

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>
11	1	2/25/1971	<input type="checkbox"/>	Domestic Policy	Letter	From Roger E. Ailes to Haldeman. RE: "Selling the President's proposed legislation to the Nation via TV." 2 pgs.
11	1	3/5/1971	<input type="checkbox"/>	Campaign	Memo	From Jon M. Huntsman to Haldeman. RE: Indiana Team---1972. Nixon's credibility lessening in Indiana. 1 pg.
11	1	3/17/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Straghan to Larry Higby. RE: Discussion of the imminent meeting between Derge, Higby, and Straghan in which they will discuss the memo entitled, "Matching Samples and a copy of the Image Survey." 1 pg.
11	1	3/19/1971	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Attorney General, John Mitchell. RE: Ambassador Bob Hill's plausible run for the Governorship in New Hampshire. 1 pg.

<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>
11	1	3/18/1971	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Attorney General, John Mitchell. RE: Ambassador Bob Hill's run for the Governorship in New Hampshire, and whether or not his candidacy would be "useful". 1 pg.
11	1		<input checked="" type="checkbox"/>		Letter	From B. to G.S. Illegible handwritten letter. 1 pg.
11	1	3/8/1971	<input type="checkbox"/>	Campaign	Memo	From Rose Mary Woods to President Nixon. RE: Ambassador Bob Hill's return to New Hampshire in September as a means to secure his candidacy for Governor, and promote the President. 1 pg.
11	1	3/17/1971	<input type="checkbox"/>	Personal	Letter	From Haldeman to Roger Ailes. RE: The need for a possible solution to the "Indiana situation." 1 pg.
11	1	3/19/1971	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Attorney General, John Mitchell. RE: President Nixon's request as to whether Ambassador Bob Hill's run for Governor of New Hampshire would be beneficial. 1 pg.

<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>
11	1	3/15/1971	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Attorney General, John Mitchell. RE: An attached report by Pat Buchanan discussing GOP Conservatives. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: A study from The National Education Institute for Agriculture discussing "Farm Vote Patterns in 1970." 1 pg.
11	1	3/17/1971	<input type="checkbox"/>	Personal	Letter	From Gordon Strachan to Kai Jorgensen. RE: "The enclosed pictures for the two engravers finally arrived." 1 pg.
11	1	3/17/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Larry Higby. RE: The arrival of Derge in Washington on March 22, and a disussion of preparedness. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	White House Staff	Memo	From Haldeman to Attorney General, John Mitchell. RE: The replacement of Chotiner as the head of the Campaign Management Training project with Tom Evans. 1 pg.

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11	1	3/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Mr. Chapin. RE: "Youth for Nixon", a task force headed by Magruder whose intent is to develop a nation-wide group of young Nixon supporters. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Mr. Magruder. RE: A copy of Ron Walker's memorandum to Dwight Chapin stating two opportunities to bolster the "Youth for Nixon" task force. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Mr. Jon M. Huntsman. RE: The Indiana Team Project's proposal for assigning Nixon staff members to key states. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Mr. Magruder. RE: A copy of Ron Walker's memorandum to Dwight Chapin describing two opportunities that should be pursued by the "Youth for Nixon" task force. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Mr. Chapin. RE: The importance of a follow-up in order to establish a nation-wide group of young Nixon supporters known as "Youth for Nixon". 1 pg.

<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>
11	1	3/16/1971	<input type="checkbox"/>	Economy	Memo	From Gordon Strachan to Mr. Jon M. Huntsman. RE: The RNC Budget. 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Political opportunities with certain voter groups, (I.e. labor, suburbanites, Jews, Blacks, etc.). 1 pg.
11	1	3/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Mr. Magruder. RE: The creation of a Task Force on nationality groups. 1 pg.
11	1		<input checked="" type="checkbox"/>	Campaign	Other Document	RE: A poll which examines the Total public, Leaners 18-20, and the Gallup numbers for Ed Muskie, a candidate for the 1972 Democratic presidential election. 1 pg.
11	1		<input checked="" type="checkbox"/>	Campaign	Other Document	RE: A poll which examines the Total Public, Leaners 18-20, and Gallup numbers for Kennedy in 1971. 1 pg.

<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>
11	1		<input checked="" type="checkbox"/>	Campaign	Other Document	RE: Poll dates which examine the Total Public, Leaners 18-20, and Gallup numbers of Hubert Humphrey in 1971. 1 pg.
11	1		<input checked="" type="checkbox"/>	Campaign	Other Document	RE: Poll numbers which represent the Total Public, Leaners 18-20, and Gallup numbers for Democratic presidential Candidate of 1972, George McGovern. Polls taken in 1971. 1 pg.
11	1	3/12/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Pollsters Trial Heat Questions. 3 pgs.
11	1	2/27/1971	<input type="checkbox"/>	Personal	Letter	From Rose Mary Woods to Jack Mills. RE: Confirmation on an autographed portrait, and appreciation for Mills' offer to aide in the upcoming national campaign. 1 pg.
11	1	3/3/1971	<input type="checkbox"/>	White House Staff	Memo	From Jeb S. Magruder to Haldeman and Dwight Chapin. RE: The Goodman Agency, and discussions with founder Bob Goodman engendered ideas on how to humanize the President's image. 1 pg.

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11	1		<input checked="" type="checkbox"/>	White House Staff	Letter	From Bruce Kehrli to G. RE: "Brief message which states, "Please handle, H. has not seen." 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman

Box Number: 231

Folder: Gordon Strachan Chron. File [March 1971]

<u>Document</u>	<u>Disposition</u>	
1	Retain	Open
2	Retain	Open
3	Retain	Open
4	Retain	Open
5	Retain	Open
6	Return	Private/Political Ltr., Ailes to HRH, 2-25-71
7	Retain	Open
8	Retain	Open
9	Return	Private/Political Memo, Huntsman to HRH, 3-5-71
10	Retain	Close Invasion of Privacy Memo, Chotner to Malek, 1-11-71
11	Retain	Close Invasion of Privacy Memo, Malek to HRH, 3-17-71
12	Retain	Close Invasion of Privacy Memo, Malek to HRH, 3-1-71
13	Retain	Close Invasion of Privacy Memo, Malek to HRH, 2-20-71
14	Retain	Close Invasion of Privacy Memo, Malek to HRH, 1-27-71
15	Retain	Open
16	Return	Private/Political Memo, Strachan to Higby, 3-17-71
17	Retain	Open
18	Return	Private/Political Memo, HRH to Mitchell, 3-19-71
19	Retain	Open
20	Retain	Open
21	Retain	Open
22	Retain	Open
23	Return	Private/Political Memo, HRH to Mitchell, 3-18-71
24	Retain	Close Invasion of Privacy Memo, Strachan to HRH, 3-19-71

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 231

25	Retain	Open
26	Return	Private/Political Ltr., HRH to Ailes, 3-17-71
27	Return	Private/Political Memo, HRH to Mitchell, 3-19-71
28	Return	Private/Political Memo, HRH to Mitchell, 3-15-71
29	Return	Private/Political Memo, Strachan to HRH, 3-15-71
30	Retain	Open
31	Return	Private/Political Ltr., Strachan to Jorgensen, 3-17-71
32	Return	Private/Political Memo, Strachan to Higby, 3-17-71
33	Return	Private/Political Memo, HRH to Mitchell, 3-15-71
34	Return	Private/Political Memo, Strachan to Chapin, 3-15-71
35	Return	Private/Political Memo, Strachan to Magruder, 3-15-71
36	Return	Private/Political Memo, Strachan to Huntsman, 3-15-71
37	Retain	Open
38	Retain	Open
39	Retain	Open
40	Return	Private/Political Memo, Strachan to Magruder, 3-15-71
41	Return	Private/Political Memo, Strachan to Chapin, 3-15-71
42	Return	Private/Political Memo, Strachan to Huntsman, 3-16-71
43	Retain	Open
44	Return	Private/Political Memo, Strachan to HRH, 3-15-71
45	Return	Private/Political Memo, Strachan to Magruder, 3-15-71
46	Retain	Open
47	Return	Private/Political Table, "Muskie," n.d.
48	Retain	Open
49	Return	Private/Political Memo, Strachan to HRH, 3-12-71
50	Retain	Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 231

51	Retain	Open	
52	Retain	Open	
53	Retain	Open	
54	Retain	Open	
55	Retain	Open	
56	Retain	Open	
57	Return		Private/Political Note, Kehrli to "G," 3-2-[71]
58	Return		Private/Political Memo, Magruder to HRH, Chapin, 3-3-71
59	Retain	Open	
60	Retain	Open	
61	Retain	Open	
62	Retain	Open	
505	Retain	Close	Invasion of Privacy Memo, Strachan to HRH, 3-14-71



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 25, 1971

CONFIDENTIAL

Mr. H. R. Haldeman  
Chief of Staff  
WHITE HOUSE  
Washington, D. C.

DETERMINED TO BE AN  
ADMINISTRATIVE MATTER  
E.O. 12958, Section 1.1  
By BQ MFS, Date 5-17-83

Dear Bob:

It was good talking with you this morning. I think the least they could do is give us royalties from that rock musical "Selling of The President". I'll let you know how things go with Senator Dole and the National Committee. I'm anxious to get started down there. Also, I would like to work on any other officials you might suggest who have the job of selling the President's proposed legislation to the Nation via TV.

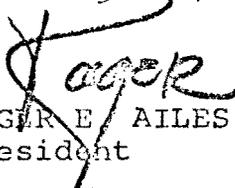
Enclosed is a copy from the Republican News which, I believe, is the party paper in Indiana. I thought you might be interested in it. Don Tabbert, the man mentioned, is Governor Whitcomb's closest adviser, although I understand he takes his orders from Robert Matthews, former State Chairman. Matthews was and reportedly still is Reagan's midwest director over eleven states. I was told he is one of five men who had walkie-talkies on the floor working for Reagan in the 1968 convention. He apparently continues to meet, along with various members of the Indianapolis law firm of Sparrenberger DuVall Tabbert and Lalley, with Reagan-Birch people from across the country at O'Hare in Chicago on a regular basis. Apparently there is a conspiracy to dump John Snyder as soon as possible from the State Chairmanship by using the Governor's power to threaten patronage jobs. If this happens, the feeling is that President Nixon will have an extremely difficult uphill fight in Indiana and it will be played up nationally as a slap in the face to Nixon since he got such a plurality there in 1968. One of my sources in Indiana said that somebody (perhaps Snyder himself) had been working with Murray Chotiner on this problem, and that Chotiner was up to date on it. I mentioned this to Bob Finch and gave him

a memorandum on it when I talked with him about a youth study. Enclosed is the clipping from the Indianapolis Star that I had my man in Indiana send me. If there is anything you would like me to do in this regard, please let me know. My contacts are good and I can find other reasons for being in Indiana as a cover.

I will have ready this week a report that Attorney General Mitchell asked me to prepare on Lyndon Johnson's use of TV in 1964. So you might want to take a look at that. I had to get some outside research done on it to keep my identity down which amounted to Two or Three Hundred dollars. I'm still trying to talk Martha Mitchell into doing a talk show, and I still think it is an excellent idea as does Paul Keyes. Dick Moore and perhaps Herb Klein seem to be trying to kill the project. She has made several appearances and will continue to make appearances anyway, and it just seems to me that she can be a tremendous asset in terms of color to the administration as long as we have some form of control. I have a deal worked out for distribution by 20th Century Fox Television. I'd appreciate a good word from you to John Mitchell privately if you agree with me.

Thanks for all your help with the RNC. I'll keep you up to date on what's happening there. Bill Carruthers never got in touch with me so I assume everything is going well with TV. I sent him a letter offering my help and just got a one-line response back. I still think it would be a good idea to coordinate between the RNC, your office and Klein's office so that we can get a focus on pro-administration spokesmen using television now through the 1972 election. I'll be in touch with you soon.

~~Best regards,~~

  
ROGER E. AILES  
President

REA:hjs  
Encls.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

March 5, 1971

By *B. G. [unclear]* NARS, Date *4-20-82*

~~CONFIDENTIAL~~

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: JON M. HUNTSMAN  
SUBJECT: Indiana Team -- 1972

The March 5 News Summary stated that the party members in Indiana are worried about the still slow economy, public reaction to Laos and what the media says is a widening Administration credibility gap. Most believe a Muskie-Bayh ticket could even carry Indiana and all agree that the margins of victory the President had in the state in '60 and '68 are merely a dream of the past. This was reported by Edward Ziegner in the February 27 Indianapolis News.

It has been stated that we need a top Indiana team immediately -- an RN team. The President would like a report on this project.

Please submit your response to the Office of the Staff Secretary.

Thank you.

cc: Mr. Butterfield  
Mr. Colson  
Mr. Finch

March 17, 1971

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

Derge reports that he will be in Washington March 22. He expects to spend half that day with Bill Low "wrapping up the Vendor Survey". Then he would like to meet with us. He also thinks he will be seeing Mr. Haldeman.

As to the status of the questions we would discuss, he says he sent you a memorandum on "Matching Samples and a copy of the Image Survey"; and that the simulation information is in your office. Is there anything else we should have him prepare before he arrives?

March 19, 1971

MEMORANDUM FOR:

THE HONORABLE JOHN MITCHELL  
THE ATTORNEY GENERAL

FROM:

H. R. HALDEMAN

According to General Walters Ambassador Bob Hill is anxious to leave his post in Spain and run for Governor of New Hampshire. Hill feels he should return in September in order to help himself and the President in that state.

The President requests that you find out whether Hill's candidacy would be helpful.

MS:

March 18, 1971

*done -  
3/19 redraft*

MEMORANDUM FOR:

THE HONORABLE JOHN MITCHELL  
THE ATTORNEY GENERAL

FROM:

H. R. HALDEMAN

According to General Walters Ambassador Bob Hill is anxious to leave his post in Spain and run for Governor of New Hampshire. Hill feels he should return in September in order to help himself and the President in that state.

Whether Hill would be a useful candidate should be thoroughly checked out.

G.S.

Done

Do memo on

Talking Paper for R.H.

B.

March 8, 1971



MEMORANDUM FOR THE PRESIDENT

FROM Rose Mary Woods

When General Walters was here he said that Ambassador Bob Hill is anxious to come back and run for Governor of New Hampshire. He feels he should be back by September in order to help himself and you in that state.

*H - have  
Mitchell  
et al  
check it  
out*

**March 17, 1971**

**Dear Roger,**

**Thank you for your letter on the Indiana situation. We have been aware of the very real problems in that state for some time. Hopefully a solution is near.**

**Please keep me posted on how things are going for you at the RNC.**

**With best wishes.**

**Sincerely,**

**H. R. Haldeman**

**Mr. Roger Allen  
REA Productions, Inc.  
688 Eighth Avenue, Suite 7F  
New York, New York 10019**

March 19, 1971

MEMORANDUM FOR:

THE HONORABLE JOHN MITCHELL  
THE ATTORNEY GENERAL

FROM:

H. R. HALDEMAN

According to General Walters Ambassador Bob Hill is anxious to leave his post in Spain and run for Governor of New Hampshire. Hill feels he should return in September in order to help himself and the President in that state.

The President requests that you find out whether Hill's candidacy would be helpful.

March 15, 1971

**MEMORANDUM FOR:** THE HONORABLE JOHN N. MITCHELL  
THE ATTORNEY GENERAL

**FROM:** H. R. HALDEMAN

**SUBJECT:** GOP Conservatives

The attached report by Pat Buchanan about Holmes Alexander and other GOP Conservatives might be of interest to you.

We have taken the necessary steps here to solve some of the obvious problems.

**Attachment**

HRH:GS:kb

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

March 15, 1971

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN **G**

The National Education Institute for Agriculture prepared an eighty page study of Farm Vote Patterns in 1970. Two paragraphs from the Study summarize the findings.

- a. The "Summary of Data" material on page six points out that in nine of the 10 races examined, Democrats received a higher percentage of the district and/or state vote in 1970 than they received in 1966 or 1964 in the two races where figures from the latter were used. The average percentage gain for Democrats was 10.5%. Overall, Democrats increased their percentage of the vote in 43 of the 47 counties examined in the study.

In these selected counties their gains totaled: more than 5% in 34 counties; more than 10% in 27 counties; more than 15% in 18 counties; more than 20% in six counties and more than 25% in three counties.

- b. It is true that our farm population has decreased substantially in recent years. But that is somewhat misleading. As authors Richard M. Scammon and Ben J. Wattenberg point out in their book The Real Majority:

A rural town in the Midwest may have few "farmers," but the townsfolk sell and repair tractors and reapers, store grain, work as agricultural extension agents, publish weekly newspapers for farmers, and give loans to farmers or all the people whose work is related to farming. The analogy might be to a "mining town." Perhaps no more than 20% to 30% of the population work as "miners," but close down the mine, and you've rather effectively closed down the town. In short, the "farm vote," in its broad sense, is still with us, particularly in the states of the Midwest and South.

March 17, 1971

Dear Mr. Jorgensen,

The enclosed pictures for the two engravers finally arrived. I thought you might enjoy presenting them personally.

Timmie in Fred Olsen's office told me that your pictures finally arrived.

Again, please accept my apologies for the delay.

Sincerely,

Gordon Strachan

Mr. Kai Jorgensen  
N. W. Ayer Jorgensen MacDonald Inc.  
3540 Wilshire Boulevard  
Los Angeles, California 90005

March 17, 1971

**MEMORANDUM FOR:**

**LARRY HIGBY**

**FROM:**

**GORDON STRACHAN**

Derge reports that he will be in Washington March 22. He expects to spend half that day with Bill Low "wrapping up the Vendor Survey". Then he would like to meet with us. He also thinks he will be seeing Mr. Haldeman.

As to the status of the questions we would discuss, he says he sent you a memorandum on "Matching Samples and a copy of the Image Survey"; and that the simulation information is in your office. Is there anything else we should have him prepare before he arrives?

G-L → H

March 15, 1971

**MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL  
THE ATTORNEY GENERAL**

**FROM: H. R. HALDEMAN**

Tom Evans at the RNC has offered to take charge of the Campaign Management Training project originally suggested by Chetner. You probably have this project on track already, but for the record we have no objection.

Rose Woods advises that Jack Mills has offered time and fund raising help.

She reports that he was with the House Congressional Committee and raised a "substantial sum in 1968 -- confidential".

GS:kb

March 15, 1971

**MEMORANDUM FOR:** MR. CHAPIN  
**FROM:** GORDON STRACHAN  
**SUBJECT:** "Youth for Nixon"

One of the task forces that Magruder is establishing deals with youth in general and the 18-20 year old voter in particular. Magruder has received a copy of Walker's memorandum describing Dewey Clower's information and Tom Bell's offer to organize a nation-wide group.

Appropriate follow-up should enable us to grasp this opportunity.

cc: Mr. Magruder

GS:kb

March 15, 1971

**MEMORANDUM FOR:** MR. MAGRUDER  
**FROM:** GORDON STRACHAN  
**SUBJECT:** "Youth for Nixon"

A copy of Ron Walker's memorandum to Dwight Chapin describes two opportunities that should not be missed. Would you have your youth task force consider Dewey Clower's information and Tom Bell's offer of assistance?

cc: Mr. Chapin

GS:kb

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

March 15, 1971

MEMORANDUM FOR:

MR. JON M. HUNTSMAN

FROM:

GORDON STRACHAN

SUBJECT:

Indiana Team - 1972 Log P1516

As I indicated to your office on Friday March 12th the Indiana Team Project is part of a larger program to assign our top staff people to key states.

This entire proposal will be submitted next week and therefore makes the specific answer to this action memo premature.

March 15, 1971

**MEMORANDUM FOR:** MR. MAGRUDER  
**FROM:** GORDON STRACHAN  
**SUBJECT:** "Youth for Nixon"

A copy of Ron Walker's memorandum to Dwight Chapin describes two opportunities that should not be missed. Would you have your youth task force consider Dewey Clower's information and Tom Bell's offer of assistance?

cc: Mr. Chapin

GS:kb

March 15, 1971

**MEMORANDUM FOR:** MR. CHAPIN  
**FROM:** GORDON STRACHAN  
**SUBJECT:** "Youth for Nixon"

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Appropriate follow-up should enable us to grasp this opportunity.

cc: Mr. Magruder

GS:kb

March 16, 1971

MEMORANDUM FOR:

MR. JON M. HUNTSMAN

FROM:

GORDON STRACHAN

SUBJECT:

RNC Budget

After our meeting with John Brown and Ray Underwood, on February 19, we discussed the value of our review of certain parts of their budget. If these reports come from Ray Underwood monthly, it might be better to review them monthly rather than permitting an accumulation.

Please advise what steps you would like to have me take to assure an orderly review of these materials.

Thank you.

4A  
March 15, 1971

**MEMORANDUM FOR:** H. R. HALDEMAN  
**FROM:** GORDON STRACHAN  
**SUBJECT:** Yoter Groups

Celso suggested on March 8 that we call a planning meeting to assess our political opportunities with certain groups (labor, suburbanites, Jews, Blacks, etc.). He believes that Ehrlichman, Rumsfeld, Finch, Garment, and Fletcher should get together with you.

An alternative, which might be more productive, would be to have that group meet as a Task Force with a young staff member, such as Dick Howard, to keep track of suggestions and solutions. The Task Force could submit periodic recommendations to you for review.

Approve meeting \_\_\_\_\_

Approve Task Force \_\_\_\_\_

Comment \_\_\_\_\_

GS:kb

March 15, 1971

**MEMORANDUM FOR:** MR. MAGRUDER  
**FROM:** GORDON STRACHAN  
**SUBJECT:** Nationality Groups

You might want to consider having a Task Force on nationality groups.

Bob is concerned that Lasse Passtor deals only with the staunch Republican groups to the probable exclusion of other potential voters.

Could you advise us by March 22 of the status of this project?

Thank you.

Due  
March 22

GS:kb

MUSKIE

POLL DATES	TOTAL PUBLIC	LEANERS, 18-20 Registered & Intend	GALLUP SCREEN
<u>1971</u>			
D Jan. 4 - 7	(993) 46-39-15 42-37-11-10 <sup>1</sup>	(946) 50-42-8 44-38-12-6	(562) 49-44-7 44-42-10-4
D Jan 26 - 8	(1024) 44-37-19 40-35-13-12	47-40-13 42-36-13-9	NONE
ORC Jan. 26-8	(1020) 43-35-12 41-35-12-12	49-39-12 43-36-13-8	NONE
ORC Mar. 1-3	(1019) 39-36-13 * 37-33-15-10 *	46-41-13 40-34-16-10	(662) 44-48-8 41-42-12-5

\* Balance of percentage is for leaners  
 ( ) equals total questioned  
 1 includes Wallace

KENNEDY

POLL DATES	TOTAL PUBLIC	LEANERS 18-20 Registered & Intend	GALLUP SCREEN
<u>1971</u>			
D Jan 4-7	(993) 50-41-9 45-39-10-6 <sup>1</sup>	52-43-5 46-40-9-5	(713) 53-42-5 48-39-9-4
D Jan 26-8	(1024) 49-38-13 43-38-11-8	52-41-7 44-39-11-6	NONE
ORC Jan 26-8	(1020) 53-31-16 48-31-10-11	56-34-10 50-32-10-8	NONE
ORC Mar 1-3	(1019) 45-40-9 * 40-37-12-8 *	48-43-9 42-38-12-8	(781) 50-43-7 42-39-12-7

\* Balance of percentage for leaners  
 ( ) equals total questioned  
 1 includes Wallace

HUMPHREY

POLL DATES	TOTAL PUBLIC	LEANERS, 18-20 Registered & Intend	GALLUP SCREEN
<u>1971</u>			
D Jan 4-7	(993) 55-36-9 49-34-11-6 <sup>1</sup>	57-38-5 50-35-11-4	(687) 57-38-5 51-36-9-4
D Jan 26-8	(1024) NOT ASKED THIS DATE	NONE	NONE
ORC Jan 26-8	(1020) NOT ASKED THIS DATE	NONE	NONE
ORC Mar 1-3	(1019) 48-37-10 * 43-34-13-7 *	50-40-10 44-35-14-7	(730) 49-43-8 42-40-12-6

\* Balance of percentage for leaners  
( ) equals total questioned  
1 includes Wallace

MCGOVERN

POLL DATES	TOTAL PUBLIC	LEANERS, 18-20 Registered & Intend	GALLUP SCREEN
<u>1971</u>			
D			
Jan 26-8	(1024) 55-25-20 51-23-13-13 <sup>1</sup>	59-27-14 52-24-13-11	NONE
ORC			
Jan. 26-8	(1020) 54-23-23 53-21-12-14	59-26-15 55-22-12-11	NONE
ORC			
Mar. 1-3	NONE	NONE	NONE

( ) equals total questioned  
1 includes Wallace

MEMORANDU

THE WHITE HOUSE  
WASHINGTON

March 12, 1971

MEMORANDUM FOR H. R. HALDEMAN

FROM: GORDON STRACHAN **G**  
SUBJECT: Pollsters Trial Heat  
Questions

The Harris, Gallup and Derge trial heat questions appear on the next page in block caps with emphasis added to the differences.

The differences are discussed on the following page, and Derge's recommendation appears at the end.

TRIAL HEAT QUESTIONS - HARRIS, GALLUP, DERGE

HARRIS

SUPPOSE IN THE ELECTION FOR PRESIDENT IN 1972,  
IT WERE BETWEEN SENATOR EDMUND MUSKIE FOR  
THE DEMOCRATS AND PRESIDENT RICHARD NIXON  
FOR THE REPUBLICANS. IF YOU HAD TO CHOOSE  
TODAY, WHOM WOULD YOU VOTE FOR?

GALLUP

TO GET SOME IDEA OF THE NATIONAL POLITICAL  
SITUATION AT THIS EARLY STAGE, SUPPOSE THE  
PRESIDENTIAL ELECTION WERE HELD TODAY. IF  
RICHARD NIXON WERE THE REPUBLICAN CANDIDATE  
AND IF EDMUND MUSKIE WERE THE DEMOCRATIC  
CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN?

DERGE

IN 1972 THERE WILL BE ANOTHER PRESIDENTIAL  
ELECTION. SUPPOSE THIS ELECTION WERE BEING  
HELD TODAY AND THE CANDIDATES WERE RICHARD  
NIXON AND EDMUND MUSKIE, WHICH ONE WOULD  
YOU VOTE FOR?

NOW SUPPOSE THE CANDIDATES WERE RICHARD  
NIXON, EDMUND MUSKIE, AND GEORGE WALLACE  
AS A THIRD PARTY CANDIDATE, WHICH ONE WOULD  
YOU VOTE FOR?

THERE ARE FOUR DIFFERENCES IN THE TRIAL HEAT QUESTIONS  
ASKED BY GALLUP, HARRIS AND DERGE.

1. Gallup and Harris tie the party to the candidate ("Nixon.....the Republican candidate"...."Muskie for the Democrats.....") Derge believes this inflates any Democratic candidate's percentage because the indecisive interviewee expresses a preference for his party's candidate. There are, of course, more Democrats than Republicans to express their party preference, and so the Democratic candidate naturally gets a higher percentage than the Republican candidate.
2. Harris uses a title (Senator Edmund Muskie or President Richard Nixon). Neither Gallup nor Derge use titles before the candidate's name. It is very difficult to assess the effect when both individuals carry a title. Derge believes that "Senator" and "President" may cancel out. Derge does not use titles because of this possible, unmeasurable effect.
3. The phrasing of the preference questions differ. Harris asks "...whom would you vote for?". Gallup asks "...which would you like to see win?". The difference may be marginal, but it is votes not likes and dislikes that we are after. Derge uses "...which one would you vote for?".
4. All pollsters use a lead in to set the stage for the question. Harris begins hypothetically ("Suppose in the election...."). Gallup opens with a request for information ("In 1972 there will be ....") It is Derge's opinion that the opening has no measurable effect.
5. Derge recommends that we ask our trial heat questions with no party identification, no titles before the names, with "vote" instead of "like" and with a factual lead in.

Agree \_\_\_\_\_ Disagree \_\_\_\_\_

Comment \_\_\_\_\_

THE WHITE HOUSE  
WASHINGTON

Date: \_\_\_\_\_

*Reid 3/2*

To: *G*

From: Bruce Kehrl

*Please handle*

*H. has not seen*

February 27, 1971

Dear Jack:

We have put in the request for the picture you sent us as well as for a formal portrait to be autographed for you. It may take a bit of time but they will be coming back to you as soon as possible.

Also, I have passed along your generous offer to give as much time as possible to the national campaign - and the thought that you might be most helpful in the fund-raising end of it. To my mind, that is the most difficult part and I am sure someone will be in touch with you in the very near future.

It was good to hear from you again and I am deeply grateful for your generous comments concerning my appearance on the Today show.

With warm personal regards,

Sincerely,

Rose Mary Woods  
Secretary to the President

Mr. Jack Mills  
1778 K Street, N. W.  
Washington, D. C. 20006

✓cc: Bob Haldeman - please advise name of person I should pass along Jack Mills' offer to - you may recall he got us a substantial sum in 1966 - it was "confidential."  
FYI - he used to be with the House Congressional Committee.

RMW:ma

H -  
Chapin

March 3, 1971

MEMORANDUM FOR:

H. R. HALDEMAN  
DWIGHT CHAPIN

FROM:

JEB S. MAGRUDER

SUBJECT:

Goodman Agency

After the campaign we reviewed several of the media consultant firms; the Robert Goodman Agency of Baltimore was one. We were favorably impressed. During discussions with Bob Goodman some ideas on humanizing the President's image developed. We sent the ideas into the Saturday Planning Group.

During the time we were talking with Goodman the RNC was reorganizing their Communications Division. Evans and Nofsiger were particularly interested in having some outside creative input on The Republican and Monday. In discussion with our office the Goodman Agency was mentioned as the group that we thought might be good. Subsequently Evans and Nofsiger changed their outside media consultant arrangements by replacing Al Scott with the more versatile Goodman Agency. The annual compensation for the Goodman Agency is \$12,000.