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<td>7/25/1972</td>
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<td>Campaign</td>
<td>Letter</td>
<td>From Joe Rivkin to Taft Schreiber. RE: Sonny and Cher. 1pg.</td>
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**RESTRICTION CODES**

A. Release would violate a Federal statute or Agency Policy.
B. National security classified information.
C. Pending or approved claim that release would violate an individual's rights.
D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.
E. Release would disclose trade secrets or confidential commercial or financial information.
F. Release would disclose investigatory information compiled for law enforcement purposes.
G. Withdrawn and return private and personal material.
H. Withdrawn and returned non-historical material.

FILE GROUP TITLE: APP

BOX NUMBER: 137

FOLDER TITLE: Activities for the President - 1972 [7/2]
Presidential Materials Review Board
Review on Contested Documents

Collection: President's Personal Files
Box Number: 137
Folder: Celebrities for the President - 1972 [2 of 2]

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July 25, 1972

Mr. Taft Schreiber
Universal Pictures
100 Universal City Plaza
Universal City, California 91608

Dear Taft:

As I explained to you regarding Sonny and Cher, timing was the way to handle these kids and it happened today. Sonny called me and I asked him point blank "who are you supporting?". He advised me President Nixon all the way.

I asked him if he would write a letter to President Nixon. He said he would and asked me to meet with him next week to plan the letter which I will do. I will have a copy sent to you.

Even though CBS has advised these kids not to get involved in politics, they will do great underground work in our behalf, as they are now strong for the Republican Party.

And remember, they were the first ones to give a party for McGovern, support him, and now want no part of him.

I feel there is going to be tremendous disenchantment among the young people all over the country, as I am getting great indications.

Will keep in touch.

Warmest regards.

Sincerely,

WILLIAM MORRIS AGENCY, INC.

Joe Rivkin

/jp