

Richard Nixon Presidential Library  
Contested Materials Collection  
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4	23	2/11/1971	<input type="checkbox"/>	Campaign	Memo	From Colson to Bell RE: RN's request for political supporters in key states. 2 pgs.
4	23	2/10/1971	<input type="checkbox"/>	Campaign	Memo	From Colson to Haldeman RE: the debate as to whether Meany does or does not support Muskie. 1 pg.
4	23	2/9/1971	<input type="checkbox"/>	Campaign	Memo	From Colson to Haldeman RE: a proposal for a poll of blue-collar workers. 2 pgs.
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February 11, 1971

MEMORANDUM FOR:           GEORGE BELL  
FROM:                       CHARLES W. COLSON

The President has asked for a list of the real movers and doers in the 10 states which are key to us politically in 1972. These are: New York, Pennsylvania, New Jersey, Ohio, Illinois, Texas, California, Florida, Missouri, and Indiana. I would throw in Wisconsin for good luck.

The only way you will get these names is by direct inquiry and cross-checking in the states. I am sure that if you start calling around and talk to half a dozen people in each state there will be eight to ten names that will turn up on everyone's list.

In this particular exercise we are not concerned with friends and supporters. We are concerned with who the real, key people are in each state. They won't always be obvious. This will really require some digging and thoughtful analysis. Some of the names will be names from the list of 100 which you have already received.

We want people who make things happen. Just by way of example, Henry Salvatori in the California area is very important from a money standpoint, but I think when you start checking around, you will find that he is not a mover and that he has no real influence within the state. Conceivably a real up and coming State Senator could have more impact in getting things done than a big name, but semi-retired banker or editor.

Mr. Bell

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The mistake we all make in these kinds of analyses is to use our own judgment as to who we think should be important. We assume that because a person is the president of the largest bank in the state he has real influence, whereas, in fact, as an individual he may be a Salvatori type.

Please work on this as a priority item that we can go over on Wednesday.

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By ijw NARS, Date 10/26/81

February 10, 1971

CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES W. COLSON  
SUBJECT: Meany's Alleged Support  
for Muskie

Rockefeller's intelligence, which you reported to me, that Meany is lining up support for Muskie, I am convinced, is inaccurate. My own spies in New York (Brennan, for example), indicate the contrary. I think that Rockefeller simply wants to preserve his own "clout" with the New York unions and enhance his own importance to us. The fact is that our lines of communication in to New York (Brennan, Gleason, Calhoun, Van Arsdale) are better than Rockefeller's. Also, the loyalties of several of these people run more strongly to the President than they do to Rockefeller.

Apropos of this you might find the enclosed Riesel piece of some interest. I admit that I made a small contribution to it. Vic, however, has gotten intelligence from a variety of sources, all of which confirm the information I have been getting that, for the moment, Meany is very cool towards Muskie.

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12356, Section 1.1  
BY [Signature] NARS, Date 2/2/71

February 9, 1971

CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES W. COLSON  
SUBJECT: Middle America Poll

Attached is a proposal for a poll designed to explore in-depth attitudes and voting patterns among middle to lower-income white, ethnic, predominately blue-collar voters in six critical states. You might simply scan the research objectives, particularly 1-6 on page 3.

As you well know from previous memoranda, I believe that this is the most volatile segment of the voting population; that it is strategically located for 1972; and that with the proper understanding of this voting bloc, and the right effort on our part, we can make very significant inroads in what has traditionally been a heavy Democratic vote.

The reasons why we asked Becker to submit this proposal are:

1. They have done excellent work in the Northeast, where this poll is concentrated.
2. They have been a helpful resource to us, acting just as friends.
3. Becker and I have spent a lot of time discussing the general proposal and I know that he and his organization understand well what we are after.

I realize that the expense is significant - the cost will run between \$90 - \$115,000, depending on the option that we elect. I nonetheless feel that it is vital information that we don't have from any other source and probably won't obtain elsewhere. The importance of timing - that is, conducting the poll now vs. 1972, is that this is the kind of information we should have for exploitation over the next two years. It won't do us

much good next year to find out what we didn't do in 1971. Also, the closer we are to the '70 election the more valid will be some of the data.

This has been discussed with Derge, whose principal reservation is the use of a regional polling firm. I have also discussed it in-house with Finch, Grassmuck, Magruder and Rumsfeld and have factored in all of the suggestions and comments.

The obvious problem is money - the RNC does not have this available. If you think the poll is important enough, I think I can arrange payment in other ways than through the RNC polling budget. The principal question is whether we should do it. If the answer is affirmative I will try to work out the means.

cc: GEORGE GRASSMUCK  
JEB MAGRUDER

February 2, 1971

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES COLSON  
SUBJECT: Tom Cole

In accordance with your memo of the 21st, I have checked out Tom Cole with Flemming and Ehrlichman. He comes through with high marks for loyalty and diligence. He is not too much on the creative side but good on competence and loyalty.

The guy who orchestrates the TV remarks of people on the Hill will be using material we prepare here; basically he has to be a doer and I think Cole fills the bill. I have talked to him and he is interested.

Unless you recommend otherwise, I will proceed with the RNC and the campaign committees to line him up as the coordinator of the TV news service on the Hill.