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FILE GROUP TITLE: STAFF SECRETARY

FOLDER TITLE: Chron - February 1973 [42]

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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.
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F. Release would disclose investigatory information compiled for law enforcement purposes.
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Collection: Staff Secretary  
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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 14, 1973

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:  MR. H. R. HALDEMAN
FROM:  BRUCE KEHRLE
SUBJECT:  JFK's PR

The February 14 News Summary contained the following note:

-- Thompson (of Hearst's) says if RN saw the Harris poll rating last 6 Presidents, "he also realizes the public often judges its Pres., on the basis of illusion and emotion rather than reality and substance." He points out JFK led in all categories except one, in which RN "nosed him out in foreign affairs." The results constitute just about the most incredible misjudgment of history and the presidency I have ever come across," says Thompson, adding it shows how "poorly informed the people must be." Altho Thompson knew, liked, and admired JFK, it's beyond his belief to think he was the best Pres. of the last 30-40 years.

Referring to the above, especially the underlined portion, it was noted that this shows the effectiveness of JFK's P.R. (of course, helped by the association). This is the point of the Fairlee book.
THE WHITE HOUSE
WASHINGTON
February 7, 1973

MEMORANDUM FOR: H. R. HALEDEMAN
FROM: BRUCE KEIRL
SUBJECT: 1973 White House Political Budget

On January 1, the source of financial support for the White House shifted back to the RNC from the Committee to Re-elect the President.

Because of the RNC's financial situation, the money used to support the White House account will actually come from the Committee to Re-elect; however, George Bush and Maury Stans have requested a budget estimate so that they know how much money is to be transferred.

I've contacted Bill Henkel, Bill Simmons, Dick Howard and Art Schmer to cover their financial needs for 1973.

Since the President's travel schedule has not been finalized and we are working under a new staff structure; I asked each of the people submitting budget estimates to use 1971 -- the last non-election year -- as the basis for their 1973 estimates. The estimated and actual figures for 1970, 1971 and 1972 are included at Tab A.

The estimates for each of the five categories are as follows:

1. Presidential and First Family Travel -- This estimate is based on the assumption that there will be six major trips that cannot be reimbursed by appropriated funds or local sponsors. Also, for the purpose of estimating advancement related costs, we have assumed two Presidential trips a month for a total of 24. Our policy has been to pay all of the expenses for political trips and only the advancement portion for non-political trips. It is especially important that we stick to the second part of this policy because our appropriated funds for travel are no longer fungible. The estimate for 1973 is $225,910; broken out as follows with details included at Tab B:
2. Staff Support -- The total of $100,000 will go for reimbursement to staff members who carry out political business for the President. Bill Timmons, John Dean, Anne Armstrong, and Bill Baroody will be receiving most of this money.

3. Mailings -- The $450,000 figure for mailings may be a little high; although we are still receiving bills for political mailings which would put the actual figure for 1972 far above the $513,000 figure listed at Tab A. This account includes expenses for mailings, information retrieval and updating of mailing lists.

4. Vice President -- The figure for Vice Presidential travel is based primarily on a review of 1971 -- the last non-election year.

5. Old Campaign Expenses -- I've also included a $50,000 figure for campaign '72 expenses which are still coming in.

This budget does not include White House polling expenses which should be handled in another manner.

Last year, we were very open and honest about the actual amount of support provided. Prior to that point, we always underestimated the RNC budget figures for the psychological advantage it provided while at the same time knowing that the bills would be paid. With George Bush now at the RNC, we ought to be honest about the actual budget and I recommend that you approve these budget figures. I will cover them with him along with the system of accounting and disbursing funds which we have been using.

APPROVE ___________________ DISAPPROVE ___________________

OTHER ______________________
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<td>200,000</td>
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<td>1. First Class Travel</td>
<td>95,000</td>
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<tr>
<td>(Include advance costs)</td>
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<td>2. Telephones</td>
<td>100,000</td>
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<td>3. Vice President's Travel</td>
<td>12,000</td>
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<td>Total</td>
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This account was set up to pay expenses of 76 employees during 1971. We should use the same type of account to pay expenses of 72 employees which will come in over next year too.

The difference between actual and estimated for this account is about $10,000.

In 1971, all expenses were charged to the 1971 account as listed above.

The expenses were charged against the 1971 account and paid by the C.A.O.

Note: The expenses were charged against the 1971 account and all 1971 expenses were charged against the 1971 account and paid by the C.A.O.
POLITICAL BUDGET
1973

Gifts $ 50,000.00
Photo $ 10,250.00
Advanceen Costs 1 34,560.00
Amen Air Transportation 2 19,200.00
Crowd Raising 3 43,500.00
Hotel 4 7,500.00
Event Expenses 5 37,200.00
Office Supplies 6 4,800.00
Transportation 7 18,900.00
$ 225,910.00

1. Advanceen Costs
   Hotel $ 35.00
   Auto 25.00
   Personal/
   Misc. 30.00
   $ 90.00 x 4 Advanceen x 4 days $ 1440.00
   Estimate 24 domestic trips x $1440 =
   $ 34,560.00

2. Advanceen Air Transportation
   Assume $200, average roundtrip x 4 advanceen x
   24 trips = $19,200.00

3. Crowd Raising
   Handbills $ 4,000.00
   Telephones 750.00
   Radio, TV 1,500.00
   Misc 1,000.00
   $7,250.00 x 6 crowd raising events = $43,500.

4. Hotel
   20 staff x
   $40.00 = $ 800.00
   Function Room Rental = 250.00
   Food $10. x
   20 = 200.00
   $1,250.00 x 6 overnights = $7,500.00
5. **Event Expenses**
   - Audio/Visual: $2,500.
   - Hall rental: 1,200.
   - Misc (colors, ushers, etc.): 2,500.
   - Total: $6,200. x 6 events = $37,200.00

6. **Office Supplies**
   - 200 x 24 trips = $4,800.

7. **Transportation**
   - S'76 15 hours @ $1,130. = $16,950.
   - Helicopters 7-1/2 hrs @ $260. = 1,950.
   - Total: $18,900.
February 6, 1973

MEMORANDUM FOR: H. R. Haldeman
FROM: Bruce Kehrl
SUBJECT: Mort Allin's Birthday

Tomorrow, February 7, is Mort Allin’s 32nd birthday. I talked to Pat Buchanan today about his staff and he indicated that Mort was a little discouraged at this point in time and that a phone call from the President would do wonders in terms of his morale.

Mort's, as you know, is a thankless job and anything we can do to keep his morale up is appreciated.

Attached is a phone call recommendation.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 3, 1973

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: PAT BUCHANAN
BILL BAROODY

FROM: BRUCE KEHRLI

SUBJECT: McGovern

It was requested that you note the following from the February 3 News Summary:

-- McG remains an "enormous potential resource" for GOP and must be kept in public life and nudged toward his splinter party, says (Jeffrey) Hart.

cc: H.R. Haldeman
Chuck Colson