

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>
52	21	12/30/1970	<input type="checkbox"/>	Campaign	Memo	From the Staff Secretary RE: California Strategy. 1pg. Set 1/4.
52	21	12/30/1970	<input type="checkbox"/>	Campaign	Memo	From John R. Brown III to Robert Finch RE: California Strategy. 1pg. 2 copies. Attached note. Set 2/4.
52	21	6/1/1971	<input type="checkbox"/>	Campaign	Memo	From Bob Finch to RN RE: California Strategy (Action Memo P1214). 4pgs. Set 3/4.
52	21	4/28/1971	<input type="checkbox"/>	Campaign	Newspaper	"Reinecke Sketches Actions as Governor" - RE: Ed Reinecke and his campaign for state governor. 1pg.
52	21	4/27/1971	<input type="checkbox"/>	Campaign	Newspaper	"Reinecke 'bids' for governor's post." RE: Ed Reinecke and his campaign for state governor. 1pg.
52	21	12/30/1970	<input type="checkbox"/>	Campaign	Memo	From John R. Brown III to Robert Finch RE: California Strategy. 1pg.

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [doc. 108]	Action memo	From Klein to Butterfield RE: Democratic support by Ambassador's	1/8/71	C(Nixon)
N-2 [doc. 109]	Action memo	From Finch to The President. RE. California Strategy (Action memo P1214)	6/8/71	C(Nixon)
N-3 [doc. 110]	Action memo	From Huston to Haldeman, RE: Congressional Redistricting (P1219H)	1/4/71	C(Nixon)
N-4 [doc. 111]	Action memo	From Haldeman to Nofziger RE: attacking Democratic Friends (P1227H)	Dec 29, 1970	C(Nixon)
N-5 [doc. 112]	action memo	From Nofziger to Haldeman RE Log P1227H	1/9/71	C(Nixon)
N-6 [doc. 113]	Action memo	From Brown to Magruder. RE. Dec 31 News Summary, RE. Eyewitness News	1/4/71	C(Nixon)

FILE GROUP TITLE  
STAFF SECRETARYBOX NUMBER  
45FOLDER TITLE  
Action Memo File (P1200-P1250)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 G. Withdrawn and return private and personal material.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.

Presidential Materials Review Board

Review on Contested Documents

**Collection:** Staff Secretary  
**Box Number:** 45

**Folder:** Action Memo File (P1200-P1250)

<u>Document</u>	<u>Disposition</u>	
108	Retain	Open
109	Return	Private/Political
110	Retain	Open
111	Retain	Open
112	Retain	Open
113	Retain	Open

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.: P1214

Date: December 30, 1970

Time: 2:00 p.m.

FOR ACTION: R. Finch

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: January 5, 1971

Time: 2:00 p.m.

SUBJECT:

California Strategy

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

\_\_\_\_\_  
K. R. COLE, JR.  
For the President

December 30, 1970

~~CONFIDENTIAL~~

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By ijw NARS, Date 7/16/89

MEMORANDUM FOR:

ROBERT FINCH

FROM:

JOHN R. BROWN III

SUBJECT:

California Strategy

It was felt that your memo on California Strategy was an excellent analysis of the situation. It is requested that you follow through on the action items covered in your memo. In particular, it is requested that you report back on who is to be the individual to head-up our efforts in California.

Please submit a report on what actions are taken to comply with the above request.

Thank you.

cc: H.R. Haldeman  
A. Butterfield

CONFIDENTIAL

December 30, 1970

~~CONFIDENTIAL~~

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12958, Section 6-1.02  
By *afw* NARS, Date *7/16/83*

MEMORANDUM FOR:

ROBERT FINCH

FROM:

JOHN R. BROWN III

SUBJECT:

California Strategy

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A. Butterfield

~~CONFIDENTIAL~~

*(Handwritten mark)*

THE WHITE HOUSE  
WASHINGTON

6-3-71

TO: *Bruce Kehali*

FROM: JON M. HUNTSMAN

FYI \_\_\_\_\_

Comment ORIGINAL WAS  
given directly to the  
President. This copy  
is for your information.

\_\_\_\_\_ *(Signature)*

THE WHITE HOUSE

WASHINGTON

June 1, 1971

MEMORANDUM FOR THE PRESIDENT

FROM: BOB FINCH 

RE: California Strategy (Action Memo P1214)

Factual Summary

1. The recent public and private polls taken in California which I have forwarded to you show that the Presidential race would be very close or that we would lose the State against any major Democratic contender at the present time. On the other hand, McCloskey has not exceeded 9% against the President among Republicans in any poll.
2. The California State Republican Central Committee and County Committees are in bad disrepair with generally a very poor quality of membership and leadership. Good talent has been absorbed into national and state government. Volunteer organizations are equally impotent and increasingly dominated by the far right.
3. Intense maneuvering vis-a-vis 1974 races (Governor and Senator) is going on by Reinecke, Younger, Flournoy in particular with a prejudicial effect in terms of fund raising, organizing and carrying the state for the President in 1972.
4. Against this background and the present vacuum of activities on behalf of the President, key members of the Governor's staff have been making contacts among corporate heads, party officials and prominent personalities in the following areas:
  - a. Seeking staff and speakers to support the Governor's welfare reform proposals as against the Administration.
  - b. Holmes Tuttle (after two meetings with the Governor) contacting prominent personalities with regard to servng on the Delegation.

- c. Calls from Bob Walker with prominent leaders saying "the Governor's office will run the campaign--Finch to have nothing to do with it" and discussions on his part as to who might be city and county chairmen in the Presidential campaign.

(Specific examples of the above with names, places and dates can be provided to support these contentions)

#### Recommendations

1. A decision should be made as soon as possible for a Nixon Advisory Committee headed by Firestone or someone else (clearly loyal to the President and acceptable to Reagan) to send out the broadest possible mailing for "Friends of Nixon" in California-- getting people signed up with their indicated areas of interest and a chance to offer suggestions and comments. These lists are organized and ready to go and I believe the mailing should go forward immediately after the wedding. The Governor should be notified of the action just prior to the mailing but without any option to veto. This organizing committee should include the Governor and all appropriate elected Republican officials in California as well as the key "fat cats" and "movers and shakers." It should not include members of the White House staff or Cabinet from California. Wives of such key persons on the Federal payroll might be listed on the organizing committee.
2. The Governor in his key position as Chairman of the Delegation should be asked to submit some names he would like to have considered for the Delegation. At the same time, all other statewide officials should likewise be asked to submit names, i.e., Younger, Reinecke, Flournoy and Priest, as well as Congressmen, Monagan, Seantor Marler, State Chairman Livermore, Vice Chairman Luce and Ralph Rosedale, head of the County Chairmen's organization. These names could be considered for both Delegation and organizational purposes.

3. It should be made clear to Reagan and other key elected officials that he is not to head the Presidential campaign in California, even in a so-called honorary capacity. The President, in other words, will run his own campaign in his native state. If he is allowed to be "Honorary Chairman," his staff will take this as having the franchise for the whole campaign itself.
4. Movement should begin immediately following the mailing to put in place new blood as acting county and city Nixon chairmen, i.e. Russell Green, Forrest Shumway, etc.

#### Finch Role

In connection with his general campaign assignments, it should be made clear that Finch will have input in political decisions and campaign personnel affecting California. After discussion with the President, it has been concluded that since RHF is a possible 1974 candidate, he should not again serve as state chairman as the '74 implications would be counterproductive to the '72 effort. There have been discussions about Finch working with or chairing a small advisory strategy committee which I think from the standpoint of "overview" ought to be implemented as soon as possible. It would be anticipated that Finch would have a very important responsibility in helping select city and county chairmen which are the critical spots to be filled in carrying California.

Finch should campaign heavily and publicly, particularly between the convention and the election in California, as well as nationally, in those areas where he can be of assistance among youth, minorities, etc.

#### Present Status in California

We have a small beachhead operation tied to the Kalmbach law firm where John Flanigan is serving as a volunteer, working with various groups like Waller Taylor, George St. Johns, Fred Martin and others, in compiling lists, but without authority to take any definitive action at this time.

Immediate Recommendation

There should be a meeting as soon as possible with the President, Attorney General, H. R. Haldeman and Robert H. Finch to discuss.

If agreement along these lines is reached, another meeting with HRH, Kalmbach and RHF should be set for June 11 to implement.

Firestone will be here for Patricia's wedding and, if agreed, Mitchell could provide marching orders to Firestone and Kalmbach at that time.

cc: Attorney General  
H. R. Haldeman

Pomona, Calif.  
Progress-Bulletin  
(Cir. D 40,063 - S 40,742).

APR 28 1971

Allen's P. C. B. Est. 1888

## Reinecke Sketches

### Actions as Governor

WASHINGTON (UPI) —California's lieutenant governor promises frequent meetings with students if elected to the state's top office.

"If I were governor, I would try to have periodic—perhaps once-a-month—meetings with students," Lt. Gov. Ed Reinecke told a news conference this week.

"They know I am perfectly willing to talk about any subject."

Reinecke, 47, was picked by Gov. Ronald Reagan as his lieutenant governor and has become the Reagan Administration's chief ambassador and spokesman to California youth.

Mc-hopes to succeed Rea-

gan who has declared he will not seek re-election in 1974.

The governor, he said, suffers from a "lack of communication" with students, partly because of security problems and partly because of a lack of time.

"The governor is a very compassionate man, even if he doesn't read that way," Reinecke said. "I have not been painted all one color, as the governor has."

Reinecke said he did not differ with Reagan philosophically but that he "might differ" on methods. As an example, he told of his activities on campuses.

In discussing his political chances, Reinecke said other potential Republican gubernatorial candidates are Houston Flournoy, state controller; Robert Finch, presidential adviser; and Evelle Younger, state attorney general.

He said that Younger was the "better financed," Flournoy the "biggest vote getter" and Finch the "most popular."

San Pedro, Calif.  
News Pilot  
(Cir. 6XW 15,514)

APR 27 1971

Allen's P. C. B. Est. 1888

Reagan declines re-election

## Reinecke 'bids' for governor's post

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He said that Younger was the "better financed," Flournoy the "biggest vote getter" and Finch the "most popular."

Among Democrats, he mentioned Rep. Jerome R. Waldie who has announced he will run.

"And Sam is always there," Reinecke said, referring to Mayor Sam Yorty of Los Angeles.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 30, 1970

CONFIDENTIAL

DETERMINED TO BE AN  
ADMINISTRATIVE WORKING

E.O. 12065, 1/4/77 5A 6-102

R. J. [Signature] 7/16/82

MEMORANDUM FOR:

ROBERT FINCH

FROM:

JOHN R. BROWN III *JRB*

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