/24/72 | Rainbow Girls 50th Aniv. | Phoenix, Ariz. |
| Finch | 6/26/72 | Nat'l Assoc. of H.S.S.C. | Arlington Heights, Ill. |
| V.P. | 6/27/72 | Meets with Pres. Scholars | Washington, D.C. |
| Julie | 6/27/72 | Purdue 4-H Roundup | Purdue, Indiana |
| Julie | 6/29/72 | Hospital ground breaking ceremony | Milwaukee, Wisc. |

Mr. Waldeman

July 10, 1972

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MACGRUDER
FROM: WILLIAM E. TIMMONS
SUBJECT: 1972 Convention - Welcoming

It is my understanding that Governor Reubin Askew was never formally invited to give a welcoming speech at the opening session of the Republican National Convention. Rumors were around that he expected to welcome the Republican delegates, and Dick Herman called the Governor's assistant to investigate the information. Later, Askew's aide called Herman back and stated yes, that the Governor anticipated a welcoming address at the GOP event.

Herman, working through several sources, tried to get word to Askew that it might be embarrassing for both parties if the Governor appeared at our August convention. We might expect delegate booing because Askew would have given the Democratic keynote address just five weeks before.

Regardless of the public remarks by Askew's press assistant, the Governor has not finally indicated his intention. Therefore, it is possible for Herman to contact the Governor and deny him an opportunity to address our assembly. However, we should be aware of some serious problems inherent in this decision:

1. The Governor was most helpful in securing the bid for the GOP. We would be ungrateful if we do not acknowledge his help.
2. It has been traditional that the Governor and Mayor, regardless of party affiliation, of the host state and city welcome political conventions. It shows bipartisan support for the institution.
3. Askew is "king kong" regarding security for the GOP affair. He alone must commit National Guard troops, as required, and requests from the President for Federal assistance if that should be necessary.

If he decides to play politics over the security issue it could be very embarrassing.

I recommend that Harman continue to work privately to convince Governor Askey that, under the circumstances, he should decline to make a welcoming address at our convention. As a backup position, should Askey insist, I recommend that Senator Gurney introduce Askey, Mayor Hall, and then wrap up the welcoming portion of the first convention session.

Please advise soonest.

Committee for the Re-election of the President

MEMORANDUM

July 6, 1972

MEMORANDUM TO: THE HONORABLE CLARK MACGREGOR
THROUGH: JEB S. MAGRUDER
FROM: GLENN J. SEDAM, JR.
SUBJECT: Governor Wallace's Ballot Position
in New Jersey.

As I have indicated in an earlier memorandum, New Jersey enthusiasts have obtained a ballot position in New Jersey for Governor Wallace for the November Election. It has been suggested to me by Mr. Colson that I instigate a law suit in New Jersey to challenge the petition for ballot position.

N.J.S.A. 19: 13-10 provides:

"Every petition of nomination in apparent conformity with the provisions of this title shall be deemed to be valid, unless objection thereto be duly made in writing and filed with the officer with whom the original petition was filed within two days after the last day for filing of petitions has expired...."

We confirmed at the time of filing, and have reconfirmed now that the American Party properly qualified with valid petitions prior to the April 27 deadline, and the petitions are in order.

It is my opinion that Governor Wallace's New Jersey ballot position could not be successfully challenged. Furthermore, to attempt to do so would be harmful should we have any hope of receiving the Governor's support if the Governor does not opt to run as a third party candidate.

I therefore recommend that we not attempt to have the New Jersey ballot position challenged.

Approved _____ Disapproved _____ Comments _____

CONFIDENTIAL

Committee for the Re-election of the President

MEMORANDUM

July 11, 1972

CONFIDENTIAL

MEMORANDUM FOR: JEB S. MAGRUDER
FROM: BOB MARIK 
SUBJECT: Court Ruling on Michigan Registration Law

You asked me on my visit to Michigan yesterday to look into the point that Gordon Strachan raised about the court directed change in Michigan voter registration practices. I discussed the matter with Doyle Dodge of the Nixon Re-election Committee. It had been the practice in the past in Michigan to purge from the registration rolls all persons who did not vote in the even-year elections. The court recently ruled that such frequent purging was unconstitutional and that those persons purged from the list had to be restored to the voter rolls.

Because Republicans vote in higher proportions and are more careful about re-registering to stay on the voter rolls, the greater benefit of this court ruling accrued to the Democrats. The number of 600,000 Democrats returned to the voter rolls which Gordon cited may be true. The point to remember, however, is that the Democrats, through unions and through organizations in the minority communities have been conducting comprehensive registration drives in the state throughout this election year. It is probable that they would have restored many of these people to the rolls in any case.

In summary, this court ruling is certainly not favorable to Republicans, but on the other hand, since it only restores Democrats who at some time or another were on registration rolls, and probably would have returned to the rolls on election day, its impact will be substantially less than 600,000 voters.

CONFIDENTIAL

*Send copy to
Gordon*

Sprathell

0

July 17, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MACRUDER

FROM: HERBERT L. PORTER

SUBJECT: Rhode Island Republican State Committee
and Rhode Island Finance Committee to
Re-elect the President Fund-Raising Event
Newport, Rhode Island, August 13, 1972

Mr. C. Langhorn Washburn has requested that you attend a fund-raising event in Newport, Rhode Island, on August 13, 1972, which is sponsored by the Rhode Island Republican State Committee and the Rhode Island Finance Committee to Re-elect the President. The event will be held at the home of Mrs. John Slocum, in Newport, and the program will consist of a cocktail party followed by a buffet and dance. Congressman Kamp is scheduled to attend.

The tickets are priced at \$100 per person and 50% of the net profits will be paid to the Rhode Island Finance Committee to Re-elect the President. Mr. Washburn reported that 5,000 invitations have been issued, and he predicts that 1,500 - 2,000 people will attend if you are present.

Mr. Washburn places a very high priority on this invitation. Mr. Kaupinen recommends it to you for consideration if you can integrate it with an appearance in Connecticut.

Mr. Washburn requests that you give us your decision whether to attend by noon on Tuesday, July 18, 1972.

Will Attend _____ Will Not Attend _____ Comment _____

- cc: JSM chron
- JSM Subject
- JSM working
- HLP chron
- HLP subject
- JCH

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

July 21, 1972

MEMORANDUM FOR: MR. GORDON C. STRACHAN
FROM: JEB S. MAGRIDER

The attached, which I received from Tully Plesser, is forwarded for your information and use.

NATIONAL VOTER ATTITUDE SURVEY

Vice-Presidential Preference

Conducted by

Cambridge Opinion Studies, Inc.

July 1972

**Cambridge
Opinion
Studies, Inc.**

Q.
 LET'S ASSUME THAT SENATOR GEORGE MCGOVERN RECEIVED THE DEMOCRATIC
 PRESIDENTIAL NOMINATION, AND CHOSE GOVERNOR REUBEN ASKEW OF
 FLORIDA AS HIS VICE-PRESIDENTIAL CANDIDATE. WITH A REPUBLICAN
 TICKET OF RICHARD NIXON FOR PRESIDENT AND SPIRO AGNEW FOR VICE-
 PRESIDENT, AGAINST A DEMOCRATIC TICKET OF GEORGE MCGOVERN AND
 REUBEN ASKEW, WHICH OF THESE TICKETS WOULD YOU MOST LIKE TO SEE
 ELECTED IN 1972. WELL, IF YOU HAD TO DECIDE TODAY, WHICH WOULD
 YOU CHOOSE

BASED ON ALL RESPONDENTS

| | TOTAL U.S. | S E X | | PARTY REGISTRATION | | | AGE UNDER 35 | INCOME UNDER \$10000 | RELIGION | | | R E G I O N | | | | ANY COL- LEGE | |
|----------------|---------------|-------|--------|--------------------|------|------|--------------------|----------------------------|----------|--------|-------|---------------|----------------|-------|------|---------------------|----|
| | | MALE | FEMALE | DEM. | REP. | IND. | | | BLACK | JEWISH | CATH. | NORTH EAST | NORTH CENTR | SOUTH | WEST | | |
| | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| NIXON/AGNEW | 51.6 | 55.8 | 47.4 | 45.2 | 79.2 | 52.4 | 45.1 | 49.3 | 18.8 | 37.2 | 45.1 | 45.1 | 44.8 | 65.2 | 47.4 | 52.7 | |
| MCGOVERN/ASKEW | 32.8 | 33.2 | 32.4 | 42.6 | 10.1 | 31.7 | 41.2 | 36.0 | 65.0 | 42.2 | 39.5 | 40.7 | 33.7 | 21.8 | 39.9 | 33.7 | |
| UNDECIDED | 9.3 | 7.0 | 11.6 | 8.2 | 8.2 | 14.1 | 7.9 | 8.6 | 11.6 | 10.3 | 9.3 | 9.1 | 11.4 | 7.5 | 9.3 | 7.4 | |
| REFUSED | 6.3 | 4.0 | 8.6 | 4.0 | 2.4 | 1.8 | 5.8 | 6.1 | 4.7 | 10.3 | 6.0 | 5.0 | 10.1 | 5.5 | 3.3 | 6.1 | |

Q.
SUPPOSE THE REPUBLICAN TICKET CONSISTED OF RICHARD NIXON FOR PRESIDENT AND JOHN CONNALLY FOR VICE-PRESIDENT, AGAINST GEORGE MCGOVERN AND REUBEN ASKEW ON THE DEMOCRATIC TICKET, WHICH TICKET WOULD YOU MOST LIKE TO SEE ELECTED IN 1972. WELL, IF YOU HAD TO DECIDE NOW, WHICH WOULD YOU PREFER

BASED ON ALL RESPONDENTS

| | TOTAL U.S. | S E X | | PARTY REGISTRATION | | | AGE UNDER 35 | INCOME UNDER \$10000 | RELIGION | | | R E G I O N | | | | ANY COL- LEGE |
|----------------|---------------|---------|---------|--------------------|---------|---------|--------------------|----------------------------|----------|---------|---------|---------------|----------------|---------|---------|---------------------|
| | | MALE | FEMALE | DEM. | REP. | IND. | | | BLACK | JEWISH | CATH. | NORTH EAST | NORTH CENTR | SOUTH | WEST | |
| | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — | — ./. — |
| NIXON/CONNALLY | 51.1 | 54.8 | 47.5 | 44.1 | 80.1 | 53.4 | 44.3 | 48.9 | 17.7 | 37.2 | 43.3 | 44.2 | 45.1 | 64.1 | 47.5 | 53.5 |
| MCGOVERN/ASKEW | 32.7 | 33.2 | 32.2 | 42.5 | 9.2 | 31.2 | 41.2 | 36.2 | 62.9 | 42.2 | 40.6 | 41.1 | 33.8 | 21.8 | 38.6 | 33.5 |
| UNDECIDED | 10.1 | 8.2 | 11.9 | 9.7 | 8.2 | 13.6 | 8.6 | 9.4 | 13.4 | 10.3 | 10.3 | 9.5 | 11.6 | 8.6 | 11.1 | 7.1 |
| REFUSED | 6.1 | 3.8 | 8.3 | 3.8 | 2.4 | 1.8 | 5.8 | 5.6 | 5.9 | 10.3 | 5.9 | 5.2 | 9.5 | 5.5 | 2.9 | 5.9 |

Q.
IF THE REPUBLICAN PARTY NOMINATED RICHARD NIXON FOR PRESIDENT AND
AMBASSADOR TO THE UNITED NATIONS GEORGE BUSH FOR VICE-PRESIDENT,
RUNNING AGAINST GEORGE MCGOVERN FOR PRESIDENT AND REUBEN ASKEW
FOR VICE-PRESIDENT, WHICH OF THESE TICKETS WOULD YOU MOST LIKE TO
SEE ELECTED IN 1972. WELL, IF YOU HAD TO MAKE UP YOUR MIND NOW,
WHICH WOULD YOU PREFER

BASED ON ALL RESPONDENTS

| | TOTAL U.S. | S E X | | P A R T Y R E G I S T R A T I O N | | | AGE UNDER 35 | INCOME UNDER \$10000 | R E L I G I O N | | | R E G I O N | | | | ANY COL- LEGE |
|----------------|---------------|-------|--------|-----------------------------------|------|------|--------------------|----------------------------|-----------------|--------|-------|---------------|----------------|-------|------|---------------------|
| | | MALE | FEMALE | DEM. | REP. | IND. | | | BLACK | JEWISH | CATH. | NORTH EAST | NORTH CENTR | SOUTH | WEST | |
| | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. | ./. |
| NIXON/BUSH | 50.2 | 54.8 | 45.6 | 41.6 | 78.9 | 54.8 | 43.4 | 48.7 | 18.2 | 35.0 | 41.9 | 42.9 | 44.9 | 63.4 | 45.4 | 51.9 |
| MCGOVERN/ASKEW | 33.6 | 34.0 | 33.2 | 44.6 | 10.2 | 32.6 | 41.1 | 36.2 | 65.1 | 44.4 | 41.5 | 41.3 | 35.4 | 21.7 | 41.1 | 34.4 |
| UNDECIDED | 10.1 | 7.4 | 12.8 | 10.0 | 8.5 | 10.8 | 9.6 | 9.5 | 12.0 | 10.3 | 10.4 | 10.2 | 10.4 | 9.5 | 10.6 | 7.8 |
| REFUSED | 6.1 | 3.9 | 8.3 | 3.8 | 2.4 | 1.8 | 5.9 | 5.6 | 4.7 | 10.3 | 6.2 | 5.5 | 9.3 | 5.5 | 2.9 | 5.9 |

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

July 18, 1972

MEMORANDUM FOR GORDON C. STRACHAN

FROM:  BOB REISNER

Per our discussion Saturday, the attached material is forwarded for your information.

*John Edwin is
Pres. of Screen Actors
Guild.*

HIGH PRIORITY

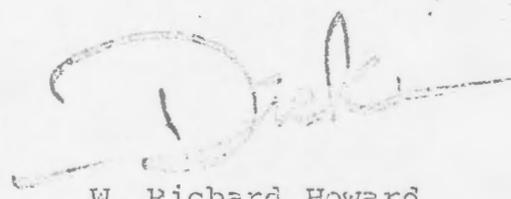
July 17, 1972

MEMORANDUM FOR JEB MAGRUDER

The attached is spectacular and the release of the letter has been approved by Charlton Heston.

Your press office should release this tomorrow a.m. about 9:30, with a brief Clark MacGregor statement. Stating that he is releasing a letter sent to the President by Charlton Heston indicating his support for his re-election. Also, that we are gratified by this support and Mr. Heston's kind comments, etc., etc.

You should check to see if he is still head of the Actors Guild, if so, that should be noted in your release. This is a hot one, very urgent; so please let me know if you have any problems.



W. Richard Howard

July 16, 1972

Letter to the President

From: Mr. Charlton Heston

Inverlochy Castle, Scotland Highlands

(Copy to follow by mail)

(By telephone to Carolyn Rears, Peter Flanigan's Office, 7:30 p. m., EDT
July 16, 1972)

Dear Mr. President:

I've recently reached a decision that's important to me, and, as multiplied by November's electoral millions, to you, too. You have my vote, and my support, in the election this Fall.

All my voting life I've been a registered Independent, on the theory that neither party has a monopoly on able men. I've voted confidently for candidates in both columns of the same ballot, unpersuaded by the rhetoricians of both parties who would convince me of the malevolent stupidity of the other's candidates. Nevertheless, until now I've always voted for the Democratic candidate for President.

As you began your Administration in '69, I watched events with the careful concern of someone who'd voted for the other man. As time went on, though, I've found myself agreeing with your positions on most public questions, and supporting with more and more confidence the harsh choices you made. Now, at the end of what I hope and believe will be only the first half of your Presidency, I think you have done as well as any man could have to guide the country through a most difficult time.

The decisions you have made and the directions you have indicated in critical areas of the economy, defense, and social services have convinced me that you have charted a course that can take the country through the years ahead with a confidence that is not foolhardy, the compassion our nation and the world cries for, and the courage that surely is a prime need of any man who stands as President of the United States.

I wish you well,

Sincerely,

Charlton Heston

Committee for the Re-election of the President

MEMORANDUM

FILE
~~SECRET~~
1972
Strachan

MEMORANDUM FOR: MR. JEB S. MAGRUDER
FROM: JON A. FOUST *per WEM*
SUBJECT: Appearance by Senator Brock, July 4

On Tuesday, July 4, Senator Brock delivered a speech to the Southeast Regional B'nai B'rith Convention in Biloxi, Mississippi. Our Advanceman reported to us that the event went very smoothly without any problems. At the request of Harry Flemming, there was no political activity on the trip and no secondary events. There were about 400 people at this event.

Committee for the Re-election of the President

MEMORANDUM

June 7, 1972

CONFIDENTIAL

MEMORANDUM FOR: J. CURTIS HERGE

FROM: FRANK NAYLOR 

SUBJECT: Presidential Appearance at the American Legion National Convention in Chicago

As per your memo and Bill Rhatican's concerning the Presidential appearance at the American Legion convention, I believe an additional input from your office will be helpful. As I have indicated in a prior memo, I have discussed the importance of this appearance with both Fred Malek and John Mitchell. It is my judgment that if in the veterans area there was to be only one Presidential appearance during the campaign, the American Legion convention in Chicago is the event which must be attended by the President.

For your background, the following factors I believe justify this conclusion:

The American Legion is the largest organized veterans group in the country with 2.7 million members. The Legion membership tends to be more white collar and conservative in makeup than other major veterans organizations. Its officers and the vast majority of its members have consistently and strongly backed the President's initiatives in national defense, amnesty and particularly in Vietnam.

The Legion, along with the VFW, played a major role in generating positive response in behalf of the President's most recent Vietnam initiatives. The Legion's National Commander has already issued a statement in support of the President's peace initiatives in Russia.

With the prospect of a McGovern candidacy, it can be anticipated even among Democratic members of the Legion and other prominent veterans organizations will move to strongly support the President and form the core of a grass roots middle American volunteer base for the President.

The National American Legion convention, with an estimated attendance in excess of 20,000, will provide the best forum for the President to solidify and generate a high level of enthusiastic support during the final stages of the campaign.

In addition, the Legion national leadership has been given strong reason and has planned accordingly to expect a Presidential appearance at their convention. This resulted from the following previous statements:

1. The President has personally and verbally advised both the present and immediate past national commander of the American Legion that he would attend the AL convention in Chicago.
2. Upon several occasions with numerous veteran leaders of the VFW and AL, the President has advised them that he is unable to attend both conventions in the same year. Therefore, he would alternate between the two organizations on a year to year basis. He has generally followed this practice and it is the understanding of these two major organizations that this is the year for a Presidential appearance at the Legion convention.
3. No Presidential candidate or incumbent, with the exception of Eisenhower in 1956 who could not attend because of illness, has failed to appear before the AL convention in an election year since WWII.

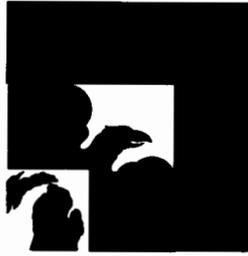
Based on these factors, the present Legion commander, a Republican and strong supporter of the President, has already taken special action to provide a unique forum for the President on the evening of August 22nd. The national leadership of the legion is already generally anticipating a Presidential appearance at their convention.

A commitment on this proposed appearance is particularly urgent if an alternate time period is required. The convention schedule will have to be locked up by the end of this week.

Based on political considerations presented above, an inability of the President to make this appearance could produce a very serious negative affect on what is now a potentially strong base of grass roots support for the President in this campaign.

With regard to the VFW, this organization has also demonstrated strong support for the President in the same basic issue areas as the American Legion. Therefore, from a political standpoint, it is important that the Vice President appear at the VFW convention. As a result of the understanding between the Legion and the VFW, they do not expect a Presidential appearance, but are anticipating an appearance by the Vice President at their convention. The VFW is the second largest organization with 1.7 million members and with the Legion constitutes the basic core of organized veteran support for the President.

CONFIDENTIAL



MICHIGAN
COMMITTEE
FOR THE
RE-ELECTION
OF THE
PRESIDENT

PyZ
Gordon Staehlan

NEWSLETTER

Industrial Building, Suite 1200 • Detroit, Michigan 48226 • (313) 964-2850

REPUBLICAN CONVENTION

Minds Meet - And Mesh

In contrast to the Democratic State Convention, the recent Republican meeting was a straightforward affair. Compromise, where necessary in the drafting of the resolutions or selection of delegates, met the highest standards of the political art. Meetings of the minds were effected openly and honestly, with none of the "handshakes with crossed fingers" which characterized awkward bedmaking at the Democratic conclave. We can be confident that the Michigan delegation to the National Convention will truly represent the majority of Republicans in the state.

November Three-For-All

The first meeting of the convention - at 3 p.m. Friday in the Hilton Hotel - was a joint effort by the Michigan Nixon Committee, Sen. Griffin's group, and the regular party organization. Respective speakers were Jack Gibbs, Robert Young and William McLaughlin. Speaking in turn, aided by slides and two hilarious skits presented by civic theater players, they unveiled an exciting game plan for this year's campaign.

Nucleus of the plan is a wedding between the oldest political necessity - face to face voter contact - and a computer supported systems approach to identifying voters. Target precincts, areas with high Republican concentrations and/or ticket splitting, have already been pin pointed. Volunteers with computer print-outs of voters will ring each doorbell, talk to each voter and potential voter, and determine which ones support Senator Griffin and the President. The information collected will go back to the computer, which will organize it and issue new print-outs to be used for rifle shot registration drives aimed at registering Republican supporters.

Store-front phone centers so well organized that receiver never touches cradle were also explained to the more than 200 persons attending the meeting, as were In-Home Hostess phone centers, in which telephone canvassing becomes "phone fun." Both these systems have been successfully tested in other states.

Republican grass-roots campaigning this year will make Democratic efforts look like desultory weed pulling. But, as the salesman chant in "The Music Man," you gotta know the territory! Our computers and systems will only work as hard as we make them work - we've got to get out there and go with the tough but fun canvassing, registration and get-out-the-vote drives!

THE PARTY PARTAKES

The poshly paneled elevators of the Industrial Building whisked at least 600 conventioners to Suite 1200, headquarters of the Michigan Committee For The Re-Election Of The President, Friday night for an evening of conviviality. Beer, hot dogs and pop were served, friendships were made, renewed, strengthened; politics were talked. By every measurement, the party was a success.

THE BABY BLITZ OF INGHAM AND KENT

A pilot "blitz canvas" was conducted in Ingham and Kent Counties Saturday, June 24. This was the first test of the computerized Voter Identification Program; generally, it went well.

Door to door volunteers in Kent and Ingham were assisted and observed by staff people from the Michigan Committee, the Griffin group, and State Central. Minor "bugs" in the system were found and are being worked out. Most pervasive bug seemed to be in the communicating of instructions to the volunteers. The system itself, and the materials for implementing it, worked very well.

UPCOMING CANVASSING

By July 8, all counties will be contacted and their strengths and needs regarding target precinct canvassing evaluated.

By mid-July, computer print-outs of voters for all counties will be available and blitzing will begin in earnest.

By August 15, canvassing for the Voter Identification Program will be completed. Results will be incorporated with names already in the computer to be used for the sending of position papers from President Nixon and Senator Griffin, the Registration Drive, and to print out poll lists for all target precincts in the state.

APPOINTMENTS

A number of key volunteers have joined the Michigan Committee since the last newsletter. In no particular order, they include:

Arthur G. Elliot, Troy resident and former State Central Chairman, is Deputy Chairman of the Michigan Committee. He is Jack Gibbs' right-hand man and his long years of experience - he got into politics in 1952 at the precinct level - will add much to the campaign.

Dennis Nystrom, Field Organization Director, has final responsibility for appointment and overall direction of all county and district chairmen in Michigan. Coordinators report directly to him from three regions - the six county Metropolitan Detroit area, "outstate" counties south of Midland, and "upstate" counties north of Midland County, including the Upper Peninsula.

Catharine Gibson, Woodland Beach housewife, artist, and longtime political activist, is Women's Political Advisor; she acts as a special liaison between the Michigan Committee and the Republican Women's Federation of Michigan. Mrs. Gibson was formerly Vice Chairman of the National Republican Committee.

Walker Graham, Detroit advertising executive, is Special Events Director, the guy in charge of making the campaign fun and interesting as well as effective. Walker and his committee are working on a wacky bowling contest in the fall, among many, many other ideas.

Jay Tolboldt, an adman with degrees in both Business Administration and Music, is the "people who brought you the November - Three-For-All." His elaborate script for that event caused some of the most "listenable" speechmaking ever heard at a convention. Jay is coordinator of training and manuals writing.

David McKinnon, Vice President of Finance, K-Mart Enterprises, Inc., is the Michigan Committee Treasurer, charged with handling deposits and disbursements in accordance with the new election laws.

Marilynn Gosling, Bloomfield Hills resident with heavy political experience, is Chairman of the Speaker's Bureau. She helps match speakers with audiences, a task requiring great energy and, some-time, uncommon tact and diplomacy.

Robert Webster, Detroit Attorney well versed in school litigation, is the Committee's Legal Counsel. His main function is to make sure we comply with all aspects of the complex new election laws.

James Tuttle, Detroit Edison Director of Residential and Rural Marketing, is Tours Director for the campaign. He'll help make arrangements for swings through the state by surrogate candidates and other crowd attracting personalities.

Montgomery Shepard, President of Berrien County Abstract and Title Co., is the Michigan Committee's Finance Chairman. Montgomery has been involved in Republican Party Politics ever since he can remember; he once shook the hand of Calvin Coolidge in the White House.

YOUTHFUL HEADQUARTERS STAFF

At least five mornings every week a group of reasonably long-haired men and fashionably short-skirted women troop into the Michigan Committee's Headquarters at Grand River and Washington Blvd. in downtown Detroit. Their obvious youth - ten are under 30 - emphasize the fact that the Republican Party has more appeal for the young than is commonly admitted.

The ten "youngsters" plus Executive Director Doyle Dodge and Finance Committee Coordinator Charles Bieneman, are the nucleus of the headquarter's staff involved in this year's Michigan presidential campaign. Many of you met them during the convention but we'll run through the introductions again for those who weren't present, with ladies first, of course.

Isabel Conlan, 25, serves as secretary to Doyle Dodge, a job which includes functions handled by office managers in fatter organizations than ours. She keeps the workload evenly distributed, handles the payroll, and helps make sure we conform to the intricate new election laws.

Doris Peterson, also 25, is titled "receptionist" but her degree in education from Wayne State University qualifies her as a kind of "emergency assistant" for anyone in the office. To some degree, Doris has been involved in every project so far.

Ewa Matuszewski, 20, a pre-law junior at Wayne State, is Ethnic Programs Coordinator. Her task is to help ethnic groups shake off Democratic Party dominance and vote Republican this year. She speaks Polish, Ukrainian and French, and can "get by" in Russian, Czechoslovakian, Lithuanian and other Slavic tongues.

Mary Egbert, 18, one of the newest additions to the staff, is State Volunteer Coordinator. She is a sophomore at Michigan State University majoring in socio-economics. Her job is to help recruit, place, and keep track of the growing number of volunteers offering their services to this year's campaign.

Ruth Ann Haupt, 27, also a new staffer, is press section secretary. She injects legibility into press releases, clips newspapers for our reference file and helps with the news media monitoring program. As with everyone else on the staff, Ruth Ann pitches in wherever her talents are needed.

Dianne Phillips, 25, is secretary to Chuck Bieneman, helping with fund raising activities. She was a fund raising coordinator for the March of Dimes and coordinated that group's Walk-A-Thon in Detroit in May. She is working towards a degree in business administration at Macomb Community College. (Chuck, as most of you already know, is a management consultant specializing in fund raising and political campaigns. His years of experience include a five-year stint as associate director of the State

Finance Committee and the United Republican Fund.)

Bill Hazen, 28, Outstate Coordinator, has been recruiting county Chairman in Lower Peninsula counties outside the Detroit area. He will help Michigan Committee groups in each county implement voter identification, voter registration and other programs. Bill majored in reading at Arizona State University and was a consultant to the Arizona State Department of Education before returning to Michigan to work in politics.

Don Carino, 24, is Metropolitan Coordinator, with responsibilities in Wayne, Oakland, Macomb, Monroe, St. Clair, and Washtenaw Counties. He'll be helping county and district groups identify and register the President's supporters in those areas. Don is a sociology graduate from John Carrol University in Cleveland, where he also worked as a news production assistant in radio and television.

Greg Newell, 22, is Voter Services Coordinator, charged with statewide coordination of Voter Identification and Voter Registration. He makes sure the new systems, with their computer support under-pinning, work as planned. A graduate of Brigham Young University, Greg served as a Mormon missionary for 2½ years in France, Belgium and Luxembourg, and also briefly instructed French at Brigham Young before joining the Michigan Committee.

Peter Sorum, 25, rounds out the list of under 30 activists manning the headquarters. Pete, our Youth Activities Director, has been storming the allegedly Democratic youth bloc, finding much enthusiasm for the President. He has taken a leave of absence from his job as Assistant to the Registrar of Michigan State University to work on the campaign.

Bill Spinelli, 31, is the Special Citizens Group Coordinator working with veterans, senior citizens, farmers, and other groups of voters not falling within the purview of Pete Sorum or Ewa Matuszewski. A former captain in the Air Force, Bill comes to us from Macomb County Community College, where he was Administrative Assistant. He is a biology graduate from St. Johns University in New York and attended the University of Detroit Law School for two years.

Mike Niemann, 32, is Press Relations Director. He writes press releases, sets up press conferences, and generally helps the news media gather and report information about the campaign accurately, fairly and completely. Mike was Editor of the Grand Rapids Press "Action Line" column before joining the staff. He is a graduate of the University of Detroit.

Mary Ann Phillips, 25, is "political secretary" for Jack Gibbs. She is former National Coordinator for the annual Punt, Pass and Kick Contest, and is a sophomore at Wayne State majoring in psychology.

**Young
Yoters**
FOR THE PRESIDENT

R
*DO NOT
SIRACHAN
F9/1*

July 10, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

KEN RIETZ *KR*

Attached is an article on the youth effort I thought would be of interest to you.

cc: Fred Malek

Nixon Aide Says Youth Vote Will Decide President Race

By RICHARD J. MALOY

Nonpareil Bureau
Washington, D. C.

The youth vote will determine the outcome of this year's presidential election, a top Nixon Administration political strategist said flatly Monday.

The prediction came from Kenneth Rietz who has been working quietly for nearly a year building a massive nationwide organization to insure that Richard M. Nixon gets his share of the youth vote.

He believes the way the 25 million potential new young voters cast their ballots will spell the difference between victory or defeat for Mr. Nixon.

"There is no question that the youth vote will be the pivotal factor," said Rietz.

He scoffs at reports that young voters will go Democratic in overwhelming numbers.

Rietz produces statistics showing more than 20 per cent of new voters are Republican, and, most significantly, as many as 40 per cent of them regard themselves as independents.

"Mr. Nixon has as much of a chance as anyone to win the youth vote," insists Rietz.

Fresh from a string of upset primary victories which have virtually assured him the Democratic presidential nomination Sen. George McGovern is also making plans to sew up the youth vote for himself.

Small Army

He has announced he will mobilize a small army of 100,000 young volunteers who worked in his primary campaigns to conduct "the most massive voter registration drive in the nation's history" this fall, aimed at getting the massive youth vote to the polls.

If they register and vote, McGovern is confident young people will give him his needed victory margin in November.

Double the normal number of new voters will be eligible this year. In addition to those who reached the age of 21 since the last presidential election, a Constitutional Amendment has enfranchised millions of 18 to 20-year-olds.

During an interview in his offices at the Committee for the Re-election of the President, Rietz made a case for his theory that the youth vote is up for grabs this year.

Rietz, 31, modishly dressed and wavy-haired, is a seasoned political operative despite his years. A native of Oshkosh, Wis., he dropped out of college in 1964 to take part in his first campaign and has been at it ever since.

Last July he launched his "Young Voters for the President" operation as the

election drive. spearhead of the Nixon re-

Efficient Staff

An efficient 15-member Washington staff plus numerous field operatives, a speakers bureau, a college directorate, a convention section and the Nixonette program to enlist young women are all part of the youth campaign.

There is a celebrity section, with people like Miss Teen-age American Janene Forsyth, Olympic skater Jo-Jo Starbuck and pro football star O. J. Simpson rallying behind the President.

The top advisory group for the youth effort is headed by Sen. Bill Brock, R-Tenn., a handsome 41-year-old whose successful 1970 Senate campaign was managed by Rietz.

But the guts of the operation, and the key to hopes of a November victory, lie in the 125,000 young volunteers which Rietz says have been signed up by organizations he has established in 30 states. All 50 states will be organized by fall.

It has been a low-profile operation so far, with some

voter registration drives and limited get-out-the-vote campaigns in states with GOP primaries.

"We are largely unknown," says Rietz, but the wraps will be taken off in the fall when the crucial battle for the youth vote really gets underway.

Emphasize Record

The whole thrust of Rietz's youth operation, like that of its parent Committee for the Re-election of the President, is to emphasize Mr. Nixon's record as chief executive and downplay his Republicanism.

"Our research shows youth want to know about the President's record, about what he has done on the issues," said Rietz. "We point out that he has withdrawn troops from Vietnam, is cleaning up the environment, is phasing out the draft, has pushed the 18-year-old vote, and now allocates more than half the Federal

Budget for human needs instead of defense."

"We find that once they understand his accomplishments, there is a change of attitude. We point to his record tell them he did what they have been asking for," added Rietz.

Early youth registration figures show Democrats with a two-to-one edge over Republicans.

This doesn't bother Rietz. He argues this has always been the case and cites an erosion in Democratic strength and a rise in independent voters among youth.

Rietz produces figures showing that 20 years ago 23 per cent of youth registered Republican and today the figure is 22 per cent. But 20 years ago 51 per cent of youth registered Democratic, compared to only 39 per cent today.

This growing percentage of independent youth will support Mr. Nixon, he argues.

In past elections only about half the young voters participated in presidential elections, compared to a 70 per cent turnout of adult voters. There is every indication this year that the youth turnout will equal or excel the adult vote.

This means that as many as 18 million youth votes may be cast in November.

The number is highly significant when one looks at the 1968 contest which Mr. Nixon won by a slim 500,000 margin out of 73 million total votes cast.

McGovern strategists are claiming they will get 13 million of those 18 million youth votes, and the eight million margin will be enough to put him in the White House.

Rietz has the awesome assignment of making sure this doesn't happen.



Kenneth Rietz

Committee for the Re-election of the President

MEMORANDUM

July 17, 1972

~~RESTRICTED~~

MEMORANDUM FOR ALL SCHEDULERS

THROUGH: HERBERT L. PORTER *Port*
FROM: J. CURTIS HERGE *Curt*
SUBJECT: Spokesmen Resources Program
Projected Schedule

Attached is a listing of the scheduled appearances of the surrogate candidates and other leading spokesmen through September 1, 1972.

We would like to advise the surrogate candidates that our Research Division has prepared political fact books on the various states. Each book contains a wealth of information which a speaker should be acquainted with before he or she appears in a state. As each book is prepared, it will be sent to the surrogate candidates automatically. If revisions are required, substitute or additional pages will be sent automatically.

We would also like to remind each scheduler to keep us advised of scheduled events, so that they can be included in future editions of this projection. In doing so, we would appreciate it if you would note the time of the event.

Attachment.

Monday, July 24, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-------------------|---|------------------|
| Taft | Western Hills Country Club Pro-Celebrity Golf Tournament | Cincinnati, Ohio |
| Klein | Nixon Legacy of Parks, Fitzsimmons Hospital | Aurora, Colo. |
| Rhatican (WHS) | Washington Workshops | Washington, D.C. |

Tuesday, July 25, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|--|-----------------------|
| Hodgson | Urban Technology Conference, Keynote, 6:30 P.M. | San Francisco, Calif. |
| Jones (CRP) | Potter's House | Washington, D.C. |
| Klein | Washington Journalism Center, Speech | Washington, D.C. |

Wednesday, July 26, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|---------------------|---|--------------------|
| Morton | 10th Anniversary Outdoor Recreation Resources Review Commission, P.M. | Washington, D.C. |
| Millspaugh (WHS) | New York Disabled American Veterans | Syracuse, N.Y. |
| Kleindienst | 9th Circuit Judicial Conference | Pasadena, Calif. |
| Laird | Association of Agents of N.W. Mutual Life Insurance Companies, Speech, 10:05 A.M. | Milwaukee, Wisc. |
| Scott | National Association of Cable Television, Luncheon Address | Washington, D.C. |
| Butz | National FFA officers, 10:00 A.M. | Washington, D.C. |
| Ramirez | Puerto Rican Groups | New York, New York |
| Magruder (CRP) | Young Americans Washington Workshop | Washington, D.C. |
| Adams (CELEB) | Illinois GOP Luncheon Conrad Hilton Hotel, 12 Noon | Chicago, Illinois |

Thursday, July 27, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|---|------------------|
| Hodgson | International Retail Clerks' Union Convention, Address | Honolulu, Hawaii |
| Banuelos | American GI Forum Convention, Speech | Washington, D.C. |

Friday, July 28, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------------------|---|-----------------------|
| Goldwater | Nebraska Committee for the Re-election of the President Fund-Raising Dinner | Scottsbluff, Neb. |
| Hodgson | American G I Forum of the U.S., Address, 7:00 P.M. | Washington, D.C. |
| Finch | California Medical Association Board Members, Dinner Meeting | San Francisco, Calif. |
| Finch | Republican Industry Workshop, Speech, Noon | San Francisco, Calif. |
| Villarreal (DOT), Ramirez | American GI Forum, Address, Noon | Washington, D.C. |
| Banuelos | Finance Committee for the Re-election of the President, Dinner, Remarks | San Jose, California |

Saturday, July 29, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------------|--|---------------------------|
| Dole | Republican Association of San Diego, Luncheon Address, Noon (tentative) | San Diego, Calif. |
| Rhodes | Fund-Raising Picnic, Wayne County | Pultneyville, New York |
| Romney, Banuelos | Hispanic Finance Committee for the Re-elction of the President Fund-Raising Dinner | San Francisco, California |
| Mrs. Romney | Women's Federation Republican Club | La Fayette, California |
| Mrs. Romney | Women's Federation Republican Club | Oakland, California |
| Steiger | Wisconsin Young Voters for the President leadership conference | Milwaukee, Wisconsin |
| Jackson (HUD) | | Topeka, Kansas |
| Sargent (Mass.) | Young Voters for the President "Lobster Roast" | Brunswick, Maine |
| Campbell (CELEB.) | New Mexico College Republicans banquet | Albuquerque, New Mexico |
| Powell (CELEB) | Convention of teenage Republicans | Columbus, Ohio |

Monday, July 31, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|---|------------------------|
| Butz | Banquet of the Generations - American Institute of Cooperatives, Speech, P.M. | Ames, Iowa |
| Finch | Republican Industry Workshop, Address, Noon | Los Angeles, Calif. |
| Finch | Lincoln Club of Long Beach, Dinner Address | Long Beach, Calif. |
| Richardson | Nonpartisan testimonial dinner for Cong. Ancher Nelsen | Minneapolis, Minnesota |

Tuesday, August 1, 1972

Speaker

Event/Topic

Location

Jackson
(HUD)

1972 National Urban League

St. Louis, Missouri

Wednesday, August 2, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|----------------------|
| Butz | American Society of Animal Science Annual Meeting, Speech, A.M. | Blacksburg, Va. |
| Jackson (HUD) | Convention of the National Bar Association | Miami, Florida |
| Hodgson | IATSE Convention, Address | Milwaukee, Wisconsin |

Thursday, August 3, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|-------------------|
| Rumsfeld | International Platform Association, Speech, 11:00 A.M. | Washington, D.C. |
| Jackson (HUD) | National Bar Foundation | Miami Beach, Fla. |
| Taft | International Platform Association, Speech, 19:15 A.M. | Washington, D.C. |

Friday, August 4, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|---|------------------|
| Scott | 70th Annual Convention of the International Platform Association, Speech, 8:30 P.M. | Washington, D.C. |

Saturday, August 5, 1972

Speaker

Event/Topic

Location

Campbell
(USDA)

Texas and Southwest Meatpackers
Assoc.

San Antonio, Texas

Sunday, August 6, 1972

Speaker

Event/Topic

Location

Sanchez
(OEO)

Napa Valley California
Republican Party

Napa Valley, California

Monday, August 7, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|--------------------|--|---------------------------|
| Campbell (USDA) | International Association of Milk Control Agency | Hershey, Pa. |
| Hanford (OCA) | American Association of Retired Persons; State of North Carolina | Junaluska, N.C. |
| Sanchez (OEO) | Bohemian Club | San Francisco, California |

Tuesday, August 8, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|--------------------|
| Jackson (HUD) | National Association of Real Estate Brokers | Houston, Texas |
| Sanchez (OEO) | Fresno Boy's Club | Fresno, California |

Wednesday, August 9, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|-----------------|
| Jackson (HUD) | National Youth Development Conference | Pittsburgh, Pa. |
| Hodgson | Paper Workers Convention, Address | Denver, Colo. |
| Ruckelshaus | Environmental Tour | Cleveland, Ohio |

Thursday, August 10, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-------------------------------|---|-------------------|
| Butz | National Livestock and Meat Board Golden Anniversary Banquet, Speech, P.M. | Chicago, Illinois |
| Nixon, Ed | UNIMART '72 | Seattle, Wash. |
| Droge (WHS) | New York State TAR's | Albany, N.Y. |
| Mrs. Rumsfeld, Mrs. Romney | 50th Anniversary Seminar Party of the Women's Republican Club of Lancaster County | Lancaster, Pa. |

Friday, August 11, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|--------------------|--|---------------------|
| Hodgson | National Hispanic Finance Committee for Re-elect the President Fund-Raising Dinner, Address | Los Angeles, Calif. |
| Johnson (VA) | Marine Corps League Convention | Anaheim, California |
| Campbell (USDA) | Meeting of the South Carolina Grange | Columbia, S.C. |

Saturday, August 12, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|---------------------|--|---------------------------|
| Kleindienst | National College of Trial Lawyers Banquet | San Francisco, Calif. |
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Scott | Dedication of Nuclear Attack Submarine named after the City of Philadelphia | Groton, Connecticut |
| Villarreal (DOT) | Fund-Raiser Hispanic Finance Committee | San Francisco, California |

Sunday, August 13, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|--|-----------------------|
| Kemp | Rhode Island Republican State Committee and Rhode Island Finance Committee to Re-elect the President Fund-Raising Event | Newport, Rhode Island |
| Kleindienst | Committee on Judicial Selection, American Bar Association | San Francisco, Calif. |

Monday, August 14, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|--|---------------------------|
| Kleindienst | American Bar Association Convention, Opening Ceremony | San Francisco, California |
| Butz | Platform Committee Testimony, Speech, A.M. | Miami, Florida |
| Scott | Annual Convention of Beauty and Barber Supply Institute, Address | Washington, D.C. |
| Kleindienst | FBA Breakfast, 8:00 A.M. | San Francisco, California |
| Richardson | Maine Committee for the Re-election of the President Fund-Raising Dinner, Address, 6:30 P.M. | Portland, Maine |

Tuesday, August 15, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------------|---|---------------------------|
| Rumsfeld | Beauty and Barber Supply Meeting, Address, 9:30 A.M. | Washington, D.C. |
| Silberman (Labor) | American Bar Association | San Francisco, Calif. |
| Butz | American Soybean Association Convention, Speech, A.M. | Columbus, Ohio |
| Butz | Illinois State Fair, Speech, Afternoon | Springfield, Ill. |
| Kleindienst | American Bar Association, Keynote Address, 9:15 A.M. | San Francisco, California |
| Butz | Bartlett for Senate Fund-Raising Dinner, Address, Evening | Enid, Oklahoma |
| Banuelos | National Economic Development Association, Speech | San Juan, Puerto Rico |

Wednesday, August 16, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|--|-----------------------|
| Butz | Alpha Gamma Rho Convention, Speech, 7:30 P.M. | Logan, Utah |
| Banuelos | National Economic Development Association | San Juan, Puerto Rico |

Thursday, August 17, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-------------------|--------------------------|------------------|
| Roudebush (VA) | Italian War Veterans | Cleveland, Ohio |
| Sanchez (OEO) | Urban Institute Congress | Washington, D.C. |

Friday, August 18, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-------------------------------|--|---------------------|
| Banelos, Brooks (Treas) | American Numismatists Association | New Orleans, La. |
| Johnson (VA) | American Legion | Chicago, Illinois |
| Sanchez | Visits to Community Action Agencies | St. Louis, Missouri |

Saturday, August 19, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-------------------|--|-------------------|
| Brooks (Treas) | American Numismatic Association | New Orleans, La. |
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Johnson (VA) | American Legion Magazine Commission Dinner | Chicago, Illinois |
| Volpe | UNICO Convention Banquet, Speech, Evening | Miami, Florida |
| Sanchez (OEO) | Visit to Indian Community Action Agency | Sioux City, Iowa |

(Republican National Convention)

Monday, August 21, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|--|-----------------|
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |

(Republican National Convention)

Tuesday, August 22, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-----------------|--|--------------------------|
| Johnson (VA) | American Legion | Chicago, Illinois |
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Johnson (VA) | VFW National Convention | Minneapolis, Minnesota |
| Ramirez | American Correctional Association | Pittsburgh, Pennsylvania |

(Republican National Convention)

Wednesday, August 23, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-----------------|--|------------------------|
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Johnson (VA) | VFW Convention | Minneapolis, Minnesota |

Thursday, August 24, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|-----------------|--|---------------------|
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Kleindienst | Address Law Clerks, 11:00 A.M. | Washington, D.C. |
| Johnson (VA) | DAV Convention | St. Louis, Missouri |

Friday, August 25, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|-------------------------|
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Johnson (VA) | AMVETS Convention | New Orleans, Louisiana |
| Ramirez | KTLA-TV Taping | Los Angeles, California |
| Sanchez (OEO) | Optimist Club | Sanramento, California |
| Sanchez (OEO) | Fund-Raising Dinner | Los Angeles, California |

Saturday, August 26, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|---------------------|
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Sanchez (OEO) | Fund-Raising Dinner | Oakland, California |

Sunday, August 27, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|--|------------------|
| Ford | Fourth District Republican Donkey Roast, Address, 5:00 P.M. | Milwaukee, Wisc. |
| Knauer | IOCU Biennial Conference International Organization of Consumers Unions (20th VHK Speech) | Stockholm |
| Banuelos | Colorado State Fair, Parade Marshall (tentative) | Denver, Colorado |

Tuesday, August 29, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|---|-----------------|
| Volpe | National Grade Crossing Conference, Speech, 10:00 A.M. | Columbus, Ohio |
| Butz | Screwworm Signing | Texas |
| Butz | Sen. Tower Fund-Raiser | Texas |

Wednesday, August 30, 1972

Speaker

Event/Topic

Location

Butz

Agricultural Meeting,
Speech, 7:30 P.M.

Hot Springs, Ark.

Thursday, August 31, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|------------------|--|-------------------|
| Knauer | Consumer Education Conference, two speeches, A.M. and evening | Seattle, Wash. |
| Butz | Alpha Zeta Diamond Anniversary, Speech | Columbus, Ohio |
| Jackson (HUD) | American Institute of Architects | Anchorage, Alaska |

Friday, September 1, 1972

| <u>Speaker</u> | <u>Event/Topic</u> | <u>Location</u> |
|----------------|---|---------------------|
| Scott | Alpha Chi Rho Annual Convention, Address | Atlantic City, N.J. |

Strahan
0

Committee for the Re-election of the President

MEMORANDUM

July 20, 1972

CONFIDENTIAL

MEMORANDUM FOR: CLARK MAC GREGOR
THROUGH: JEB S. MAGRUDER
FROM: BOB MARIK
SUBJECT: Primaries in the Key States

At the meeting on direct mail last Friday, you asked for a summary of the dates of the primaries in key states. That information is attached as Tab A. All primaries for state offices have been held, with the exception of Michigan, which is scheduled for August 8th. Therefore, there should be no conflict between our schedule for direct mail and primary campaign activities within the states.

CONFIDENTIAL

DATES OF PRIMARY ELECTIONS
IN THE KEY STATES

| <u>STATE</u> | <u>PRESIDENTIAL PRIMARIES</u> | <u>PRIMARIES FOR OFFICES WITHIN THE STATE</u> |
|--------------|-----------------------------------|---|
| New York | June 20 | June 20 |
| California | June 6 | June 6 |
| New Jersey | June 6 | June 6 |
| Pennsylvania | April 25 | April 25 |
| Illinois | March 21 | March 21 |
| Ohio | May 2 | May 2 |
| Texas | No Primary | May 6 (Runoff June 3) |
| Maryland | May 16 | May 16 |
| Michigan | May 16 | August 8 |
| Connecticut | No Primary | Convention Selection June 16-17 |

June 29, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: ALL SCHEDULERS
THROUGH: HERBERT L. PORTER *Barf*
FROM: KENNETH C. RIETZ *KR*
SUBJECT: Youth Appearances

As you know, we are now in the process of scheduling the appearances of the surrogate candidates and other leading spokesmen for the fall. Throughout the spring of this year, we have scheduled nearly 500 youth events and we believe that the number of speaking requests for the fall will be tripled.

We must, however, take an aggressive course of action in scheduling further youth events, and we ask for your cooperation in this respect. In so many places the President's record as it relates to young people is distorted, misunderstood, or simply not presented. We have begun the process of changing that, but we will need your full cooperation for the campaign. We would appreciate it if you would try to schedule a youth event when you are placing your surrogate for any other event. Any college speaking request - along with similar events - can be checked out with us.

It is a sizeable task we have ahead, but time and again, experience has shown that when the President's record is thoroughly understood, he consistently attracts a majority of young people's support. It is up to all of us to make that record known.

Thank you for your cooperation.

c.c. Ken Smith

Strickland

Committee for the Re-election of the President

MEMORANDUM

July 12, 1972

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

FROM: JEB S. MAGRUDER
FREDERIC V. MALEK

SUBJECT: Southern State Chairmen Meeting

Date: Thursday, July 13, 1972
Time: 4:15 p.m.
Place: Chandelier Room, Sheraton Carlton Hotel

Background: The Southern State Chairmen meet in Washington every few months. They have chosen the date of our planning meeting with our Southern Chairmen to meet. Their agenda primarily concerns the Convention.

Prior to your remarks David Robinson will talk about the Ripon Society suit and Tom Evans, Bob Dole, Bill Cramer and Fred Scribner will have discussed different aspects of the Convention.

Although they would be happy to hear any comments you would have on the Convention, the Southern Chairmen do not expect remarks on this specific topic. The Chairmen are primarily interested in having an opportunity to meet you and hear your perspectives on the campaign.

Attached at Tab A is a list of those expected to attend.

SOUTHERN STATE CHAIRMEN

| | |
|-----------------------|----------------|
| Clarke Reed, Chairman | Mississippi |
| Dick Bennett | Alabama |
| Tommy Thomas | Florida |
| Bob Shaw | Georgia |
| James Boyce | Louisiana |
| Kenneth Powell | South Carolina |
| Richard Obenshein | Virginia |
| John Kerr | Kentucky |
| Frank Rouse | North Carolina |
| George Willeford | Texas |

Committee for the Re-election of the President

MEMORANDUM

June 28, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: MR. JEB MAGRUDER
FROM: L. ROBERT MORGAN
SUBJECT: Ohio Voter Registration List Data Base

CompuGraphics, Inc. of Cleveland, Ohio has been selected to collect the data for the Ohio Voter Registration Base. The cost proposal is \$130,000.

The cost will be shared with various Ohio County Republican Committees so that the cost to the Committee will not exceed \$115,000.

We will supply CompuGraphics with the data formats and other information needed. The contract will contain a penalty clause for late delivery. The delivery schedule by county is at TAB A.

The total work period is six weeks.

Recommendation

That you approve our entering into a contract with CompuGraphics to develop the Ohio Voter Registration Data Base at a total cost to the Committee of \$115,000.

Approve _____ Disapprove _____ Comment _____

CONFIDENTIAL

Attachment

cc: Dr. Robert H. Marik

OHIO COUNTY SCHEDULE

| | |
|--------------------|----------|
| Lake | July 17 |
| Lorain | July 17 |
| Lucas | July 17 |
| Butler | July 24 |
| Mahoning | July 24 |
| Richland | July 24 |
| Stark | July 24 |
| Trumbull | July 24 |
| Cuyahoga | July 31 |
| Franklin | July 31 |
| Hamilton | July 31 |
| Montgomery | July 31 |
| Summit | July 31 |
| All Other Counties | August 7 |

Committee for the Re-election of the President

MEMORANDUM

June 22, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN *LM*

SUBJECT: Senatorial Meeting - FARMAIL List

In a recent meeting that you and Clayton Yeutter had with some key Senators, the question was brought up about our Farm List that could be used for their Direct Mail purposes with the franking privilege. Clayton summarized this discussion with me today and we both agree on the following recommendation:

RECOMMENDATION:

That we allow Senators in key states to request up to three (3) copies of the Farm List on 5-Up Cheshire Labels in their state at no cost, and charge Senators in non-key states \$15 per thousand for the list.

APPROVE _____ DISAPPROVE _____ COMMENTS _____

OR

That we charge all Senators \$15 per thousand for up to three (3) copies of the Farm List on 5-Up Cheshire Labels.

APPROVE _____ DISAPPROVE _____ COMMENTS _____

cc: Dr. Robert H. Marik
Mr. Clayton Yeutter

Committee for the Re-election of the President

MEMORANDUM

July 11, 1972

MEMORANDUM FOR:

MR. ALEX ARMENDARIS
MR. MURRAY CHOTINER
MR. PETER DAILEY
MR. BERNARD DE LURY
MR. EDWARD FAILOR
MR. HARRY FLEMMING
MR. JON FOUST
MR. LARRY GOLDBERG
MRS. PAT HUTAR
MR. JERRY JONES
MR. PAUL JONES
MR. ALLAN KAUPINEN
MR. PAUL KAYSER
MR. FRED LA RUE
MR. ROBERT MARDIAN
DR. ROBERT MARIK
MR. RICHARD MC ADOO
MR. DON MOSIMAN
MR. FRANK NAYLOR
MR. EDWARD NIXON
MISS BETTY NOLAN
MR. DAN PILIERO
MR. HERBERT PORTER
MR. ROBERT REISNER
MR. KEN RIETZ
MR. GLENN SEDAM
MR. CHARLES SHEARER
MR. DE VAN SHUMWAY
MR. HUGH SLOAN
MR. WILLIAM STOVER
MR. ROBERT TEETER
MR. DAN TODD
MR. JOHN WIRTH
DR. CLAYTON YEUTTER

FROM:

ROBERT C. ODLE, JR.

Although there was no staff meeting today, material for the weekly report will be due by the close of business, Wednesday, July 12. If you have no input for the report, please inform Jeanne Mason on extension 203 at 1701.

On the subject of the weekly report, there is much room for improvement. For example:

1. Inputs should be in the third person or first person plural, never in the first person singular, e.g., "I."

2. Reports should be in coherent paragraphs.
3. Information should be complete, but not "filler" material. If you only have two or three succinct paragraphs, hold it to that.
4. Division heads or their assistants -- not secretaries -- should put the report together each week. Remember it is sent to Mr. MacGregor, Mr. Haldeman, and the President.

Thank you.

cc: Mr. Jeb S. Magruder

~~cc:~~ Mr. Gordon C. Strachan

Committee for the Re-election of the President

MEMORANDUM

July 11, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: ARTHUR J. FINKELSTEIN *AJF*
SUBJECT: Illinois Historical Data

Contrary to opinion, as an incumbent President in 1956 Dwight D. Eisenhower won Illinois by a margin of 19.2 percent, and in 1964 Lyndon B. Johnson as the incumbent won Illinois by 19 percent. So much for historical data.

cc: Dr. Marik
Mr. Miller
Mr. Strachan ✓
Mr. Teeter
Mr. Malek

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

July 5, 1972

MEMORANDUM FOR:

Mr. H. R. Haldeman

FROM:

Peter H. Dailey

Please advise if the new committee structure affects the approval process which had been established between yourself and John Mitchell.

I have not had a chance to meet Clark McGregor as yet, as I am in California to view the documentary rough-cuts.

We will take him through existing plans as early as possible and furnish him a copy of the complete document left with you several weeks ago.

G → Magruder + Malek - "same as before" + defer to H
 7/6+7

→ Dailey " " "
 7/8

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

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

FOR RELEASE, MONDAY, AM, JULY 10, 1972

CONTACT: DeVan L. Shumway
(202) 333-7060

Ned Harding
(207) 772-3610
#7-4(10)

WASHINGTON -- Clark MacGregor, Director of President Nixon's re-election campaign, today announced that James S. Erwin, Maine's Attorney General, has been named Chairman of the Maine Committee for the Re-election of the President.

Edward P. (Ned) Harding, Freeport, who has been acting as state chairman, has been named the Committee's Finance Chairman and will continue as Co-Chairman.

Mrs. Donna Tibbetts, Bangor, will also continue as Co-Chairman.

Mr. MacGregor expressed gratification that Mr. Erwin was undertaking "the huge demands in time and energy that a presidential campaign makes on a state chairman" and predicted that "with Mr. Erwin's leadership we feel completely confident that Maine will continue to be a leader in the Nixon column."

Long active in Maine Republican politics, Mr. Erwin ran against Gov. Kenneth M. Curtis in 1970 in a race that was so close a re-count was held and Curtis was elected by fewer than a thousand votes.

Mr. Harding has been an active Nixon supporter since 1960 when he was assistant director of National Volunteers for Nixon-Lodge, Washington, D. C. In 1968, he was chairman of the Maine Nixon for President Committee and chairman of the Maine United Citizens for Nixon-Agnew.

(more)

2-2-2-2

MAINE NIXON CHAIRMAN ANNOUNCED BY MacGREGOR

"I am thoroughly delighted that one of Maine's outstanding Republican citizens has agreed to assume this leadership position in the 1972 campaign for the re-election of the President," Mr. Harding said.

Mr. Erwin praised President Nixon's leadership as "responsible, creative, realistic and highly successful" and said that "when historians come to judge the Nixon years .. the eight Nixon years ... they are going to record them as some of the most important and productive years this nation has witnessed."

Mr. Erwin graduated from Dartmouth College in 1942 and earned his law degree from Columbia University Law School in 1949.

He has been Maine's Attorney General since 1967 and his term of office continues through December, 1972.

He served as a member of the Maine Senate in 1961-1962 and as a member of the Maine House of Representatives in 1965-67.

A member of numerous business, political, civic and charitable organizations, Mr. Erwin is a member of the American, Maine and York County Bar Associations, was president of the Maine Bar Association in 1967-1968 and has been a member of the Association's executive committee since 1961.

He lives in Pittston, is married, has one son and three daughters.

THE WHITE HOUSE
WASHINGTON

Date: June 28, 1972

TO: DWIGHT CHAPIN

FROM: GORDON STRACHAN

Lock in safe.

*Gordon - Since
this is not an important
document I will return it to
you for safe keeping - you
the lawyer - never trust
an idiot man.
C*

Committee for the Re-election of the President

June 28, 1972

X

MEMORANDUM

TO: GORDON STRACHAN
FROM: PHIL JOANOU
SUBJECT: Photo Clearance

Confirming our conversation, we will clear photographs through Dick Moore.

cc: Dick Moore
Pete Dailey
Bill Novelli
Mike Scott

A large, stylized handwritten signature in cursive script, appearing to read "Joanou".

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

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

FOR RELEASE: 3:00 P.M.
MONDAY, JULY 3, 1972

CONTACT: DeVan L. Shumway
(202) 333-7060
#7-2(3)

WASHINGTON, July 3 -- Clark MacGregor, newly-named Campaign Director of the Committee for the Re-election of the President, today named Frederic V. Malek and Jeb S. Magruder to be Deputy Campaign Directors.

Malek, who has been a Special Assistant to the President, has been informally assisting the campaign for several months. Responsible for all field personnel and national citizens organizations, he will assume his duties immediately.

Magruder, who has been with the Committee as Campaign Coordinator and Chief of Staff since it was established in May, 1971, will be responsible for campaign operations including planning, polling, press relations, advertising and scheduling.

"Mr. Malek's appointment strengthens our determination to step up efforts to develop grass roots organizations in every state during the final months of the campaign," MacGregor said.

"I find the planning which John Mitchell directed while he was Campaign Director to be superb," MacGregor said. "Jeb Magruder's abilities as Deputy Campaign Director will help us maintain continuity and build on the outstanding structure which Mr. Mitchell left us."

MacGregor also said that Fred C. LaRue, who served as Special Assistant to his predecessor, will continue in that capacity.

(over)

2-2-2-2-2

MacGREGOR APPOINTMENTS IN NIXON CAMPAIGN

In announcing the addition of Malek to the campaign staff, MacGregor emphasized the planned development of "accelerated operations in every state to do the best possible job of identifying and registering voters and getting them to the polls in November."

Commenting on his appointment, Malek said, "Developing and mobilizing grass roots support is the most fundamental aspect of any campaign. We are going to try to guarantee that President Nixon has this support on election day."

Malek has been the President's top advisor on personnel and related matters since September, 1970. Prior to that, he was Deputy Under Secretary of the Department of Health, Education, and Welfare, where his responsibilities included the direction of operational matters and the leadership of a Department-wide effort to improve management methods.

Magruder, who served as Deputy Director of Communications for the Executive Branch before joining the campaign, said, "I was pleased and honored to have served under John Mitchell while this campaign was being put together, and I am looking forward to continuing under Clark MacGregor."

Committee for the Re-election of the President

MEMORANDUM

June 26, 1972

MEMORANDUM FOR:

MR. ALEX ARMENDARIS
MR. MURRAY CHOTINER
MR. PETER DAILEY
MR. BERNARD DE LURY
MR. EDWARD FAILOR
MR. HARRY FLEMMING
MR. JON FOUST
MR. LARRY GOLDBERG
MRS. PAT HUTAR
MR. JERRY JONES
MR. PAUL JONES
MR. ALLAN KAUPINEN
MR. PAUL KAYSER
MR. FRED LA RUE
MR. ROBERT MARDIAN
DR. ROBERT MARIK
MR. RICHARD MC ADOO
MR. DON MOSIMAN
MR. FRANK NAYLOR
MR. EDWARD NIXON
MISS BETTY NOLAN
MR. DAN PILIERO
MR. HERBERT PORTER
MR. ROBERT REISNER
MR. KEN RIETZ
MR. GLENN SEDAM
MR. CHARLES SHEARER
MR. DE VAN SHUMWAY
MR. HUGH SLOAN
MR. WILLIAM STOVER
MR. ROBERT TEETER
MR. DAN TODD
MR. JOHN WIRTH
DR. CLAYTON YEUTTER

FROM:

ROBERT C. ODLE, JR.

There will not be a staff meeting on Tuesday, July 4. However, material for the weekly report will be due at the close of business Wednesday, July 5.

Thank you.

~~cc:~~ Mr. Gordon C. Strachan

MEMORANDUM

6

Date July 6, 1972
From RITA E. HAUSER
To Bob Haldeman

The attached piece is the first of a series in New York Magazine that I am getting planted to demonstrate that McG. is in deep trouble in New York State.*

By my calculation, McG. cannot win the Election without New York, and he won't carry it because we will make extraordinary gains with the Jews. I think RN will come close to breaking even with the Jews. In addition, we'll pickup heavily from other Ethnic groups.

With John's, and I presume Clark's OK, I am spending a great deal of time on this front here in New York. Max Fisher talks to me daily, so he is in close concert with our efforts. We will wind up with think pieces in leading journals, such as Commentary, praising Nixon ...something even I have to confess I would never have believed possible.

To hold this kind of vote, tho, it is important to hit the opposition in a decent way. Hit hard at McG. but on the issues and not the man.

Hope to see you soon. Best to all.

Rita

* Trust you saw Evans, Novak, Joe Alsop on the Jewish vote - also our effort.

THE CITY POLITIC

BY MICHAEL KRAMER

McGOVERN IS LOSING NEW YORK

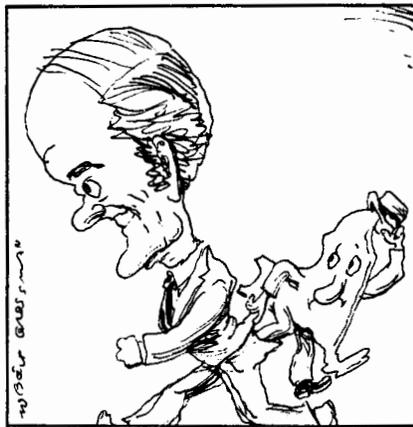
"Beyond our wildest dreams" was the way George McGovern described his New York primary performance a few weeks ago. In a more than unusually perverse political season that has witnessed primary victories labeled "psychological defeats" and defeats termed "moral victories," an uncritical unanimity echoed McGovern's hyperbole. Even the press, this time, conceded a victory to McGovern's victory—an unavoidable ratification, since McGovern was essentially running unopposed.

The nomination now assured, McGovern is planning for the general election. Not surprisingly, New York figures prominently in his plans. With the South all but counted for Richard Nixon four months before the election—although McGovern will make a perfunctory effort there, and probably will do slightly better than is now predicted—the Northern industrial states will again provide the battleground for the Democrats. These, and most importantly New York, *must* be held for McGovern if he is to have a chance to work his quiet magic on the Republican heartland.

But despite primary-night euphoria, George McGovern is in trouble in New York come November. A close inspection of McGovern's statewide totals, and an analysis of a few instructive congressional-district races (undertaken independently by the WCBS-TV News Poll, directed by Earl Ubell, and by the Institute of American Research, acting exclusively for *New York*) reveal serious problems for McGovern among the state's ethnic voters.

In the forefront of the ethnic defectors are the Jews. McGovern spent more time in New York temples than an Israel-bond salesman, but still couldn't shake the underlying suspicion among many Jews that he was "soft on Israel." As late as March 2, 1971, two months after he announced his candidacy, McGovern suggested that Jerusalem be "internationalized," a position he only recently jettisoned in favor of recognizing the Holy City as Israel's capital.

The rapidly spreading word on McGovern and New York's Jews—spread by McGovern's staff—is that the Senator has recovered from his dismal showing against Hubert Humphrey among California's Jews, and has buried, for good, fears of Jewish desertions in the fall. The electoral result buttressing this analysis is the two-to-one margin claimed for McGovern



in the city's Jewish neighborhoods, a claim confirmed by the *New York Post* election survey and repeated in *Newsweek* magazine. Two-to-one is true, but a victory it's not.

While a two-to-one ratio in the primaries may be good with some voting groups—and obviously will always produce a landslide if carried through with all voters—two-to-one with New York's Jews would seem to guarantee a McGovern disaster in November. Jews represent approximately 16 per cent of the New York electorate, good for over one million ballots in a Presidential year. Jack Kennedy carried 86 per cent of the state's Jewish vote in 1960, Lyndon Johnson 92 per cent in 1964, and Hubert Humphrey (against the same man McGovern will face this time around) managed 87 per cent of the Jewish vote in 1968. If McGovern maintains his "victorious" two-thirds Jewish support in November, that 20 per cent drop from Humphrey's 1968 total will switch close to 420,000 votes, probably more than enough to give New York to Richard Nixon. After all, Hubert carried New York by only 370,000 votes four years ago, and Kennedy's plurality against Nixon in 1960 was just 13,000 votes greater. Two-to-one among New York's Jews won't be good enough for McGovern on November 7.

Even assuming McGovern will manage to pick up Jewish support in a head-to-head battle with Nixon, the recent congressional primary races suggest that there may well be a limit on Jewish support, hovering at about 75 per cent.

Al Lowenstein, himself a Jew, received 75 per cent of the Jewish vote against Representative John Rooney in their Brooklyn congressional primary contest—and lost. Bella Abzug, also

Jewish, watched Irish Bill Ryan walk away with over 60 per cent of her ethnic kin. Both Lowenstein and Abzug, among other reasons, apparently suffered, along with McGovern, from the belief that their positions on Israel were inadequate.

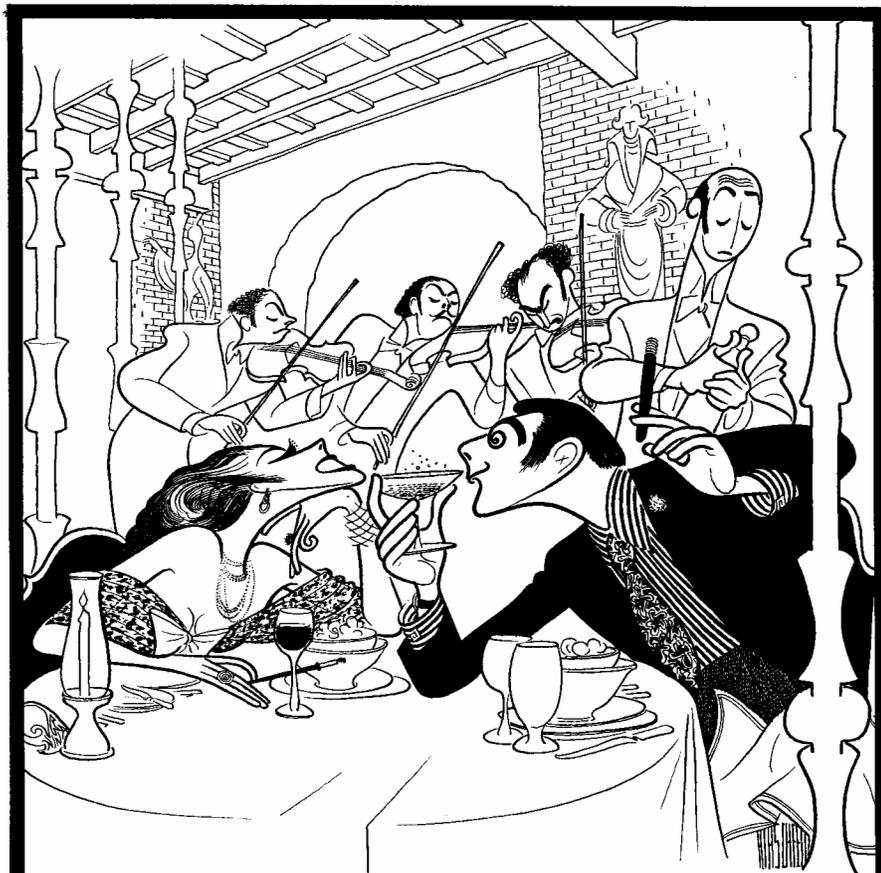
Another Brooklyn congressional race, between Bert Podell and Larry Simon in the city's most densely Jewish area, was even more interesting for McGovern's November prospects. Simon supported McGovern vigorously, never failing to link his candidacy with the Senator's. Podell, on the other hand, urged his constituents, before supporting McGovern, to see where the prairie populist finally came out on Israel—and Podell beat Simon by two to one.

Things Jewish are even worse than this for the Democrats. Consider Arthur Goldberg's 1970 gubernatorial challenge to Nelson Rockefeller. No one was more right, more often, on Israel than Arthur Goldberg, but he too garnered only 75 per cent of the Jewish vote. Whether New York's Jews are becoming more conservative, generally, is difficult to determine, although the storm signals from Forest Hills seem clear enough. The Lowenstein, Abzug, Simon and Goldberg defeats, coupled with McGovern's misleading two-to-one margin, hardly add up to an optimistic Democratic picture in New York.

And don't dismiss Richard Nixon, who certainly isn't sitting idly by waiting to pick up the pieces. The President has assiduously cultivated the nation's Jewish money-men while in office, recently capping his ongoing overtures with the deal guaranteeing F-4 Phantoms to Israel.

These signs indicate clearly that McGovern will be damn lucky to receive 75 per cent of New York's Jewish vote—and every 1 per cent lost to Nixon will switch 20,000 ballots, any politician's definition of serious trouble.

To compound all this: McGovern's New York problems lie as well with the state's Catholics, and particularly with its Italians. Republican inroads into the Italian vote have been steady at the national level, and dramatic in New York. Nine per cent of the New York electorate is Italian, and in 1968 President Nixon took 49 per cent of it. Conservative Senator Jim Buckley received 42 per cent in 1970 and Governor Rockefeller captured a remarkable 65 per cent in the same year. Locally, in the recent congressional primaries, Representative Rooney, a conservative



Have a Gala Gourmet Dining Holiday in four fabulous restaurants at El San Juan Hotel

from **\$2750** per person, per day,
double occupancy
(minimum 5 night stay) maximum rate \$32

Sun-filled days and fun-filled nights at Summer prices!* Full breakfast and gourmet dinner with unlimited choice of menu including steaks, chops and flambés, at *all four* fabulous El San Juan Hotel restaurants: **THE LEMON TREE** (informal breakfast & dinner); **FOUR WINDS & SEVEN SEAS** (exotic dishes, exotic setting); **BACK STREET-HONG KONG** (authentic Cantonese cuisine); **CLUB TROPICORO** (dining, dancing, headliner entertainment). Plus cocktail lounges, Olympic size pool, all-weather tennis courts, 18-hole championship golf course at our nearby El Conquistador Hotel & Club, spacious accommodations, all air conditioned, each with private balcony.

el san juan hotel
ON THE FINEST BEACH IN PUERTO RICO

*Effective April 9 to December 15, 1972.

See your Travel Agent or write or call El San Juan Hotel, 540 Madison Avenue, New York, N.Y. 10022. (212) 688-8815

For immediate confirmation of space, call us any time, without charge: 800-221-7410.

From New York State, call collect (212) 688-8815.

Lou Puro, Chairman of the Board • Sam Schweitzer, President

... Also visit our hillside of miracles, El Conquistador Hotel and Club, Las Croabas, Puerto Rico

in Democratic clothing, gained 84 per cent of the Italian ballots against Al Lowenstein, whose own brand of liberalism closely resembles McGovern's. With Rockefeller actively aiding Nixon, the President may well move toward the Governor's personal 1970 statewide Italian showing—and every 1 per cent increase over the 1968 Nixon total will net the President 10,000 votes.

Adding to McGovern's difficulties with the state's Catholics are his own ambiguous, and perhaps nonexistent, stands on abortion and aid to parochial schools. A delegation of local Catholic leaders led by Jim Miller, executive director of the New York Institute for Irish-American Affairs, met privately in mid-June with McGovern campaign braintruster Frank Mankiewicz and urged, at the very least, a firm McGovern statement supporting parochial aid. What they got instead from the head of the McGovern-in-waiting were a few platitudes, but no platform. "It's typical of McGovern," says Miller. "He doesn't support anything that he thinks is unconstitutional." A lot of Catholics, including New York's 7 million, believe that helping their schools is about as constitutional as you can get. McGovern's calculated inattentiveness will not be easily forgotten.

In contrast with McGovern's non-program is the President's widely publicized opposition to legalized abortion and support of parochial aid—two policy positions being carefully orchestrated by the White House's resident Jesuit priest, Dr. John McLaughlin.

Nationwide, the Gallup Poll reports significant Catholic movement to Nixon, whose 1968 Catholic performance was close to 50 per cent. A 10 per cent increase would mean 2.5 million votes nationwide—votes largely concentrated in states McGovern must win: New Jersey, Pennsylvania, Illinois and, of course, New York. Queens Democratic leader Matt Troy, the most vocal propagator of these figures, says flatly that without a Catholic running-mate, McGovern hasn't a prayer in November.

New York's McGovern delegation to the National Convention is overweighted with women, youth and blacks. But New York's Catholics and Jews are not about to stop thinking of themselves as minorities—and McGovern is inexplicably ignoring them.

It is unlikely that Mrs. Martin Luther King Jr. will again tour black areas for McGovern in a white Rolls-Royce as she did in Watts. But unless McGovern quickly learns some other lessons in ethno-religious politics he may well lose New York and survive only to set back liberal politics for years by becoming—yes, and after all—the Barry Goldwater of the left.