

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
36	7	n.d.	Memo	J. Parker to Charles Rhyne re: Listening posts and Speak to Nixon-Agnew Program status report, with attachments. 11 pages.
36	7	09/21/1968	Memo	Craig Truax to Charles Rhyne re: Status report of campaign as of September 20, with attached breakdown by state. 5 pages.
36	7	09/25/1968	Memo	Wuerthner to Citizen's Staff, RNC Staff, New York Staffs, Citizen's field operation and GOP Leaders re: progress report on enlisting 5 million volunteers, with attachments. 5 pages.
36	7	09/19/1968	Memo	Pat Hitt to Women for Nixon-Agnew re: October 19 being designated National Nixon-Agnew bumper strip day. 1 page.
36	7	10/09/1968	Other Document	Telegram: Simmons Fentress with Nixon re: Nixon finances. He says his net worth in 1967 was \$250,000, wants to know how it doubled since then. 1 page.
36	7	n.d.	Memo	Kevin Phillips to Len Garment re: Last four weeks strategy with appendix. 8 pages.

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36	7	n.d.	Memo	Kevin Phillips to Len Garment re: Wallace, HHH and the need for an RN second offensive. 4 pages.
36	7	10/07/1968	Memo	Rose Mary Woods to Haldeman re: turning down Duggan and St. Louis Invitation. 1 page.
36	7	n.d.	Memo	Herb Klein to Haldeman re: congratulatory call to Al Kaline. 1 page.
36	7	10/03/1968	Other Document	Rose Mary Woods transcription of telegram from Kermit Roosevelt re: finding jobs in Administration. 1 page.
36	7	10/09/1968	Memo	Rose Mary Woods to Nixon re: call from Gov. Rockefeller's office about Agnew's appearance at Conservative Party fundraising dinner, with attached Rockefeller telegram. 3 pages.
36	7	n.d.	Other Document	Draft of Nison's MT Governor Babcock endorsement tape. 1 page.
36	7	10/08/1968	Memo	Ellsworth to Haldeman re: plan for HHH to confront Nixon along the campaign trail to challenge him to a debate. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
36	7	10/07/1968	Memo	Haldeman memorandum of conversation with Pat Hitt, regarding status of HHH campaign from inside informant. 4 pages.

## MEMORANDUM

*Small  
Summary.*

TO: Charles S. Rhyne  
 FROM: J. Parker  
 SUBJECT: Weekly Report

The first of a thousand Listening Posts was established in the Willard Hotel during this week. As a result of publicity generated in more than 12 newspaper articles, three radio stations and two television stations in the Washington, D.C. area more than 20 people per day have been recording messages to Mr. Nixon. Our goal of establishing 1,000 Listening Posts throughout the nation was commenced with a starter kit which is a complete "how to do it yourself" which has been mailed to three hundred state and county Citizens" and G.O.P. chairmen. To date, we have established 123 Listening Posts. In addition to this mail-out, we have sent starter kits to:

New York City	50
Westchester County, New York	50
Florida	50
Indiana	30
California	15
Tennessee	10

Our goal in the Speak to Nixon-Agnew Program was to conduct 39 programs by September 20; to date, we have conducted 42 programs in 23 states. The results from 26 of these programs have been an average of 23 column inches of text, six square inches of photographs for a total of 27 column inches. There was an average of 6 1/4 minutes of television, ten minutes of radio with 103 audience participation and 30 messages recorded per program.

We were able to furnish our own panelists which included three United States Senators, four governors, two lt. governors, four congressmen, a general, a distinguished author, 12 popular entertainers, 16 candidates for congress and two ambassadors.

Our 23 field representatives have established 116 Nixon Clubs, 4 mobile units and conducted 5 special ghetto programs -- in Washington, D.C., Chicago, Los Angeles, New York, and Detroit.

An examination of 21 of the 26 programs has resulted in 712 interviews audited which showed that 20% of those who spoke, spoke on law and order issues, 19.9% on domestic issues, 10.9% on fiscal policy, 31% on foreign policy and 18.4% on other issues.

To establish our community antenna television participation program, this effort when approved should result in the organization of 200 cable systems servicing more than 11 million voters with an unlimited number of cable casting hours.

The expenses for the above programs have averaged under \$400.

*J. Parker*

Spokane to Almond-Agland  
SEPTEMBER 10 - 20

TOWNS REPORTED CITIES\*

CITIES	POSSIBLE	NEWS	TELEVISION	RADIO	AUDIENCE	REVENUES
REPORTED	COPIES	PHOTO	RECORDED	STATION		
39	42	176	9760	15,270	2700	770
			(2 3/4 hrs)	(4 1/4 hrs)		

AVERAGES, REPORTED CITIES\*

[39	39	42	23	6	21	375	370	105	20
						(6 1/2 min)	(10 min)		

\* 26

\* 24

September 21, 1968

MEMORANDUM

TO: Charles S. Rhyne

FROM: Rodger Kesley

SUBJECT: Weekly Report

General Operation:

1. Expense reports were received from the fieldmen, processed, and approved. Their checks have been written and wired directly to them.
2. Received the signature machine and checked the security of its installation
3. Ordered and received continuous form stationery and printed envelopes to be used for Mr. Nixon's personal acknowledgement letters.
4. Established a system with the Controller's office for expediting expense checks
5. Contacted and obtained personalities to serve as panelists for our first 36 programs
6. Sample acknowledgement letters are presently being written and will be ready for approval shortly
7. Received air travel credit cards and business cards for fieldmen (additional cards are being ordered for new staff members)
8. Ordered letterhead, however, this has not been delivered due to a change in administrative personnel appearing on the letterhead
9. Had lock on the closet in Room 305 changed for security purposes
10. Received permission and obtained additional rooms for storage of tapes and other material -- Rooms 243 and 221

Page two  
Memorandum to C.S.R.  
September 21, 1968  
Weekly Report

11. Hired additional staff, both volunteers (4) and salaried (3), to fill vacancies incurred by changes in personnel
12. Changed the physical layout of our offices to establish a more effecient operation
13. Presently having an intercom system installed for more effecient communication within our separate offices
14. Set up a schedule for weekly staff briefings

LISTENING POST ACTIVITY REPORT

Week Ending September 21, 1968  
George F. Haney, Coordinator

The Listening Post program demonstrated its publicity-getting value last week when the first of 1,000 Posts to be established across the country was formally opened in the lobby of the Willard Hotel. Largely as a result of the publicity generated in a dozen newspaper articles and by newscasts on major radio and television stations in the Washington, D. C. area, more than 20 people per day have been coming to the Willard to record a message to Mr. Nixon. When our goal of 1,000 Listening Posts throughout the nation is reached, and if each of these Posts is even half as successful as our first, at least 10,000 messages per day will be pouring into Nixon-Agnew Headquarters from Listening Posts around the country.

To facilitate the establishment of these Listening Posts by local volunteers, Starter Kits, complete with "how to do it" instructions, samples, and display materials, have been sent to all State Chairmen of Citizens organizations, all Nixon-Agnew Clubs, and to another 300 individuals suggested by the State Chairmen. The Chairmen are currently being solicited for thousands of additional names of people they feel might be willing and able to set-up and operate a Nixon-Agnew Listening Post.

The geographical distribution of the Listening Post Kits sent out so far is fairly even throughout the 50 states, except for the following concentrations:

New York City	50
Westchester County, N. Y.	50
Florida	50
Indiana	30
California	15
North Carolina	10
Tennessee	10

*George F. Haney*



September 20, 1968

MEMORANDUM

To: Jay Parker

From: Arthur J. Collingsworth

Subject: Participation Politics Issue Feed Back

An examination of 712 taped interviews during the last week has resulted in the following issue feed back. The sample considered includes interviews from twenty-one cities in twenty different states and the District of Columbia.

<u>ISSUE</u>	<u>PER CENTAGE</u>
LAW AND ORDER	
GENERAL	5.5%
CRIME AND FEAR	3.7%
CAMPUS UNREST	1.7%
CIVIL DISOBEDIENCE AND RIOTS	3.7%
LAW ENFORCEMENT AND POLICE	4.4%
SUB TOTAL	20.0%
FISCAL POLICY	
GENERAL	3.3%
INFLATION	2.3%
BALANCED BUDGET	1.3%
TAXES	3.0%
OTHER	1.0%
SUB TOTAL	10.9%
DOMESTIC	
GENERAL RACIAL, URBAN AND DOMESTIC	5.5%
RACE RELATIONS AND CIVIL RIGHTS	3.0%
URBAN PROBLEMS	1.3%
POVERTY PROBLEMS	2.0%
SOCIAL WELFARE	1.7%
OTHER	3.7%
SUB TOTAL	19.9%
FOREIGN POLICY	
GENERAL	7.8%
VIETNAM	16.2%
PUEBLO	1.7%
FOREIGN AID	1.0%
ARAB ISRAELI CONFLICT	1.0%
COMMUNISM	2.0%
CZECHSLAVAKIA	1.3%
SUB TOTAL	31.0%

<u>ISSUE</u>	<u>PER CENTAGE</u>
OTHER	
GUN CONTROL LEGISLATION	6.6%
PROBLEMS OF YOUTH	2.0%
DRAFT	4.4%
LOWER VOTING AGE	4.4%
LABOR MANAGEMENT RELATIONS	1.0%
SUB TOTAL	18.4%
GRAND TOTAL	99.3%

TO: J. PARKER, DIRECTOR, DIVISION OF PARTICIPATION POLITICS

FROM: TOM GHERARDI, COORDINATOR, SPEAK TO NIXON-AGNEW

REPORT OF OPERATIONS, SEPTEMBER 10 -20

From the first, it has seemed appropriate to measure the success of the entire Speak to Nixon-Agnew project by four yardsticks: (1) the "presence" of our programs in diverse population centers throughout the United States and among all of the social and political segments represented in those centers, (2) the publicity that each individual program generates for our candidates and for the proposition that "Nixon and Agnew listen to the people," (3) the participation of voters in our unique program format, and (4) the costs of the results achieved. I am pleased to be able to report that our first ten days of programs have surpassed even our fondest hopes for success in presence, publicity, participation, and cost.

1. "Presence" Thirty-nine Speak to Nixon-Agnew programs had been scheduled in thirty-nine cities. Forty-two were conducted. Popular and press attraction of the programs is detailed below, but it should be noted that citizens, state and local political leaders, and panelists have been phoning to express their great interest in our programs as means of overcoming the disappointment and apathy that generally characterize the cities in which the candidates are not scheduled to make personal appearances during the campaign.

Very large cities To compensate for the dilution of "presence" that is to be expected in sprawling metropolises, special programs (including mobile listening posts, man-on-the-street interviews, and radio telethons) have been used in New York, Chicago, Miami, and Los Angeles. Similar variations are planned for Detroit, Cleveland, Milwaukee, and other cities. Washington, D.C. is being used as a "control" area, programs already being conducted in locations as diverse as the luxurious Tyson's Corners Shopping Center in Virginia and Northwest 14th Street in the District.

Campuses Campus "presence" seems essential to overcoming student apathy, antipathy, or reluctance to associate with any candidate. We have developed, and on September 23rd will begin to implement, a twenty-five-campus Speak to Nixon-Agnew tour that will be aimed at generating campus press and participation as well as at establishing RN presence in academia.

Ghetto areas The special problems encountered in establishing a presence in black population areas are being circumvented to some extent by what we have denominated "liquid" taping programs - those that take any size or shape necessary to bring RN's concern for black sentiment home to the ghetto resident in an appropriate manner. Washington, D.C., Chicago, Los Angeles, and New York are cities where such "liquid" programs as "black is beautiful" street-corner taping sessions, etc., are presently in operation. More are planned.

Foreign countries Through the good offices of former Ambassador Farland, Speak to Nixon-Agnew programs have reached into South and Central America, where resident United States citizens, as well as concerned Latins, have been given the opportunity to "Speak to Mr. Nixon!" More foreign programs will be arranged whenever possible.

2. Publicity The press, radio, and TV coverage of our programs has been generated exclusively through the efforts of our field personnel (Participation, Politics Representatives). It has been superb. The theme "Nixon and Agnew are listening to the people" has reached prime newspaper pages, prime radio and TV time, in every section of the country during our first ten days. The "column inches" and "photo area" statistics presented in the accompanying charts, though amazing in light of the lack of media experience of our field men, still do not tell the whole story: for those inches often represent front page, editorial page, or feature page coverage. (A scrap-book of news clippings is being assembled and will be available by September 24th.) Radio coverage has ranged from brief community calendar notices to ninety-minute talkathons featuring our field man or panelist. At least one program received live coverage,

while many others were taped by local stations and rebroadcast. In all radio time for the programs reported here amounts to four hours, 15 minutes. TV coverage of our programs has been very good. Feature reports broadcast during early and late evening newscasts make up the bulk of the 2 hours, 45 minutes of TV time reported here.

It should be noted that all media coverage figures included in this report are conservative, and are based upon clippings or broadcast time estimates of our field men. A clipping or monitoring service might prove a wise investment, since we presently have no way to keep track of coverage received after our field man leaves town immediately after his program.

3. Participation Participation is only a partial index of a program's success, but the attendance of voters, celebrities, and panelists at Speak to Nixon -Agnew events has been outstanding in all but three cities thus far.

Audience One hundred to one-hundred-fifty persons is the number we originally fixed upon as optimum for an audience participation event of the "Speak to" variety. Local circumstances, including the size and location of the meeting hall, as well as its exposure to pedestrian traffic, influence the actual audience size for each program. Thus, our average audience of 105 persons is well within the range of our optimum audience goals.

Celebrities and panelists It became apparent early in our project that we would have to attract celebrities and panelists ourselves. Literally hundreds of man-hours have been consumed by our own Coordinators in our effort to secure distinguished or popular personages to "front" our events. Thus far three U.S. Senators or former Senators, four Governors or former Governors, four Congressmen or former Congressmen, a General, a distinguished author, a dozen popular entertainers or sports figures, and many local officeholders and candidates.

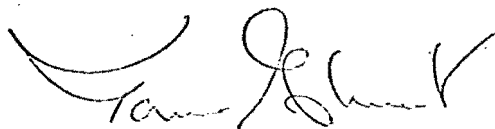
and candidates have given their assistance.

Taped messages Our average of thirty taped messages recorded per program indicates some success in overcoming the timidity with which many persons approach a microphone. With the average message lasting almost two and one half minutes, programs average seventy-five taping minutes, plus introductory time, pauses, etc., or just over one and one half hours.

4. Costs Preliminary estimates indicate that each city "Speak to" is costing between three and four hundred dollars in all. No costs have been incurred for advertising or securing media coverage; the greatest bulk of our costs being living and travelling expenses of our field men and panelists.

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In closing this report, I want to acknowledge the excellent support of Rodger B. Kesley throughout this period. Although he is "Coordinator of the Response Center" by title, he has been indispensable as troubleshooter and resident expert on planning and promoting "Speak to Nixon-Agnew."



Thomas G. Gherardi  
Coordinator, Speak to Nixon-Agnew

TO: CHARLES RHYNE, CHAIRMAN  
FROM: CRAIG TRUAX  
DATE: 21 September 1968  
SUBJECT: STATUS REPORT AS OF SEPTEMBER 20

General Comment

This week has been spent pushing problem areas. I have urged our field representatives in the strongest terms to establish a working relationship with the New York Co-ordinators not only to get better results, but to insure that the National Campaign does not appear to be confused or two-headed. This will be worked out. I am also phoning each regular State Chairman on a courtesy-touch base format. Reaction good so far.

The two big complaints are: (a) No cash on hand at the State level as yet. This, because of the late convention and contest, is natural. I am encouraging them to use their credit or borrow funds. (b) The allegations of poor performance by our material supplier. This will resolve itself.

On the favorable side, the "Wallace" influence in the Northern states is not unduly detracting our forces from doing work for Nixon and from remembering that HHH is the opponent. In the deep Southern region, our leadership is taking a generally positive attitude and is not trying to wrestle with Wallace on his terms (Negro).

During the coming week, we should put heat under state level leadership by:

1. Sending a letter from RN to all county chairmen in the U.S. The letter would brag on state leadership, and suggest that we are pleased that state leadership has gotten the campaign down to the county level.
2. Send a letter from you, the candidate or Mr. Mitchell, to every precinct committee member in the United States, bragging on their state and county leadership -- and enclosing a small pamphlet outlining our campaign theme and programs.

This is mechanically possible. Lists can be gotten within 72 hours via a request from Mitchell's office or by Ray Bliss. This move would hold state and county leadership responsible for moving programs downward toward the people -- and get them off the business of having paperwork flow upward to create a good impression. The voters at the National Headquarters level are already in the "committed" category.

The States:

ALABAMA No serious problems reported. Have directed field man to set up key people and communications system on standby basis so that we can move if Wallace fumbles.

ALASKA No field report. Our man will not go there unless he is directed by you or Mr. Mitchell's office.

ARIZONA No specific report this week. Bob King is scheduling it for next week. Will work with Dick Kleindienst.

ARKANSAS Campaign headquarters opened Friday this week. Celebrity Tex Ritter present. Ran into a Feely-Wheeler material problem, but it is resolved. Our field man will report fully on Monday. No problem reported.

CALIFORNIA Bob King doing a good job. New York apprised of all important developments. A northern and southern "executive director" have been employed. State is being organized at intermediate and county levels at least on paper. Immediate dollar investment is needed. Our man pushing specific programs such as clubs, etc. All personalities are talking with each other.

COLORADO: No specific report. Wes Phillips will go in next week. His main problem has been Washington state.

CONNECTICUT:

DELAWARE: No problems. Clayton Harrison still in hospital with ulcer condition. I can report better when I have talked with him about the Wilmington area. He is a man of good judgment.

D. C. No real activity yet, although a full time executive director is expected to be appointed next week. The major problem is money. Urge UCNA National Headquarters talk on special project to make the Caiotl City look like Nixon City. Urge an immediate meeting on this with local leadership. If asked, I will make the pitch, and give the follow-up push.

FLORIDA: Factional problems not serious because people are working. Programs moving at Congressional District and county level. Our man reports outstanding convention bills are making a cash-on-the-line operation necessary in Dade County. Strom Thurmond is going to speak in northern Florida. Okay, but don't overdo it. The big vote in there is more moderate. We are stressing organization of all ethnic groups.

GEORGIA: Activity in urban areas. Not much in rural counties. The state has asked for Agnew. If they will buy him a TV hookup, I recommend a visit. We will push for statewide contacts in all communities via trade and professional groups, etc. The switch of key Democrats, of course, helped. Please have NY shop give sufficient thought to the advertising appeal in Georgia and similar states. Our leadership is awaiting guidance. Our UCNA PR shop is working on this. A statewide seminar is scheduled to explain all UCNA programs to regional and county leaders.

HAWAII: No report. Our man will not go there unless directed. Bob King does need name of Fong's top man there on campaign.

IDAHO: Phillips reports state okay. Has it on schedule for next week.



- ILLINOIS: No adverse reports. Urgent that materials and programs be pushed into smaller downstate towns and counties to stir up maximum election day strength. There is good co-ordination reported between the state and national campaigns. Lindsey is coming in. We will tie a Negro activity event to this on the theme of Nixon's black capitalism approach. I defer analysis to Dick Wylie.
- INDIANA: Reports good. Programs beginning to move. State chairman is running thin on money. He has a statewide TV budget of about \$100 per week. Barely got it on the line for this coming week's schedule. He is pleading for speakers to hit major cities to raise money at \$50 and \$100 dinners. Please give priority to this. Have we an issue survey on the Lake industrial belt? Harry Andrews, WIBC Radio farm program director in Indianapolis wants to help, and probably should be called by the NY shop. He might touch base with other such media men in the midwest for us. A survey taken for the Saturday Evening Post in Vanderburg County (Evansville) is favorable. Except for 1960, it has followed national trend since 1900.
- IOWA: No problem noted. A representative of Governor candidate Bob Ray is confident and says the campaign will be unified.
- KANSAS: No adverse reports. Sketchy information. Will check out completely.
- KENTUCKY: Our man will go in this week. My info only hearsay. Governor Nunn in charge.
- LOUISIANA: Relationship okay with regulars. We will set up through trade groups, etc., a complete statewide group to take advantage of any break we get. Defer to Fred LaRue.
- Maine: Morale good and response good. Women and Youth programs moving. County set-ups in progress. They are using a "listen-in" approach at fairs.
- MARYLAND: The lateness of a decision on a chairman generated several do-it-yourself groups. They are pulling back together. Full time executive director appointed. Critical shortage of materials at community level. This corrected. Once again, Feely-Wheeler a block. Suggest Agnew host meeting with all key Maryland leaders soon and pour out his heart: "I have to be all over and you must do this. I need you. Do a job we can all be proud of." In terms of organization, Mrs. Gore has top position in line authority. McCormick is enthusiastic, and will leave guidance from John Seney, an experienced man.
- MASSACHUSETTS: Reports are astonishingly good. Volpe is taking care of home base and Senator Quinlan is a fireball. State campaign offices take three hotel floors. Seven other headquarters being set up. Regional directors being named. Stress will be on personal canvassing activity. Their goal is to sign up 100,000 volunteers by October 14. This example should be used in the weekly bulletin.
- MICHIGAN: Natives restless by delay in formally selecting the state campaign leader. No real problem in view of abundant talent within state. I have been asked to meet with all concerned on Monday p.m. in Lansing and will do.
- MINNESOTA: Good shape. Rumor has it that the Minnesota poll this Sunday (22 September) will be encouraging. Campaign well co-ordinated.

- MISSISSIPPI: Defer to Fred LaRue. Our men are in, and our relationship is good. Once again, the need is to prepare a team in every county and town to take advantage of any break on the Wallace situation.
- MISSOURI: Heavy emphasis being placed on local and Congress-level campaigns which is a plus. Furor over our Citizen Chairman's endorsement of local Democratic candidates restricted to Kansas City area. No reports of serious factionalism. Urge use of top speakers to back up Nixon-Agnew visits. Best team would be John and Barbara Eisenhower. Danger: Once again, we may underrate the weight of St. Louis vote. Must move into that city with labor, Negro, civic leaders, etc.
- MONTANA: Okay. Small arguments resolving themselves. More dope next week.
- NEBRASKA: No adverse reports. Will have fieldman in next week.
- NEVADA: Good reports on Agnew visit and party unity. Bob King stuck with California this week, but will hit Nevada during the coming week.
- NEW HAMPSHIRE: Reports okay. No real factions. They say the Nixon Club movement has taken hold and is in good shape.
- NEW JERSEY: Okay. Skidmore, Case and regulars working together. All programs being pushed. Some money in sight. Meeting of Negro leaders from 11 cities held Friday, Sept. 10. Our man covered. Has Case been called by RN? The Washington Star said he had not in a Sunday, Sept. 15 column. Also named were Senators Pearson and Cooper. Check.
- NEW MEXICO: Okay. Delegation fight not going to do permanent damage. Romans and Mardian went in as a team. We need more of this. The new state chairman is good but will need someone to put up money so that he can show them that they have a state chairman. More details later.
- NEW YORK: John Gilhooley's big problem is money so that he can show action and move materials. Most of the pre-convention groups are willing to work within the recommended framework. If there are no objections, I want to get invited into New York this week. Important that our office gain credentials as a supporting team for their efforts, and not as G-2 operation. I will set up with them to mobilize outstate New York, without neglecting the city. Same in Pennsylvania. Will only go to New York if you approve. A small problem relating to a field man was resolved.
- NORTH CAROLINA: No problems. All leaders working together. Reports encouraging. In one area where they felt no one would take a Nixon bumper sticker because of Wallace, they got a shock. The things were in demand and they have asked for supply. This is being interpreted down there as a resurgence of RN strength and feeling is that RN now running ahead of Wallace with HHHH a poor third.
- NORTH DAKOTA: No report of activity. Partly our fault. We will push. My intelligence is weak here and it may be that they are doing a good job.
- OHIO: State Committee and Citizens (Sen. Grey) are running a merged operation with