

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>
53	47	10/25/1972	<input type="checkbox"/>	Campaign	Memo	From Price to Nixon RE: "Recommendations for Kentucky Rally Speech" 3pg
53	47	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Price to Nixon RE: "Recommendations for Long Island Rally Speech" 5pg
53	47	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Price to Nixon RE: "Recommendations for Long Island Rally Speech" 5pg

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [DOC # 147]	memo	Price to RN re: "Recommendations for Kentucky Rally Speech".	10/25/72	C
N-2 [DOC # 148]	memo	Price to RN re: "Recommendations for Long Island Rally Speech".	10/18/72	C

FILE GROUP TITLE **STAFF SECRETARY** BOX NUMBER **135**

FOLDER TITLE **Presidential Speeches September 1972 - December 1972 [I]**

RESTRICTION CODES

- | | |
|---|--|
| <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> 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 G. Withdrawn and return private and personal material. H. Withdrawn and returned non-historical material.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: 135

Folder: Presidential Speeches September 1972 - December 1972 [I]

<u>Document</u>	<u>Disposition</u>
147	Return
148	Return Private/Political

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 25, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: RAY PRICE *RPJ*
SUBJECT: Recommendations for Kentucky Rally Speech

Paralleling the soundings we took for the Long Island visit, my staff have contacted Louie Nunn and Arch Moore, Senators Cooper and Cook and Kentucky Re-elect Chairman Gene Goss for advice about your remarks in Ashland.

All expressed the feeling that your themes in recent campaign talks would be most appropriate and well received in this setting. But they also appealed for at least passing mention of some specialized local issues. Unemployment and energy problems (coal) head the latter list.

Among the preponderantly Democratic miners, your signing of the Black Lung Relief Act is evidently a very strong crossover incentive. Nunn and Goss recommended issuance of a statement on steps to implement the program. Applicants for black lung benefits number upward of 100,000 in Kentucky and West Virginia together. We will prepare a statement on this.

A new State tax has priced Kentucky coal out of the market of late; Nunn says he spoke to you of this recently; there seems to be nothing specific which you could say on the matter, however.

The Statewide telecast in Kentucky should help in Louisville County, weakest area for Nunn and for you, Cook says.

He adds that some mention of this year's record tobacco prices, and tobacco's generally good record since 1969, would go over well Statewide: almost two-thirds of all Kentucky's farms grow some tobacco.

What to say about Nunn: Cooper's line is that Louie was "the best Governor of Kentucky during my lifetime," great experience, high integrity, persuasive and forceful, and is running at John Sherman's personal urging. (Bill Timmons feels Nunn would be helped if you tied him to Cooper, a very popular figure. "Nunn will carry on in Cooper's great contributions, etc.")

West Virginia: Arch Moore says that if this is to be the sum total of your campaign effort for that State, no mention whatever of West Virginia would be preferable (for him) to some passing mention which could be harped on as a slight by what he called "vicious press." He added that whatever you say to stroke Kentucky interests will probably touch many of West Virginia's problems anyway.

Opposition effort in West Virginia has featured two visits by McGovern, one by Shriver, and 11 Senators. RN will do well in the State, Moore said, and stated he wished gubernatorial balloting could be held today.

Moore stressed Appalachia's concern over unemployment. September rate for his State as a whole was about the national average, but the Huntington-Ashland area is closer to 7 percent. "Home to job" mass transportation is an attractive subject in the area at present, he says. Mention of the Federal commitment to transit might be appropriate; also recall that Tricia and Volpe were in Morgantown, W. Va., Tuesday to open an experimental transit system.

Some highlights of the individual comments were: Cooper: An H. R. 1 veto, if it comes, will hurt RN badly in this region and possibly defeat Nunn. Veto will "scare hell out of millions.

Nunn is scared to death. If the President comes down here after that veto, his reception will be colder than a well digger's. . . ."
Emphasize peace efforts in Vietnam, Soviet Union, People's Republic of China; hit amnesty; hit the big spenders but don't castigate all Congressional Democrats as such.

Nunn: In Louisville there is much hope that University of Louisville will be designated a River Grant College by RN under the new Water Pollution Act. Cook concurs. Both hope you sign H. R. 1.

Goss: Emphasize concern for follow-through on Black Lung relief.

####

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 18, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: RAY PRICE *RPJ*
SUBJECT: Recommendations for Long Island
Rally Speech

We have solicited the thoughts of about a dozen individuals who would be particularly in tune with the New York State and Long Island situations. Governor Rockefeller, Senators Buckley and Javits, Bill Casey, Burdell Bixby, and Nassau County GOP Chairman Joseph Margiotta are among those contacted.

The advice is of course very diffuse, but some points of consensus emerge.

There is wide agreement that you would touch a most responsive chord by stroking Nassau-Suffolk community pride and economic interests with an announcement on the trip that OMB is designating these counties as a new, separate Standard Metropolitan Statistical Area in their own right. (Their 2.5 million combined population exceeds all U.S. cities but New York, Chicago, and Los Angeles.) Rockefeller and both Senators are very strong for this, and Cap. Weinberger has it ready to go. The announcement could be made in a press statement, to which you could allude near the beginning of your remarks. We're working up a statement; my own recommendation would be that it just be issued in written form.

Defense and aerospace unemployment, centering on Grumman's troubles, places high on everyone's list of major local issues. A reassuring but nonspecific indication of your awareness of this situation and of the government's intention to help out is generally felt to be imperative for inclusion in the rally remarks. Since Grumman lost out to North American Rockwell in the space shuttle competition, there has been considerable White House effort expended to help keep them from going the way

of Lockheed, including staving off of Navy orders for more F-14 jets on a contract on which the firm loses \$2 million per plane, and, on the positive side, some space shuttle subcontracts which helped to prevent layoff of 300 engineers and which may become Grumman's entering wedge for a bigger share of the work later in the shuttle program. Your references to all this, it is recommended, should be limited to code-word remarks about strong defense and easing the transition to a peacetime economy.

September polling data, summarized on the attached sheet, also points up our relative weakness on the jobs issue in Long Island. Issues bunched at the top in this survey were Vietnam, inflation, crime and drugs, and taxes. But it is the "pride in our values, stand up for America" theme, more than any of these specifics, which Rockefeller, Javits, Buckley, Casey, Margiotta, and in-house people emphasized most. This tracks with your own instructions to the surrogates last week. Some material along these lines is included in the preliminary remarks by John Andrews.

Margiotta notes that Nassau County is about half Catholic and more than one-fourth Jewish, and that many Dems are coming over in response to your patriotism-religion-work ethic emphasis.

Selected comments from some of the people we contacted are as follows:

Rockefeller: work the patriotic themes hard; show how the various foreign policy achievements fit into a single pattern for peace; dramatize the tangible local benefits of revenue sharing, especially better law enforcement and safer streets.

Buckley: sketch out the next four years in terms of shift from works of war to works of peace and increasing focus on domestic needs; express concern for the environment (water bill veto may be a sore point up there); boost Reps. Jim Grover, John Wydler, and Norm Lent (the latter active in POW concerns).

Javits: voice concern for spread of urban ills to suburbs and outline our efforts to prevent this, especially with respect to crime and drugs; begin by saying that when in Long Island you are talking to

all of New York, so you will speak broadly (Buckley favored a more parochial focus); "about Margiotta, tell the President he tries to be a prototype of Russell Sprague. "

Gordon Gooch (NY regional director under Malek at CRP): Nassau effort under Margiotta organization is very strong blitz, CRP largely deferring to him; Suffolk election efforts relatively poor -- no bouquets for Chairman Schwink; Conservative Party and Dems for Nixon are hurting GOP lower on the ticket -- a boost from RN for the GOP assembly candidates and for a large voter turnout would help a lot; reference to "peace everywhere in the world -- Vietnam, Middle East, and Ireland" would be invaluable in cementing many potential Irish supporters; the Coliseum will be full of "peripheral urban ethnics, " and this is ideal Nixon country. Give praise to Rockefeller.

Bill Casey: this is a homeownership area, school taxes are out of sight, and a word on property tax relief would go very well; important Jewish swing vote will respond favorably to mention of quota issue and work ethic; these people are self-made, consider themselves Long Island's "pioneer stock. "

Don Rodgers: praise Rocky's achievement in building a broad-based majority in New York, of the type we now seek nationally; outline an economic future with work for everyone who wants it; pay special attention to employment problems of technical and professional people; Nassau GOP is conservative and heavily Italian; in addition to Margiotta, Country Exec Ralph Caso should be praised.

Bill Gifford: talk about moral and religious values as at Italian picnic, not about Grumman subcontracts.

Bixby: law and order is a big issue; McGovern's permissiveness widely feared.

Margiotta: the issues are set and RN is far ahead;(2-1 margin early this month, no sign of slippage); "complacency is now my biggest concern;" this visit is vital to keep momentum up and get out the vote; RN liked in county as responsible, moderate leader -- McGovern seen as too far out; Nassau issues as he sees them -- taxes and spending very

important, Vietnam all in RN's favor, busing not hot but overwhelmingly opposed, amnesty a very vulnerable point for McGovern, RN's summits and peace achievements highly approved.

In addition to the attached remarks, I'm having some selected lines and passages pulled from your other campaign speeches.

#####

Attachment.

POLLING DATA

New York State

* Vietnam and inflation are by far the most important issues, according to 1701 polls from September 5-9.

* Clustered behind in importance are drugs, unemployment, crime and taxes.

* Among uncommitted voters, unemployment ranks as a very important issue.

* On ability to handle the issues, RN receives a negative on only unemployment and taxes. McGovern has a positive rating on unemployment, and scores better than RN on taxes and drugs. RN far ahead on all other issues.

Nassau/Suffolk County Area

*1701 polls show Vietnam top issue. Not far behind are inflation, taxes and drugs.

* On ability to handle the issues, RN is far ahead on everything except unemployment: there he has a 49-48 positive rating, while McGovern comes in at 46-40 positive.

* Nassau County Chairman Joe Margiotta disagrees with 1701 polls. His own data from Oliver Quayle and his personal surveys convince him that RN is so far ahead on Vietnam that it is no longer an issue.

* Margiotta's data shows that taxes and inflation are the top issues.

Connecticut

*1701 polls from Sept. 5-11 show Vietnam, inflation and unemployment the top issues.

* Clustered behind are drugs, taxes and crime.

###

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 18, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: RAY PRICE *RPJ*
SUBJECT: Recommendations for Long Island
Rally Speech

We have solicited the thoughts of about a dozen individuals who would be particularly in tune with the New York State and Long Island situations. Governor Rockefeller, Senators Buckley and Javits, Bill Casey, Burdell Bixby, and Nassau County GOP Chairman Joseph Margiotta are among those contacted.

The advice is of course very diffuse, but some points of consensus emerge.

There is wide agreement that you would touch a most responsive chord by stroking Nassau-Suffolk community pride and economic interests with an announcement on the trip that OMB is designating these counties as a new, separate Standard Metropolitan Statistical Area in their own right. (Their 2.5 million combined population exceeds all U.S. cities but New York, Chicago, and Los Angeles.) Rockefeller and both Senators are very strong for this, and Cap Weinberger has it ready to go. The announcement could be made in a press statement, to which you could allude near the beginning of your remarks. We're working up a statement; my own recommendation would be that it just be issued in written form.

Defense and aerospace unemployment, centering on Grumman's troubles, places high on everyone's list of major local issues. A reassuring but nonspecific indication of your awareness of this situation and of the government's intention to help out is generally felt to be imperative for inclusion in the rally remarks. Since Grumman lost out to North American Rockwell in the space shuttle competition, there has been considerable White House effort expended to help keep them from going the way

of Lockheed, including staving off of Navy orders for more F-14 jets on a contract on which the firm loses \$2 million per plane, and, on the positive side, some space shuttle subcontracts which helped to prevent layoff of 300 engineers and which may become Grumman's entering wedge for a bigger share of the work later in the shuttle program. Your references to all this, it is recommended, should be limited to code-word remarks about strong defense and easing the transition to a peacetime economy.

September polling data, summarized on the attached sheet, also points up our relative weakness on the jobs issue in Long Island. Issues bunched at the top in this survey were Vietnam, inflation, crime and drugs, and taxes. But it is the "pride in our values, stand up for America" theme, more than any of these specifics, which Rockefeller, Javits, Buckley, Casey, Margiotta, and in-house people emphasized most. This tracks with your own instructions to the surrogates last week. Some material along these lines is included in the preliminary remarks by John Andrews.

Margiotta notes that Nassau County is about half Catholic and more than one-fourth Jewish, and that many Dems are coming over in response to your patriotism-religion-work ethic emphasis.

Selected comments from some of the people we contacted are as follows:

Rockefeller: work the patriotic themes hard; show how the various foreign policy achievements fit into a single pattern for peace; dramatize the tangible local benefits of revenue sharing, especially better law enforcement and safer streets.

Buckley: sketch out the next four years in terms of shift from works of war to works of peace and increasing focus on domestic needs; express concern for the environment (water bill veto may be a sore point up there); boost Reps. Jim Grover, John Wydler, and Norm Lent (the latter active in POW concerns).

Javits: voice concern for spread of urban ills to suburbs and outline our efforts to prevent this, especially with respect to crime and drugs; begin by saying that when in Long Island you are talking to

all of New York, so you will speak broadly (Buckley favored a more parochial focus); "about Margiotta, tell the President he tries to be a prototype of Russell Sprague. "

Gordon Gooch (NY regional director under Malek at CRP): Nassau effort under Margiotta organization is very strong blitz, CRP largely deferring to him; Suffolk election efforts relatively poor -- no bouquets for Chairman Schwink; Conservative Party and Dems for Nixon are hurting GOP lower on the ticket -- a boost from RN for the GOP assembly candidates and for a large voter turnout would help a lot; reference to "peace everywhere in the world -- Vietnam, Middle East, and Ireland" would be invaluable in cementing many potential Irish supporters; the Coliseum will be full of "peripheral urban ethnics, " and this is ideal Nixon country. Give praise to Rockefeller.

Bill Casey: this is a homeownership area, school taxes are out of sight, and a word on property tax relief would go very well; important Jewish swing vote will respond favorably to mention of quota issue and work ethic; these people are self-made, consider themselves Long Island's "pioneer stock. "

Don Rodgers: praise Rocky's achievement in building a broad-based majority in New York, of the type we now seek nationally; outline an economic future with work for everyone who wants it; pay special attention to employment problems of technical and professional people; Nassau GOP is conservative and heavily Italian; in addition to Margiotta, Country Exec Ralph Caso should be praised.

Bill Gifford: talk about moral and religious values as at Italian picnic, not about Grumman subcontracts.

Bixby: law and order is a big issue; McGovern's permissiveness widely feared.

Margiotta: the issues are set and RN is far ahead;(2-1 margin early this month, no sign of slippage); "complacency is now my biggest concern;" this visit is vital to keep momentum up and get out the vote; RN liked in county as responsible, moderate leader -- McGovern seen as too far out; Nassau issues as he sees them -- taxes and spending very

important, Vietnam all in RN's favor, busing not hot but overwhelmingly opposed, amnesty a very vulnerable point for McGovern, RN's summits and peace achievements highly approved.

In addition to the attached remarks, I'm having some selected lines and passages pulled from your other campaign speeches.

#####

Attachment.

POLLING DATA

New York State

* Vietnam and inflation are by far the most important issues, according to 1701 polls from September 5-9.

* Clustered behind in importance are drugs, unemployment, crime and taxes.

* Among uncommitted voters, unemployment ranks as a very important issue.

* On ability to handle the issues, RN receives a negative on only unemployment and taxes. McGovern has a positive rating on unemployment, and scores better than RN on taxes and drugs. RN far ahead on all other issues.

Nassau/Suffolk County Area

*1701 polls show Vietnam top issue. Not far behind are inflation, taxes and drugs.

* On ability to handle the issues, RN is far ahead on everything except unemployment: there he has a 49-48 positive rating, while McGovern comes in at 46-40 positive.

* Nassau County Chairman Joe Margiotta disagrees with 1701 polls. His own data from Oliver Quayle and his personal surveys convince him that RN is so far ahead on Vietnam that it is no longer an issue.

* Margiotta's data shows that taxes and inflation are the top issues.

Connecticut

*1701 polls from Sept. 5-11 show Vietnam, inflation and unemployment the top issues.

* Clustered behind are drugs, taxes and crime.

###