

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>
10	2	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Price to Haldeman RE: his gratitude for sending along the Connally speech for Mutual radio, with the request that he read it carefully. 1 pg.
10	2	9/21/1972	<input type="checkbox"/>	White House Staff	Memo	From Price Jr. RE: an attached sample speech written so superbly that the President requests that the writing staff read it as a good example of a well done political speech. 1 pg.
10	2		<input checked="" type="checkbox"/>	Campaign	Other Document	From Connally to Mutual Broadcasting System RE:the cause of being a Democrat for Nixon. 8 pgs.
10	2	9/16/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Price RE: John Connally's hard-hitting speech to be given on Mutual Radio. 1 pg.

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10	2	8/30/1972	<input type="checkbox"/>	Campaign	Other Document	RE: A speech by Bakshian for Connally to give to Mutual Broadcasting radio. 7 pgs.
10	2		<input checked="" type="checkbox"/>	Campaign	Report	RE: inaccurate nationwide and New York ratings for both Connally and McGovern. Author unknown. 1 pg.
10	2	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the possibility of getting Teeter to do an updated election analysis. 2 pgs.
10	2	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the effectiveness of Tom Kuchel in doing some radio and television spots for Nixon in California. 1 pg.
10	2	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need to mention in the attack meeting not to have anybody speak of trying to run up a record vote or a landslide or a record mandate. 1 pg.

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10	2	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: a plan to send a Presidential wire to all chairman and state/local reelect committees to increase their efforts. 2 pgs.
10	2	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need to find out whether or not they have a candidate in Boggs' district. 1 pg.
10	2	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the status on the New York Overnights for the half-hour documentary on McGovern, the situation on the poll plan, and the status of the poll. 1 pg.
10	2	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: a copy of the last results of the national poll concerning issues. 1 pg.
10	2	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need for a revised list of the states they worry about being too close. 1 pg.

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10	2	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need for a revised list of states in terms of concentrating surrogates, etc.
10	2	10/13/1927	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need for another Blunt Poll and Rhode Island poll. 1 pg.
10	2	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need to prepare an advertisement pointing out that McGovern would like the United States to sell out on Vietnam. 1 pg.
10	2	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the supposed confusion of the Chotiner/Ehrlichman/McGovern contributor situation. 1 pg.
10	2	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the status of the endorsement letters to candidates needed by Monday. 1 pg.

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10	2	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Ehrlichman's memorandum entitled "The South: Politics and Issues" concerning poll data of all of the southern states. 1 pg.
10	2	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the confusion over Haldeman's input on the advertising decision before going to MacGregor. 1 pg.
10	2	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: whether or not Teeter fouled up the miscellaneous state polls. 1 pg.
10	2	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the locations of where the "Welcome McGovern" advertisements will run over the weekend. 1 pg.
10	2	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the "Get Out the Vote Telegrams" and the Congressional endorsement letters not being sent out until they undergo some sort of approval. 1 pg.

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10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: a close race in Massachusetts and the proposition for a "Welcoming George" credibility advertisement in every major city that McGovern appears in. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: their need to be ready to attack once McGovern's Vietnam address is given. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: a complete schedule of future fieldwork between this date and the election. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the plan to drop several questions from the weekend poll and replace them with a whole Teeter series on corruption. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the question as to where the updated Senate Race sheet is. 1 pg.

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10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Teeter's bad decision to poll California right away. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: unacceptable advertising that is to be pulled out of the attack group in that it has nothing to do with composition. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: their updated list of outstanding projects to be completed. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need to obtain a copy of McGovern's Vietnam policy speech. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: thoughts on how the White House is to be set up on election night. 1 pg.

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10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the Senatorial and Gubernatorial information receive from the rolling wave polls of Teeter. 1 pg.
10	2	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: his alterations in regards to the polls during Strachan's absence. 2 pgs.
10	2	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: decent attached documents that should be sent to the November Group for evaluation. 1 pg.
10	2	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need to self-evaluate their commercials, Five-minute spots, documentaries, etc. 1 pg.
10	2	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the useless lackluster quality of their recent poll data. 1 pg.

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10	2	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the possibility showing some originality and think of ideas for bettering their advertisements. 1 pg.
10	2	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Snyder RE: the urgent need to see the New York Overnight ratings between this date and the election. 1 pg.
10	2	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the need to send certificates to all the dinner chairmen that the President has not yet called. 1 pg.
10	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Teeter RE: the question as to why they seem to be going up in their key states but down in the nation based on recent Gallup and Harris data. 1 pg.
10	2	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Ziegler RE: the need to arrange the production of some columns to analyze what the election means. 2 pgs.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 21, 1972

*Ret
Bakshian
speech*

Chu

MEMORANDUM FOR: BOB HALDEMAN
FROM: RAY PRICE *Ray*
SUBJECT: Connally Speech

Thanks for sending along the Connally speech for Mutual radio, with the request that we all read it very carefully as an example of what the President feels we "should be working for" in the materials we produce.

Since we produced it (it was a Bakshian draft, most of which Connally kept intact), there may be hope for us yet.

THE WHITE HOUSE

WASHINGTON

September 21, 1972

MEMORANDUM FOR THE WRITING STAFF

SUBJECT: Sample Speech

The President has asked that each of us read very carefully this Connally speech -- done for Mutual radio, and basically written by Aram Bakshian -- as an example of what he considers a very well done political speech, with the sort of tone and style we should be working for. His thoughts, as relayed by Bob Haldeman, were that: "It has the grabbers and the quotable lines. It has no wasted words or high-blown rhetoric, but makes all of the points. It is high level, hard-hitting, and simple. This is a combination that he hopes we can work for in material for all of the surrogates, the Vice President, and whatever speeches the President may make during the campaign."

Attachment



Raymond K. Price, Jr.

SUGGESTED REMARKS, MUTUAL EQUAL TIME OFFER

Let me begin by thanking Mutual Broadcasting ^{System} for providing this ~~equal~~ time to respond to an earlier political speech delivered by Senator McGovern on August 8. At that time, Senator McGovern took advantage of the free time offered him by the major broadcasting networks to announce his second nominee for Vice President and to make a partisan political speech attacking President Nixon.

My purpose today is to answer that partisan attack with a bipartisan appeal.

I am not a Republican -- in fact, I am a life-long, active Democrat. I am proud of my party, of what it has done for America and of what it stands for with the American people. I believe in its traditions, and the leadership it has produced in my lifetime.

But a political party is either the beneficiary of its leadership or the victim. Throughout most of its history the Democratic Party has benefitted from its leadership. In 1972 it has become the victim.

Senator McGovern and his associates have made it clear that they cannot lead a united party -- and certainly cannot be relied on to lead a united America.

Far from becoming a more open party in which all can participate, the Democratic Party under Senator McGovern has

become

become an ideological machine closed to millions of Americans who have been loyal and steadfast Democrats all their lives.

This year, I am absolutely convinced that it is in the best interest of this country to re-elect President Richard Nixon. Millions of other Democrats all over America are also supporting the President.

Our support of President Nixon does not involve in any way the campaigns of Democratic candidates who are running for state, local and congressional offices across the Nation.

But when it comes to the Presidency of the United States -- when it comes to choosing the man who must lead us all through the next four challenging years -- we cannot afford to settle for second best.

We cannot afford to put party before country.

As the late Adlai Stevenson so wisely said, "If the voters ever stop looking at the record and the character of the candidates and look only at the party label, it will be a sad day for democracy."

Governor Stevenson made that statement in a political speech during his own campaign as Democratic nominee for President in 1956.

My fellow Americans, we are at a crucial time in our history. Great decisions will have to be made in the next four years that will influence the course of our Nation and the world for years to come.

The next President of the United States may have it in his power to create a generation of peace for us all; to build on the

progress for peace that President Nixon has made in Peking, in Moscow and in capitals around the world.

But to do this, the next President will have to be a man that other nations can trust and respect.

And he will have to stand for policies and programs that will keep America strong and healthy -- militarily, economically, and morally.

This cannot be done by a man who advocates weakening our defenses.

This cannot be done by a man who, whatever his good intentions, cannot make up his mind about where he stands on economic and social issues.

This cannot be done by a man who spends much of his time maligning his own country instead of condemning the crimes and brutality of our foes.

The next President of the United States must be a man who *not only* has ~~not-just~~ good intentions, but good sense as well.

He must be able to perform as well as to promise.

Five American Presidents -- Roosevelt, Truman, Eisenhower, Kennedy and Johnson -- believed our country must have a strong defense if we were to have any hope of an enduring peace.

President Nixon has kept us on this wise course. George McGovern has demonstrated that he will not.

Five American Presidents gave people the world over the only beacon of hope for freedom and safety in the atomic age.

President Nixon has kept that commitment. George McGovern has demonstrated that he will not.

Five American Presidents held fast to the belief that the United States should not become a second-class power.

President Nixon has reconfirmed that basic principle of foreign policy. George McGovern has demonstrated that he will not.

My friends, it's frequently tough to be number one.

But for a democracy, it's frightening and dangerous to be number two.

Senator McGovern proposes that our defense budget be cut by thirty-two billion dollars. He wants to cut our Air Force by one-third, our Navy by one-quarter, our aircraft carriers from 16 down to 6, our Marines by a third. This is not trimming the fat. It's cutting out the muscle.

President Nixon has done more to improve this country's foreign policy than any President in modern times. He has opened the lines of communication with China and Russia. He has reached a nuclear arms agreement with Russia -- not by begging on his knees, but by negotiating as the President of the greatest country in the world.

This is the kind of leadership America needs today, and I have reached the inescapable conclusion that Senator McGovern and

the men

the men around him just cannot give us that kind of leadership.

That is why I, as a Democrat, am making this bipartisan appeal to other Democrats and Independents across the country to join with me in working to re-elect a man who has proven that he can do the job -- President Richard Nixon.

Many of you may not agree with every policy of the Nixon Administration on every issue, large and small, that faces the Nation.

Neither do I.

But in a Presidential election, it is our duty to choose the best man; to weigh the character and qualifications of both candidates and decide which one comes closest to our ideals and traditions as Americans.

President Nixon has earned the confidence of the American people.

He has worked for peace and worked for prosperity with calmness and skill.

His policies have cut the rate of inflation in half at home and brought more than half a million of our fighting men back from war overseas.

He has held to the high road while his opponents have resorted to name calling and scare tactics in their efforts to garner votes.

As a young Democrat, I can remember the way that Franklin Roosevelt restored confidence and strength to a troubled America,

and gave us inspiring leadership in wartime.

I took pride in the ~~strong~~ leadership of President Harry S Truman, who kept America strong and did not flinch from making the hard decisions a President must make every day. And I supported President Truman in 1948 while George McGovern was a delegate to the convention of the Progressive Party headed by Henry Wallace.

I had the privilege of serving in the administration of President John Kennedy, another great Democrat who had to make tough decisions, and who never for a moment advocated retreat, surrender or a weakened America.

And I still cherish my longstanding friendship with another great Democratic statesman whom it has been my privilege to know and to serve, former President Lyndon Baines Johnson.

Each of these men had a different style, a different tone of leadership. But each of them made me proud to be a Democrat, and more important than that -- proud to be an American.

I am still proud of my party and my country, but this year I am convinced that I can best serve both by voting to re-elect President Nixon. As John Kennedy said, "Sometimes party loyalty asks too much."

In a few weeks the most important decision in the world this year will be made.

It will

It will not be made by statesmen at some faraway conference... not by the wealthy and the mighty in some board room... and not by a handful of power brokers in some political gathering.

It will be made by the American voters on November the 7th, when we will elect a President of the United States -- and that decision which we will make is the most important decision this year anywhere on earth.

By our votes, we will confirm or deny what America stands for... we will determine where America must go in these critical and dangerous days ahead.

There is a philosophy espoused by some in this land that America should be ashamed of its wealth, ashamed of its growth, ashamed of its strength.

I believe that most Americans reject that philosophy. With all of our frailties and shortcomings, we Americans have never shirked responsibility. We have not lost our way. To the contrary, we have created a system and a form of government that has fed better, fed more, housed better, housed more, clothed better, clothed more, given our people more time and more leisure and more freedom than any other system ever devised by man in the history of the world.

If you agree with us that President Nixon is the man to lead the United States and the world during the next four years... and

that our country should always be put before political party...then I hope you will write us.

John Connally, Democrats for Nixon, Madison Office Building,
Washington, D.C.

Thank you very much.

THE WHITE HOUSE

WASHINGTON

September 16, 1972

MEMORANDUM FOR : RAY PRICE

FROM : H. R. HALDEMAN 

Attached is a copy of the text of a speech John Connally is going to give on Mutual Radio.

The President asked that you and your troops read this text very carefully. He feels that it is very well done for a political speech and that this kind of style and tone is what we should be working for.

It has the grabbers and the quotable lines. It has no wasted words or high blown rhetoric, but makes all of the points.

It is high level, hard-hitting, and simple. This is a combination that he hopes we can work for ~~and~~ material for all of the surrogates, the Vice President, and whatever speeches the President may make during the campaign.

Attachment

SUGGESTED CONNALLY REMARKS, MUTUAL EQUAL TIME OFFER

Let me begin by thanking Mutual Broadcasting for providing this equal time to respond to an earlier political speech delivered by Senator McGovern on August 8. At that time, Senator McGovern took advantage of the free time offered him by the major broadcasting corporations to announce his second choice for Vice President and to make a partisan political speech attacking President Nixon.

My purpose today is to answer that partisan attack with a bipartisan appeal.

I am not a Republican -- in fact, I am a life-long, active Democrat. I am proud of my party, of what it has done for America and of what it stands for with the American people.

But in the past few months, the small group of men who hold temporary national control of that party has proven it cannot lead a united party -- and cannot be relied on to lead a united America.

Rarely in our history has a group holding temporary power done so much to alienate the rank and file members of a political party.

Far from becoming a more open party, the Democratic Party under Senator McGovern's leadership is becoming an ideological machine closed to millions of Americans who have been loyal and steadfast Democrats all their lives:

Rank-and-file Democrats have not abandoned George McGovern -- he has abandoned them -- and the principles and the policies that have made our party a great force for good in America.

According to a recent national poll, twenty million Democrats have already decided that their choice this year will be President Nixon over Senator McGovern. And each day our numbers swell.

We are still proud to call ourselves Democrats.

We still believe in our party.

We still support the hundreds and thousands of outstanding Democratic candidates who are running for State, local and congressional offices across the Nation.

But when it comes to the Presidency of the United States -- when it comes to choosing the man who must lead us all through the next four challenging years -- we cannot afford to settle for second best.

We cannot afford to put party before country.

That is why on August 9th I announced the organization of a new group on the American political scene: Democrats for Nixon.

Its purpose is to give millions of Democrats a responsible voice and a responsible choice in the 1972 Presidential election.

[Making this decision was not easy, but the choice was clear.]

As I have listened to the statements of Senator McGovern and his spokesmen, and watched them backtrack and change their course with every shift of the wind, I have become increasingly convinced that they must be totally rejected by the American people.

I do not believe that either American political party should be led by a man who compares the President of the United States to Adolf Hitler, and I believe the overwhelming majority of Democrats agree with me.

I do not believe that America can accept a leader who ignores enemy atrocities and advocates wholesale American surrender in southeast Asia -- a surrender that would cost the lives of thousands of men, women and children who trusted in America to help them defend themselves.

I cannot place much trust in a candidate who seems to be incapable of making up his mind on most of the major issues; a candidate who sets up programs and running mates only to knock them down again. Frankly, I have no doubt about Senator McGovern's sincerity in all these things. I am sure that he is a good and decent man.

But without judgment and ability, sincerity is not enough.

We are at a crucial time in our history. Great decisions will have to be made in the next four years that will influence the course of our Nation and the world for years to come.

The next President of the United States may have it in his power to create a generation of peace for us all; to build on the progress for peace that President Nixon has made in Peking, in Moscow and in allied capitals around the world.

But to do this, the next President will have to be a man that other nations can trust and respect.

And he will have to stand for policies and programs that will keep America strong and healthy -- militarily, economically, and morally.

This cannot be done by a man who advocates weakening our defenses.

This cannot be done by a man who, whatever his good intentions, cannot make up his mind about where he stands on economic and social issues.

This cannot be done by a man who spends much of his time maligning his own country instead of condemning the crimes and brutality of our foes.

The next President of the United States must be a man who has not just good intentions, but good sense as well.

He must be able to perform as well as to promise.

He must have a foreign policy that keeps us strong so we can work for peace, and he must have a domestic policy that rewards the workers instead of the loafers.

This is the kind of leadership America needs today, and I have reached the inescapable conclusion that Senator McGovern and the men around him just cannot give us that kind of leadership.

That is why I, as a Democrat, am making this bipartisan appeal to other Democrats and Independents across the country to join with me in working to reelect a man who has proven that he can do the job -- President Richard Nixon.

Many of you may not agree with every policy of the Nixon Administration on every issue, large and small, that faces the Nation.

Neither do I.

But in a Presidential election, it is our duty to choose the best man; to weigh the character and qualifications of both candidates and decide which one comes closest to our ideals, both as Americans and as mainstream Democrats who have not gone off on a left-wing philosophical binge.

And I can tell you now, as one who has watched him closely and examined his work closely, that I trust President Nixon.

I trust his judgment and his ability.

I am convinced that America will be in safe hands with him for the next four years.

I have seen him work for peace and work for prosperity with calmness and skill.

I have seen him cut the rate of inflation in half at home and bring more than half a million of our fighting men back from war overseas.

I have seen him hold to the high road while his opponents have resorted to name calling and scare tactics in their efforts to garner votes.

And what I have seen has convinced me.

It is in the interest of all of us -- Democrats, Independents and Republicans alike -- to line up behind him this year; to keep his responsible leadership in the White House, and to repudiate irresponsible leadership in the Democratic Party, which so many of us have served so long.

As a young Democrat, I can remember the way that Franklin Roosevelt restored confidence and strength to a troubled America, and gave us inspiring leadership in wartime.

I took pride in the wise, tough leadership of a brave little man from Missouri, President Harry S Truman, who kept America strong and did not flinch from making the hard decisions a President must make every day.

I had the privilege and honor of serving in the administration of President John Kennedy, another great Democrat who had to make tough decisions, and who never for a moment advocated retreat, surrender or a weakened America.

And I still cherish my longstanding friendship with another great Democratic statesman whom it has been my privilege to know and to serve, former President Lyndon Baines Johnson.

Each of these men had a different style, a different tone of leadership. But each of them made me proud to be a Democrat, and proud to be an American.

I am still proud of my party and my country, but this year I am convinced that I can best serve both by voting to reelect President Nixon.

I know that this is a belief that millions of you share with me, and I invite you to join with me in working to make it a reality.

(And appropriate wind-up here might include some of the names of the co-chairmen of Democrats for Nixon and an address to write to, contribute to, etc.)

#

	N. Y.	Nationwide
Connally Ratings	5 Stations 30.5	2 Network Ratings 16.1
McGovern	5 Stations 25	1 Net 7.1 *

*Very inaccurate because he only went 1 Network nationwide.

October 26, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

What's the possibility of getting Teeter to do an updated election analysis? Also, whatever happened to the great election analysis that Benham was going to do on a weekly basis for us? We never seemed to have gotten this.

LH:kb

THE WHITE HOUSE

WASHINGTON

October 26, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

What's the possibility of getting Teeter to do an updated election analysis? Also, whatever happened to the great election analysis that Benham was going to do on a weekly basis for us? We never seemed to have gotten this.

October 19, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

In meeting with Haldeman last week, Maurice Stans indicated that he had been advised by some of our California people that Tom Kuchel would be very effective in doing some radio and television spots for Nixon in California because of his appeal to the liberal element out there.

Will you please check this out or see that it is checked out by the appropriate people and let me know if this in fact is the case and can be worked out?

LH:kb

October 19, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Would you please make sure that it is mentioned in the attack meeting that one thing we definitely do not want done is to have anybody speaking of trying to run up a record vote or a landslide or a record mandate. We've got to stop this sort of talk.

Also, make sure Malek and Magruder, Chapin, Ziegler and Colson are covered on this today.

Also, call Art Sohmer and make sure he let's the VP know that this is the line.

LH:kb

October 17, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Please set up a plan in conjunction with 1701 where we send a wire from the President to all of our chairmen at the state and local reelect committees at the start of the last week of the campaign, urging them on to greater efforts.

You should get with Price to work out the appropriate language and get that back in to Bob for approval and then get it over to 1701 for distribution.

LH:kb

ACTION MEMO

Set up a plan to send a wire from the President to all of our chairmen of the state and local re-elect committees at the start of the last week, urging them on to greater efforts.

HRH:pm

10/17/72

21
October 17, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Find out if we have a candidate in Boggs' district and what his calibre is and get a report in to Haldeman by close of business Wednesday.

LH:kb

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121
October 16, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

What's the status on the New York Overnights for our half-hour documentary on McGovern last night? Also what's the situation on the poll plan? Have you talked to Teeter? Also, is our poll due to be in on time?

LH:kb

121

October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Bob would like a copy of the last results that we did on our national poll as to issues -- that was the one where we asked what the most important issue was, etc. Please get this up to him today.

LH:kb

October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

We need to do a revised list of the states that we need to worry about or those that are close for Chapin. Chapin needs this for redoing the surrogate schedules.

Also, Bob should have the latest information available as to what our ~~priority~~ states really are. In putting together the list we should look at those states that are close. For example Texas where we are something like 40 points ahead should not be included, although it would certainly be a key state.

LH:kb

124

October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

We need to gather a revised list of the states we need to worry about in terms of concentrating our surrogates etc., and taking a complete relook at the last two weeks of the campaign for surrogate scheduling on this basis. He should have the latest information available as to what the priority states really are. We need to include, for example, Texas where we are forty points ahead but other states where things are close we need to take a look at.

LH:kb

October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Haldeman thinks we should be having another Blunt Poll now since he polls the first of every month. Do you know where the latest one is?

Also he thinks we are supposed to be receiving another Rhode Island poll. Do you know where that is?

LH:kb

21
October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

We need to go ahead and prepare an ad that makes the point that McGovern would want us to sell out on Vietnam. Will you please get Dailey or somebody working on this.

LH:kb

22

October 12, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

On the Chotiner/Ehrlichman/McGovern contributor situation, I wouldn't be at all surprised if this is another one that Murray or John has let drop. I'd appreciate a report from you to Bob on what's happened here, explaining whether or not it has gone through the cracks.

LH: kb

October 12, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

As I mentioned to you, all the letters to candidates, that is the endorsement letters to candidates need to be ready to go on Monday. Bob wants to see the special letters right away. Let's get these in today (Friday) for him to review.

LH:kb

lh

12/1
October 12, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

John Ehrlichman turned in a memorandum to the President entitled "The South: Politics and Issues" and it was a combination of work done by his staff and Harry Dent. In it for each of the southern states there was significant poll data that I think we should check against our figures.

We shouldn't have Ehrlichman's office sending in poll data about how much the President's going to win by and what the Senate races are without us even knowing about it. Let's get on top of this thing. I've mentioned it to you once before and I'd like to know what specific steps or plans you are taking to make sure you are on top of it for the next trip. What happened on this one? Is the information that Ehrlichman forwarded to the President correct?

LH: kb

5/1

October 12, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

I thought the plan was going to be to have Haldeman's input on the advertising decision before they went to MacGregor, but I see that did not take place again this week.

What's the story?

LH:kb

October 9, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Will you please check Teeter and see whether or not he didn't foul up our miscellaneous state polls? Was our interviewing done in the daytime or the evening?

LH:kb:LH:kb

October 9, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Please give me a quick reading of where the "Welcome McGovern" ads will run this weekend -- what the copy will be.

LH:kb

October 6, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

So there's no misunderstanding, Magruder is to be told first thing this morning not -- repeat -- not to send the "Get out the Vote Telegrams" until they've been redone over here and they receive specific approval from over here.

Also, on the Congressional endorsement letters, these are not to go out until after -- repeat -- after Congress adjourns. They are to be sent to the Congressmen's home addresses. Copies must be approved by Haldeman and it has not been approved yet.

LH:kb

WJ
October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

As a Massachusetts ~~data~~ clearly indicates, things are very close there. It also clearly indicates that one of our best issues is defense. This raises the question of whether or not you are following up on the project that Dwight mentioned to you of doing a heavy amount of advertising ~~on~~ the defense issue in the Boston area. Is there anything happening here?

On a different subject, Chapin mentioned to me that the idea has been raised of "Welcoming George" credibility ad in every major city that McGovern appears in. I think this is a great idea and something we should explore and get a plan in on. Are you following up on this?

LH:kb

10/1

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Are we prepared on an all-out effort on McGovern's Vietnam address to make sure that our people are ready to attack? He'll release the speech early, obviously, and we should be ready to hit him hard -- that is attack -- not just counter-attack. Let me know what the situation is on this and what we need to do or have Haldeman do in order to make sure it works.

LH:kb

8J1
October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Bob wants a complete schedule of when we're going to be going into the field between now and the election with any polls and when we should be receiving reports on those. Do them as a brief summary, just listing it out on one page and get it in today, if possible.

LH:kb

8J1

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

For our weekend poll we want to drop our weak questions, drop our POW questions, and drop our Defense questions and put in the whole Fester series on corruption.

Please make this poll up and have it ready for me to review by Thursday at 3:00 p.m.

LH:kb

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Where is the updated Senate Race sheet? You turned in the original to Haldeman two weeks ago but so far we have received no update.

LH:kb

111
October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

As standard procedure, we will never repoll a state within the same week. In other words, Teeter wanting to poll California right away was not a good idea. Make sure you have a copy of what Teeter's final polling strategy is through October 16th.

LH:kb

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

To confirm our conversation, as you know, the welcome McGovern ads are unacceptable. These are to be pulled out of the attack group in the sense that they are to have nothing to do with composition. From now on the ad is to run simply like the standard ad that we ran in Boston and the questions should vary only according to regional issues that Magruder should check directly with Teeter.

We also want to hypo the frequency of the ad considerably, running it at every major McGovern stop. Make sure you are following up with Magruder on this. No memos.

I want to see the layout of the next four or five ads before they run just to make sure everything is on track.

LH:kb

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

I'm sure in your mind you have several projects outstanding. On my list are the updated comparison chart of national polls, updated comparison chart of state polls, updated pages for the poll book, the state data from all the states that we are now missing, and the special comparative data on states that we talked about.

LH:kb

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Make sure we get a copy of McGovern's Vietnam policy speech. He's going to ~~give~~ give it Sunday night for release Wednesday, October 10th. We need to be ready to attack this, obviously, immediately. Make sure Colson, et al, are ready to go.

LH:kb

151
October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

We need to give some thought quickly to how the White House is going to be set up on election night. Who is going to be doing what? Are we going to have a competing organization with Colson calling everybody? Are we going to have regional directors or what? This would probably be a good project for Bruce to work on because it will obviously involve some alter physical arrangements. Let's give some thought to this and get a preliminary plan in. Perhaps the best thing to do would be to have a meeting on it.

cc: Bruce Kehrli

LH:kb
151

SM

October 5, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Bob wants the Senatorial and Gubernatorial information that we've received off the rolling wave polls that Teeter has been doing plus any of the stuff we received on the same area from wave III. This should be just the head-to-head contests, not all the issue information, etc. Let's put this together and get it in today.

LH:kb

SM

October 3, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY
SUBJECT: Polls

During your absence this morning, I've done several things with regard to polls.

1. I've talked to both Benham and Ed Garish asking that they develop some new questions for our state and weekend polls, centering around the corruption theme that McGovern has been running of late.

It's perhaps best expressed in the attached political news analysis from Buchanan. Teeter and Garish will be working on questions this afternoon and should have something over to us. They probably will be giving me a call to review what their questions are.

2. Harry O'Neill hopes to have his draft questionnaire, including these questions in to us by the weekend.

3. On a different subject, Garish mentioned to me the fact that he believed the Michigan survey would be in today and hopefully the California survey sometime this evening, but will probably wouldn't have it until tomorrow.

Apparently there is quite a lag time from when they receive the survey materials until the time you receive them. Specifically, they say it takes about four hours to type the material up after they've received it. In order to cut down this four-hour delay. From now on, let's have Teeter or Garish call you as soon as any survey

material is received and at least give you the raw data that you can fill in on a copy of the survey you have here and then forward it immediately up to Bob.

4. On a different subject again, regarding the state surveys -- What's happened to the detailed demographic breakdown? I don't believe I've seen the detailed demographics on one of the state surveys yet. In fact, I can't recall what I've seen on the state surveys yet and I would appreciate it if you would forward me, immediately, a copy of everything you have on the state polls.

Garish gave me the impression that he sent us over two sets of detailed data, but I don't recall seeing any of it.

5. Again on a different subject, it might be interesting to give Gallup a call again today and get a reading on what their future plans are. I think we need to try to fix on the schedule that Gallup is working against.

6. On still another subject, what is our state polling plan from now on, or is this something we won't be able to determine until we get the last set of data -- that from Wisconsin?

7. On a totally different subject, we need to start having someone watch the wires on a consistent basis. As you know, we missed Agnew's speech yesterday completely -- which is ridiculous. Please make sure that this doesn't happen in the future. Somebody has to be responsible each day for the wires and if you are out of the office, perhaps it best to have Bruce review them or Diana or anybody for that matter, but let's just get them up here. If you are reluctant to do this because you will be bringing too much up, go ahead and get it up here and we will sift it out at this end if you are out at a meeting.

081
October 3, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Some of the attached really aren't that bad and should go to our people in the November Group for evaluation. The top one, particularly, is probably better than anything we're putting out at the current time on McGovern.

Attachments

LH:kb

081

181
October 3, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Attached is another example of how we can by hypoing out follow-up. Namely, what kind of rating are our commercials receiving. I don't believe we've seen one report on this yet. Yet, we manage a day late to get a rundown on McGovern's stuff. From now on, let's have Karelekas get this stuff to you on the same day, since he sent this at 10:00 a. m. yesterday morning and do the same for our five-minute spots and our documentary.

LH:kb
181

October 3, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY
SUBJECT: Poll Data

The quality of the poll data we are receiving is once again becoming practically useless. Specifically, none of the comparative figures are supplied so it is impossible to work out comparative results. This is true even for the Nixon approve/disapprove question which is inexcusable.

Let's get Kehrl back into this since apparently you are not riding herd on it and get a system worked out so that each one of these weekly polls that comes in has the data from hopefully the last two preceding polls so we can see where we went up and down.

Let's get the work done first, then go to the meetings.

LH:kb

103
October 3, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY

Now that we've shown, practically written the ad welcoming McGovern for 1701, I wonder if they could show a little originality on how it might be improved upon. I understand they are extremely busy running four or five commercials a week (something that most small advertising agencies do with two people) but if they could squeeze it in, it might be interesting to see if they have any ideas of how we could even better the ad.

LH:kb
Eor

182
October 2, 1972

MEMORANDUM FOR: AL SNYDER

FROM: L. HIGBY

With regard to New York Overnight ratings on any of McGovern's material or our material between now and the election, please make sure that you (1) call me on these as soon as they are available, and (2) have your office handcarry over here any memos you do on the subject immediately.

Thank you.

cc: Bruce Kehrli

LH:kb

182

181
October 2, 1972

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY

Be sure we send certificates to all the dinner chairmen that the President didn't call. He called some of them -- the dinners he went to, but he didn't call all twenty-seven and certificates, of course, should be sent to each of them.

LH:kb
180

October 5, 1972

MEMORANDUM FOR: BOB TEETER

FROM: L. HIGBY

Bob would like you to address yourself to the question of why we seem to be going up in our key states but down in the nation as indicated by the latest Gallup and Harris data.

Gordon has all the Gallup and Harris material and you should review it with him and get an answer in as soon as possible.

cc: Gordon Strachan

LH:kb

October 9, 1972

EYES ONLY

MEMORANDUM FOR: RON ZIEGLER

FROM: L. HIGBY

Please talk to Ehrlichman and Safire and arrange for them to see some columnists that will result in the production of some columns for us analyzing what the election means.

We should make the point that this is a test of the eastern media, the intellectual elite, such as the NEW YORK TIMES, the WASHINGTON POST, and the academic community. This election is a test of their values and philosophy versus those of President Nixon on the issues.

The point is to make this a mandate on the issues not just the man. We need to pick up the wrong predictions of the media and also build off that in these columns.

This is not something you should be doing directly, but rather should arrange for Ehrlichman and Safire to do.

If you don't think it is appropriate or if it can't be done this way, let me know so I can figure out another route.

EYES ONLY

LH:kb:LH:kb

181

ACTION MEMO

We should start some analysis-type columns on what this election means.

We should make the point that this is a test of the Eastern media, the intellectual elite, such as the New York Times, The Post, and the academic community. This election is a test of their views and philosophy versus those of President Nixon on the issues.

The point is to make this a mandate on the issues, not just the man. We need to pick up the wrong predictions of the media and build off of that.

HRH :pm

10/5/72

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