

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	52	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Kehrl to Higby RE: "Election Eve at the White House" 6pg

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [DOC 44]	Memo	From Kehrl: to Higby Re: Election Eve at the White House	10/12/72	C
N-2 [DOC 45]	Memo	From Kehrl: to Malek, Re: Points to be made Re: Staff Secretary	11-22-72	C
N-3 [DOC 46]	Memo	From Kehrl: to Weinberger Re: Candidates For the Job of Chief Executive Clerk in the White House OFFICE	9-16-72	C

FILE GROUP TITLE **STAFF SECRETARY** BOX NUMBER **150**

FOLDER TITLE Staff Secretariat

RESTRICTION CODES

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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.</p> | <p>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 G. Withdrawn and return private and personal material.
 H. Withdrawn and returned non-historical material.</p> |
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Presidential Materials Review Board

Review on Contested Documents

Collection: Staff Secretary

Box Number: 150

Folder: Staff Secretariat

<u>Document</u>	<u>Disposition</u>		
44	Return	Private/Political	
45	Retain	Close	Invasion of Privacy
46	Retain	Close	Invasion of Privacy

N-1

THE WHITE HOUSE

WASHINGTON

October 12, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: LARRY HIGBY
FROM: BRUCE KEHRLI *BAS*
SUBJECT: Election Eve at the White House

After a couple of preliminary planning meetings with the people at 1701 on what they'll be doing and what they'll be able to provide for the Election Eve coverage, we came out with the following:

1. For actual results of the Presidential and other elections nobody is going to beat the networks. This is also true as far as projections which they will be doing using polling data gathered over the weekend prior to the Election, turn-out data in key districts, and early results.
2. Herb Klein and Bob Finch have some type of a phone call program that they did in 1968 and 1970. They call various pols around the country to come up with readings on how things are going in that particular area.
3. Most of the emphasis at 1701 is to watch the networks closely and try to get someone inside to get the information before they broadcast it.

Based on the fact that the President will be travelling cross-country, Gordon and I came up with the following proposed schedule of information in the order that it will be available.

1. Turn-Out -- From key cities or counties in areas where the turn-out can be used as a prediction of the results. The research people at 1701 will give us recommendations on this.
2. Straw Polls Outside of Polling Booth in Key Areas -- The general reaction to this at 1701 was negative, we would need too many people in order to make it worthwhile. Supplementing this we could make calls to key pols in a given number of areas, getting their readings.

3. Actual Results -- Here again the networks have the best and quickest information, although we have ordered a UPI wire which will come out with an accurate update of the Presidential and key Congressional races every 45 minutes.

The Committee is going to have their control center at the hotel rather than at 1701 and we'll need to resolve whether communication should come from them or directly here. Some of the information will obviously have to be analyzed and Chapin's suggestion -- I agree -- is to have Teetor either over there or here and at least one of his people here to take a look at the information after it's analyzed. The raw data will go to him for analysis and then be sent over.

I think the best way to handle the communications is to set up a system similar to that which we have on speech follow-up. That is to have some girls here with direct lines either out in the country or through the control center at the hotel. Have three people monitoring the networks (one each) and have one person monitoring the wire machine.

Another question is whether we want to generate phone calls from his friends and get reactions from people he respects out in the field? I think this should be included.

I'd appreciate any thoughts you have on this before we make a final proposal. We're waiting for some information from 1701 on just exactly how many key cities or districts will provide relevant information. There's obviously going to be a hell of a lot of information floating around and we're going to have to distill it quite a bit. Since you "were there" in 1968 do you have any thoughts?

THE WHITE HOUSE

WASHINGTON

October 12, 1972

ADMINISTRATIVELY CONFIDENTIAL

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(5)
Personnel

WILLIAM JEFFERIES (JEFF) MANN
4464 Park Avenue
Memphis, Tennessee 38117

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901/684-1731
Office: 901/362-4786
901/362-4431

PRESENT OCCUPATION

Vice President, Sales and
President Franchise Division
Holiday Inns, Inc.

PERSONAL DATA

Age: 38 - April 14, 1933 - Memphis, Tennessee

Married - Louise Slater Mann

Children - Louise Slater Mann 12
Susan Jefferies Mann 10
Elizabeth Ladson Mann 9
William Jefferies Mann 7

Health - Excellent
6' - 0" - 180 pounds

EDUCATION

University of Oklahoma, BBA, 1956
College of Business Administration
College of Architecture

STUDENT ACTIVITIES

President of Sigma Chi Fraternity
President of Student Senate
Battalion Commander of NROTC
O.D.K.
Member: Young Republican Club

BUSINESS EXPERIENCE

Holiday Inns, Inc.
3742 Lamar Avenue
Memphis, Tennessee 38118
901/632-4001

Vice President since 1960
President (Franchise Division) since 1968

Responsible for originating, organizing, planning, developing and managing the licensing activities of Holiday Inns, Inc., a diversified company with approximately seven hundred million dollars in sales for 1971. The Franchise Division is responsible for over seventeen million dollars in profits from its United States and world-wide operations. There are over 1,300 open and operating Holiday Inns in more than 31 countries. There are an additional 500 projects either under construction or planned in the United States and an additional 35 countries. This division has direct control over the company's world-wide expansion. It also assists in diversification programs, legislative work, long range financial plans, as well as marketing programs for other divisions. We have had extensive business negotiations and travel in more than one hundred countries in addition to every city within the United States.

MILITARY SERVICE

1951 - 1956 Cadet - University of Oklahoma NROTC
1956 Ensign - Naval Supply School - Athens, Georgia
1957 - 1958 Lt. Jg. - Supply Officer - USS Iowa

CIVIC AND SOCIAL AFFILIATIONS

President - Phoenix Club - Memphis, Tennessee (1965)
President - Better Business Bureau (1969-1970)
Member - University Club
Director - Boys' Club of Memphis
Director - Sales Executives Club of Memphis
First Vice President - International Franchise Association, Washington, D. C.
Board of Governors - Boston College

CHURCH: Christ Methodist, Memphis, Tennessee

HOBBIES: Tennis
Handball
Travel