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46	37	4/5/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: a summary of the Campaign Strategy Group's meeting the previous day to discuss various campaign topics. 3 pgs.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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April 5, 1972

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MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

SUBJECT: Campaign Strategy Group

At the meeting of April 4, the following subjects were discussed:

Primary Campaign Plans. Jeb Magruder reviewed the plans for the remaining primary states which he had discussed with you last week in Florida. The Group was in agreement with the strategy pursued thus far in the primaries and with the activities planned for the primaries yet to come.

Busing. The point was raised that the President's announcement on busing had not yet had the desired effect of pre-empting the positions of the Democrats. In the South, the Southern Democratic Governors are attacking the President on the point that nothing was done to stop busing in the south, but as soon as it moved to the north, it is immediately halted, with no relief to the south. Furthermore, the second part of the President's program, which is increased Federal aid to improve the quality of schools, is perceived to be the funneling of more Federal tax money into the northern urban ghettos. At the same time, the liberal Democrats, campaigning in the northern primaries, are attacking the President for a reactionary position which threatens to roll back the clock to the separate segregated school systems which existed before 1954. It was the feeling, particularly of Mr. Finch and Mr. Dent, that an adequate job was not being done in seizing the initiative on this vital issue.

Advertising Program for the Mexican-American Community in California.

Phil Joanou presented recommendations for conducting a pilot program in the California primary to determine whether selected elements of the Mexican-American community could be influenced to vote favorably for the President in the general election. Advertising, direct mail

telephoning would be focused on a selective basis to the higher income segments of this community. The effect during the campaign would be measured by public opinion surveys on the pre-selected sample group. It was the feeling of the Strategy Group that such a program would represent a wise investment in determining which strategy should be followed toward this voter bloc in the fall campaign. The Re-Election Committee will therefore proceed to develop specific recommendations for your review and decision.

George Meany. Bob Finch raised the point that a major campaign issue was developing around the actions of George Meany and the other Union leaders in walking off the Pay Board. We should be doing the preparation now so that the issue can be used effectively in the fall campaign. For the next meeting, Bob Teeter will analyze available polling data on the public perception of Unions in general, and George Meany in particular.

George Wallace. At the next meeting, Bob Teeter will present an analysis on whether the President would be helped or hindered by the presence of George Wallace as a third-party candidate. Harry Dent suggested that a poll be taken in the Deep South to see whether Wallace's standing has improved as a result of his activities in the primaries. Bob Teeter will incorporate this recommendation in his second wave of polling to be conducted in June.

It was reported by Harry Dent that the people on George Wallace's staff do not get along particularly well with the leaders of the American Independent Party. These problems could obviously be overcome if Wallace decides to run again, but they do present a situation which was not present in 1968 when the American Independent Party was Governor Wallace's personal vehicle.

Miscellaneous. It was reported that the cross-over characteristic of the Illinois Primary was the result of a recent court suit rather than having been mandated by State law. It is possible that similar situations are pending in other primary states which could change the complexion of those races. Jeb Magruder will see that research is conducted on that point.

Murray Chotiner suggested that many early supporters of the President in California had not been included in the current structure of the Convention Delegation, or of the state Re-Election Committee. He suggested that a mailing be made to all of these people, inviting them to participate in this campaign. A special recommendation will be presented to you on this matter.

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William Buckley has stated that he will vote for the President in November. It was pointed out, however, that we must use great care not to employ that endorsement in the California primary because Buckley might publicly disavow it at that time.

Dick Moore suggested that we conduct some media advertising before the Democratic Convention in order to compete with the obvious attention which the Democrats will receive at that time. In the brief discussion which followed, the group was widely divided on that issue. It will be discussed in more detail at the next Strategy Group Meeting, at which Peter Dailey will conduct a discussion on the broader subject of preliminary ideas for advertising strategy in the general campaign.

JEB S. MAGRUDER

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