

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>
8	46	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From Rose Mary Woods to Haldeman RE: Howard K. Smith's comments on the Republican National Convention. 1 pg.
8	46	7/13/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Chapin RE: planned speeches and other preparations for the Republican National Convention. 1 pg.
8	46	7/13/1972	<input type="checkbox"/>	Campaign	Memo	"Campaign Strategy Notes" from Haldeman revolving around key voting blocs and ethnic groups across the nation, as well as attack plans for use against McGovern. 2 pgs.
8	46	7/21/1972	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Flanigan RE: the proper way to solicit funds for the Republican presidential campaign. 1 pg.

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8	46	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to MacGregor RE: youth registration and its benefits for McGovern. 2 pgs.
8	46	7/26/1972	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Rose Mary Woods RE: thanks for a previous memorandum. 1 pg.

July 25, 1972

MEMORANDUM FOR BOB HALDEMAN

FROM ROSE MARY WOODS



Last Friday night I attended a dinner party at which Howard K. Smith was also present and he was talking about our convention. He thought it would be most interesting to everyone if we had prominent people from different ethnic and other groups make an appearance. In other words to show our people and let the world know that we do have them in our party -- that we are doing something besides trying to appeal to the WASP.

He also suggested that the better ones in this group should be introduced to say a few words and keep the meetings interesting.

Another thought he had -- it is a shame that the President and Vice President both speak on the same night. He supposed there was nothing that could be done about that since the President has to be last and we can't elect a VP nominee before the President is nominated -- but maybe both could be elected one night and the Vice President make his acceptance speech that night and the President the last night.

I have no idea who is in charge of the program for the convention and I am only passing these on for whatever - if any - interest they may be.

July 13, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: H. R. HALDEMAN  
RE: Convention Planning

The Convention plan should include a segment for speeches -- brief speeches -- by Democrats and Independents who will appear by invitation of the Convention management. These should include possibly John Connally, some Independents, youth, prominent Governors, Senators, etc., who will make the point that they have decided to support President Nixon's reelection because of the outstanding job he has done because of his trip to China and Russia, because he can't take McGovern, etc.

This should include the maximum number of Democrats, at least one Chicano, and only one Black, some Italians and Polish, one or two youth, but it should not go hog-wild on youth. It should be done as a solid hour in order to get impact.

If we do a telethon, we should include some Democrats on that also.

We might even want to consider a prominent Democrat for a seconding speech.

Don't let this idea get lost.

HRH:kb

## **CAMPAIGN STRATEGY NOTES**

**The Vice Presidential candidate, in making his acceptance speech should announce that he is going to begin the Campaign the day after Labor Day, that he hereby serves notice that he will ask one question a day every day for the entire Campaign of Senator McGovern. McGovern has left a lot of things unanswered and he expects to put this series of questions to him and then perhaps he would ask his first question right in the acceptance speech (this would be a follow-up to the Sears memorandum strategy suggestion).**

**There should be some discussion with Billy Graham on the Black situation. He is convinced that we can split it and has some ideas on how to deal with one of the two Black elements. One element is scared of the criminals' action and activity in this country and the other is the radical intimidating the first.**

**Lewis Saltsor, a Democrat in Ohio, has been asked to head the Nixon finance operations for Northern Ohio and has agreed to accept it.**

Marc H. Tanenbaum, a Rabi in New York who is head of the Department of inter-religious affairs of the American Jewish Committee, and also head of the Institute of the Human Relations, is ready to go all out for the President. At some point he should meet with the President. The first contact with him, however, should be made through Billy Graham. His phone number is 212 751-4000.

We need to stop all of the attacks on the press and on McGovern on any personal basis. All attacks should be made on a substantive basis.

HRH  
July 13, 1972

HRH:kb

#10/10/72

July 21, 1972

**ADMINISTRATIVELY CONFIDENTIAL**  
**EYES ONLY**

**MEMORANDUM FOR :                    PETER FLANIGAN**  
**FROM :                                 H. R. HALDEMAN**

**It has come to my attention that you approached Jack Mulcahy on behalf of two New York Congressmen for funds for their campaign. This is a practice that is simply not acceptable and must not be continued in the future.**

**Please make sure that all fund raising activities are directed through Stans' office.**

HRH:LH:kb:LH:pm

July 25, 1972

ADMINISTRATIVELY CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: CLARK MAC GREGOR

FROM: H. R. HALDEMAN

SUBJECT: Youth Registration

In studying the NEW YORK TIMES release of the Gallup Poll on youth, one lesson comes through loud and clear. It is imperative that we limit our registration efforts wherever possible, without announcing it as a tactic, to non-college youth. Of course, some registration of college youth should be done on a very selected basis, but generally speaking, the facts are clear that there is about a two-to-one chance that college youth will vote for McGovern. There is about an even chance that non-college youth will vote for us.

If the youth registration drive begins to be pushed by McGovern forces, every effort should be made to get them to direct that drive to non-college as well as college youth. As I understand it, our plan is to register youth selectively by finding out in advance which side they are on and then registering them. It is important that the question asked not be in partisan terms. Over half of all youths list themselves as independent rather than Republican or Democrat. Consequently, we should simply be asking the question of whether the individual is for McGovern or Nixon and then registering those who are for Nixon.

Our youth registration should be strongly limited to key states to the extent that that is practical, at least in the allocation of money and national resources. California is by a wide margin the first



priority here because of the much greater effect the youth vets will have. Also, we should concentrate on the big-state areas and the down-state areas of the target states where we might pick up support. Except for our token effort, concentrate on non-college, blue-collar youth among ethnics and, of course, those few who lean to our side because of their background in a Republican family.

The whole youth effort should be one that gets across the idea that youth will not be overwhelmingly in McGovern's pocket, that we have in the nation very substantial support among younger voters, and that we are going to get more as they learn what the issues are. In fact, something can be gained by pointing out that we are concentrating on registering all youth and that McGovern people are limiting themselves to the elite youth who have gone to college or who are in the colleges and universities.

cc: Chuck Colson  
Ken Riets  
Fred Malek

HRH:LH:kb:LH:kb

July 26, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: ROSE MARY WOODS

FROM: H. R. HALDEMAN

Thank you very much for the notes regarding your conversation with Howard K. Smith on the convention. I have given them to Dwight to work on. Certainly some of his points are valid and we've been trying to work on many of the same things. Should you have any additional thoughts, please don't hesitate to shoot them directly to Chapin.

bcc: Dwight Chapin *with attachment.*

HRH:LH:kb