

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>
29	5	3/21/1972	<input type="checkbox"/>	White House Staff	Memo	From Dwight L. Chapin to Gordon Strachan (cc: Mr. Malek). RE: Surrogate Advancing. 6 pgs.
29	5	3/17/1972	<input type="checkbox"/>	White House Staff	Memo	From Dwight L. Chapin to Gordon Strachan (cc: Mr. Malek). RE: March 16th Memo to Fred Malek. 1 pg.
29	5	3/23/1972	<input type="checkbox"/>	Campaign	Memo	From Herbert L. Porter to Gordon Strachan. RE: Celebrities. This document concerns a list of celebrities committed to the president. 1 pg.
29	5	3/21/1972	<input type="checkbox"/>	Campaign	Memo	From H.R. Haldeman to Jeb Magruder. RE: Celebrities. This document concerns follow up points for the celebrity situation. 2 pgs.

<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>
29	5	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to H.R. Haldeman. RE: Celebrities. This document discusses "firm and committed" entertainers and industry executives who are for the president. 8 pgs.
29	5	3/16/1972	<input type="checkbox"/>	Campaign	Memo	From H.R. Haldeman to Jeb Magruder. RE: Celebrities. This document discusses celebrities and points that require immediate attention. 2 pgs.
29	5	3/10/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to H.R. Haldeman. RE: Celebrities. This document includes the Bart Porter report on Celebrities. 6 pgs.
29	5	3/10/1972	<input type="checkbox"/>	White House Staff	Memo	From Alexander Butterfield to David C. Hoopes. RE: Liaison with Bart Porter. 1 pg.
29	5	2/16/1972	<input type="checkbox"/>	White House Staff	Memo	From L. Higby to Gordon Strachan. RE: Celebrities. This document concerns comments regarding celebrities. 2 pgs.

<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>
29	5	2/2/1972	<input type="checkbox"/>	White House Staff	Memo	From David Parker to Gordon Strachan. This document discusses celebrities and the youth vote. 4 pgs.
29	5	2/2/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Dave Parker. RE: Young Voters for the President. 1 pg.
29	5	1/26/1972	<input type="checkbox"/>	White House Staff	Memo	From L. Higby to Gordon Strachan. This document discusses the need for further clarification regarding celebrities and the youth vote. 3 pgs.
29	5	1/25/1972	<input type="checkbox"/>	Campaign	Report	From David Parker to Dwight L. Chapin. Titled: Schedule Proposal. This report and proposal concerns the members of the Young Voters for the President Committee. 3 pgs.
29	5	1/31/1972	<input type="checkbox"/>	Campaign	Report	From Herbert L. Porter through Jeb S. Magruder to H.R. Haldeman. Titled: Celebrities. This document discusses and lists prominent celebrities who support the president. 41 pgs.

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29	5	1/26/1972	<input type="checkbox"/>	White House Staff	Memo	To Jeb Magruder. RE: Black Voters. This document discusses black voters and the possible use of black celebrities. 2 pgs.
29	5	1/31/1972	<input type="checkbox"/>	Campaign	Memo	From Hebert L. Porter through Jeb S. Magruder to H.R. Haldeman. RE: Celebrities. This document includes an attached report regarding celebrities and support of the president. 10 pgs.
29	5	12/18/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to H.R. Haldeman. RE: Taft Shreiber Meeting. 3 pgs.
29	5	12/10/1971	<input type="checkbox"/>		Memo	From H.R. Haldeman to Dwight Chapin (cc: Dave Parker). This document discusses a push for a White House dinner for the Motion Picture industry by Taft Schreiber. 2 pgs.
29	5	11/17/1971	<input type="checkbox"/>	White House Staff	Memo	From William E. Timmons to Dick Herman. RE: Frederick Rheinstein. 2 pgs.

<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>
29	5	12/6/1971	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder and Herbert L. Porter to H.R. Haldeman. RE: Celebrities Committee.3 pgs.
29	5	12/3/1971	<input type="checkbox"/>	White House Staff	Memo	From Jeb S. Magruder to the Attorney General. RE: Hiring of the Executive Director of the Celebrities Committee. 1 pg.
29	5	12/1/1971	<input type="checkbox"/>	Campaign	Memo	Through Jeb S. Magruder to the Attorney General. RE: Organization of Celebrities Group. 3 pgs.
29	5	12/1/1971	<input type="checkbox"/>	White House Staff	Memo	From L. Higby to Gordon Strachan. RE: Names of Celebrities and Ethnic Men. 1 pg.
29	5	11/23/1971	<input type="checkbox"/>	Campaign	Memo	From Hebert L. Porter to Jeb S. Magruder. RE: Movie Industry Update. 2 pgs.

<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>
29	5	3/6/1972	<input type="checkbox"/>	Campaign	Newspaper	Title: "Rerunning Nixon" from the Wall Street Journal, March 6, 1972. 2 pgs.
29	5	3/1/1972	<input type="checkbox"/>	White House Staff	Report	From Harry S. Dent. This document discusses the Young Republican Leadership Conference and includes a program outline. 2 pgs.
29	5	2/29/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to the Attorney General. RE: Campaign Strategy Group Meeting on Bussing. 1 pg.
29	5	2/23/1972	<input type="checkbox"/>	Campaign	Memo	From Fred Malek. RE: Older Voters. This document includes an attached memo entitled "Campaign for Older Americans." 5 pgs.
29	5	3/7/1972	<input type="checkbox"/>	Campaign	Memo	From L. Higby to H.R. Haldeman. This document discussing campaigning in New Hampshire, Florida, and Wisconsin. 1 pg.

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29	5	2/22/1972	<input type="checkbox"/>	Campaign	Other Document	This is an un-authored and untitled document that discusses the presidential campaign. 2 pgs.
29	5	3/3/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to John N. Mitchell. RE: Florida Poll. This document concerns the results of a presidential candidate poll taken by the Irwin Premack Company. 1 pg.
29	5	3/2/1972	<input type="checkbox"/>	Campaign	Report	From Robert Cole through Jeb S. Magruder to the John N. Mitchell. RE: Weekly Report. 11 pgs.
29	5	3/3/1972	<input type="checkbox"/>	White House Staff	Memo	From W. Richard Howard to Fred Malek and Gordon Strachan. RE: Nofiziger's Veto of Secretary Richardson's Visits to California Memo. 2 pgs.
29	5		<input checked="" type="checkbox"/>	Campaign	Report	This document concerns Nixon's re-election campaign. [Very light ink] 3 pgs .

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman

Box Number: 309

Folder: 18 Campaign Part I March 3 [Folder 1]

<u>Document</u>	<u>Disposition</u>
93	Return Private/Political Note, Strachan to L [Higby], 3-21-72
94	Return Private/Political Memo, Chapin to Strachan, 3-17-72
95	Return Private/Political Memo, Porter to Strachan, 3-23-72
96	Retain Open
97	Return Private/Political Memo, HRH to Magruder, 3-21-72
98	Return Private/Political Memo, HRH to Magruder, 3-16-72
99	Return Private/Political Memo, Magruder to HRH, 3-10-72
100	Retain Open
101	Return Private/Political Memo, Butterfield to Hoopes, 3-10-72
102	Retain Open
103	Retain Open
104	Return Private/Political Memo, Higby to Strachan, 2-16-72
105	Retain Open
106	Return Private/Political Clipping, "Rerunning Nixon..." 3-6-72
107	Return Private/Political Note from Dent & Young Republicans, 3-6-72
108	Return Private/Political Memo, Magruder to the AG, 2-29-72
109	Return Private/Political Memo, Malek to H [HRH], 2-23-72
110	Return Private/Political Memo, Higby to HRH, 3-7-72
111	Retain Open
112	Retain Open
113	Return Private/Political Notes, "Flemming," 2-22-[72]
114	Return Private/Political Memo, Magruder to Mitchell, 3-3-72
115	Return Private/Political Memo, Odle to Mitchell, 3-2-72
116	Return Private/Political Memo, Howard to Malek & Strachan, 3-3-72

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 309

117	Return	Private/Political Newscopy, "Republicans cap..." n.d.
118	Retain	Open

THE WHITE HOUSE
WASHINGTON

Date: 3/21

TO: L

FROM: GORDON STRACHAN

I talked to D.C.
about these -
parts are my fault,
some points result
from Maguider
lobbying Dwight, and
others are just poor
communication. I think
things are back on track.

L

March 17, 1972
10:00 a.m.

MEMORANDUM FOR: MR. GORDON STRACHAN

FROM: DWIGHT L. CHAPIN

I take exception to your memorandum of March 16 to Fred Malek. You quote in the first paragraph by inference that the experiences which I had regarding my interviews in California were neither pleasant nor apparently productive. I do not think that this is the case at all.

I have met with Herb Klein and he has pointed out some of the errors which he feels perhaps I made during the course of my interviews. He also said that the stories were much better than I had thought. Perhaps I was too negative about the results of my interviews.

I can assure you that Herb Klein was responsible for everything that was set up and that I did. The one contact which I made with Ken Reitz regarding USC turned out to be a bomb.

I would suggest that if we are going to do an investigation on this kind of stuff that we work directly with Herb and with Ken Clawson (who also did a sensational job in making the arrangements for me).

I will be happy to sit down and talk to Fred about what I encountered but I think we are off on the absolutely wrong kick per your memorandum. It is typical of our over-reaction and something that someday we must learn how to control.

cc: Mr. Malek

March 17, 1972
3:00.p.m.

JS

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Surrogate Advancing

As a matter of procedure, would you please send me a carbon of memoranda to Walker, Parker, or Bull asking that they prepare reports for Haldeman? Obviously, I want to try to keep some idea as to what they are being asked to report on.

*100% correct
I mentioned
this in my
orig. memo to you.
What happened?*

As you are aware, I have seen in Walker's report on the surrogate advancing to Haldeman. I want to point out that in my discussions with Magruder about this subject, I am going to suggest that we get off the "low-key approach" in terms of investigating this kind of problem. It is much better to be forthright and call Magruder direct and say that we understand there are problems and try to work them out with him. Having gone through the ropes of cranking up reports for good reasons and also for the sake of franking up reports, I can guarantee the best way is to lay the cards on the table and figure out what the problem is.

*Chapin is 100%
wrong here.*

In looking through some of the materials which we have gathered recently, I find a memorandum from Fred Malek to Jeb Magruder concerning advancing rallies. It is only a guess, but it would appear that you had informed Fred of the problem and Fred therefore had written to Magruder. I think that this is a waste of Fred's time. Why should Malek have to start worrying about prodding Magruder along in terms of how his rallies are handled. Malek is having enough problems just trying to keep the Committee from over-reacting from his involvement without also sticking him with writing them about rallies. I am beginning to think half of our problems with the Committee, if there are problems, may be from the way we are running it from the White House.

*that is precisely what he wanted
to know - the reason for the report.*

*What kind of Bullshit
start is this?*

*Tell Chapin
I talked to
Malek & Chapin
can see me*

*If he were at
the 10:00 AM mtg. he would
have known this.*

*Tell Chapin
to get them
straight ahead
out. Starting
up himself.*

cc: Mr. Malek

THE WHITE HOUSE
WASHINGTON

March 17, 1972
3:00 p.m.

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Surrogate Advancing

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As you are aware, I have sent in Walker's report on the surrogate advancing to Haldeman. I want to point out that in my discussions with Magruder about this subject, I am going to suggest that we get off the "low-key approach" in terms of investigating this kind of problem. It is much better to be forthright and call Magruder direct and say that we understand there are problems and try to work them out with him. Having gone through the ropes of cranking up reports for good reasons and also for the sake of cranking up reports, I can guarantee the best way is to lay the cards on the table and figure out what the problem is.

Malek's memo → JRM | In looking through some of the materials which we have gathered recently, I find a memorandum from Fred Malek to Jeb Magruder concerning advancing rallies. It is only a guess, but it would appear that you had informed Fred of the problem and Fred therefore had written to Magruder. I think that this is a waste of Fred's time. Why should Malek have to start worrying about prodding Magruder along in terms of how his rallies are handled. Malek is having enough problems just trying to keep the Committee from over-reacting from his involvement without also sticking him with writing them about rallies. I am beginning to think half of our problems with the Committee, if there are problems, may be from the way we are running it from the White House.

cc: Mr. Malek

Administratively Confidential

March 14, 1972

MEMORANDUM FOR:

RON WALKER

FROM:

GORDON STRACHAN

SUBJECT:

Surrogate Advancing

Pursuant to our conversation, could you prepare a report for Bob which covers the following points:

- 1) The result of your meeting with Jack Kemp concerning his report that the advancing for the surrogate candidates in New Hampshire was lousy;
- 2) An analysis of what really happened in New Hampshire -- presumably this could be based on discussions with Ed Murphy and Allen Walker;
- 3) An analysis of how the surrogates who went to Florida were handled; and finally
- 4) Your suggestions for correcting whatever problems exist.

As we discussed on the telephone, discretion and confidentiality is crucial. Magruder, Porter, et al could become quite upset, so a low-key approach would seem to be best.

Bob has asked for your report by the close of business, Thursday, March 16.

CC _____

Due Date; March 16, 1972

GS:lm

THE WHITE HOUSE
WASHINGTON

March 14, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: L. HIGBY *L*

To follow-up on our conversation this morning -- Bob has received a report that Jack Kemp has reported that the advancing for surrogate candidates in New Hampshire was lousy. He would like someone to talk to Kemp and find out specifically what the problem was. Also, this person should talk to a couple of other of the surrogates to find out what the problems were. The person should also do some checking in Florida and see how we are handling the advance operation for surrogates there.

Bob would then like a memo from ⁴whoever does the checking on what the problems were, what Kemp reported the problems were, and what we are doing to correct the problems.

Will you please follow-up on this and have the report in to Haldeman by close of business on Thursday.

Thank you.

If you are going to have Walker handle this project, you might want to let him know today so his office can at least be setting up an appointment with Kemp. This is a very delicate matter, obviously, that could easily upset Magruder, etc., so it has to be handled on a low-key basis and you should make this clear to Walker. Also, you should let Chapin know what we are doing here so he doesn't have the feeling we are getting in the middle of his operation without at least advising him.

MEMORANDUM

X

THE WHITE HOUSE

WASHINGTON*

March 17, 1972
10:00 a.m.

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: DWIGHT L. CHAPIN 

I take exception to your memorandum of March 16 to Fred Malek. You quote in the first paragraph by interence that the experiences which I had regarding my interviews in California were neither pleasant nor apparently productive. I do not think that this is the case at all.

I have met with Herb Klein and he has pointed out some of the errors which he feels perhaps I made during the course of my interviews. He also said that the stories were much better than I had thought. Perhaps I was too negative about the results of my interviews.

I can assure you that Herb Klein was responsible for everything that was set up and that I did. The one contact which I made with Ken Reitz regarding USC turned out to be a bomb.

I would suggest that if we are going to do an investigation on this kind of stuff that we work directly with Herb and with Ken Clawson (who also did a sensational job in making the arrangements for me).

I will be happy to sit down and talk to Fred about what I encountered but I think we are off on the absolutely wrong kick per your memorandum. It is typical of our over-reaction and something that someday we must learn how to control.

cc: Mr. Malek

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 23, 1972

MEMORANDUM FOR: MR. GORDON STRACHEN
FROM: HERBERT L. PORTER
SUBJECT: Celebrities

Baw

Please add these people to the firm, committed list of
Celebrities for the President:

Hugh O'Brian
Margaret Whiting

Virginia Mayo (Mrs. Michael O'Shea)
Michael O'Shea

P.S. Put Arte Johnson back on the list.

March 21, 1972

CONFIDENTIAL/EYES ONLY

DETERMINED TO BE AN
ADMINISTRATIVE RECORDING
E.O. 13526, Section 6-102
By EL / NAES, Date 3-30-82

MEMORANDUM FOR: JEB MAGRUDER
FROM: H. R. HALDEMAN
SUBJECT: Celebrities

Your report to the President from Bart Porter on the celebrities situation has been reviewed. Listed below are several points that should be followed up on.

- 1) The list of committed entertainers is of little use until they are locked in to a carefully planned series of speaking engagements, rallies, appearances, etc. This plan should assign celebrities to events where they will have the biggest impact.
- 2) Perhaps young celebrities could be recruited with special briefings, tours, or participation in Presidential events. Why weren't there some celebrities invited to either the China departure or arrival ceremonies or other special events at the White House?
- 3) What can be done to recruit Johnny Cash and Charley Pride without involving the President directly? Perhaps a one on one briefing with a top White House Staff member? The American music idea sounds great.
- 4) Drugs appears to be one of the best issues to involve celebrities with the President. Witness the success with Sammy Davis Jr. Elvis Presley had been involved with Krogh and the drug problem, yet, Presley is not on your list.

5) Alex Butterfield should work closely with Tuff Schreiber and Bart Porter on strictly White House events but the campaign should assume primary responsibility for recruitment and utilization of celebrities.

6) We need to use the White House more, if possible, to recruit these people. This is our unique asset and we should utilize it to the maximum.

As to your pending items list:

- 1) Make sure Dave Parker and Alex Butterfield know of the importance of the White House function for movie industry people.
- 2) Can't we develop a method of involving the White House in the Academy Awards on April 10 even if the President cannot host the April 8 reception?
- 3) Please advise me as to what's being done with Jack Benny.
- 4) Please work with Alex Butterfield to double the number of celebrities at all White House functions.
- 5) What about getting a group of PRO celebrities, briefing them and getting them on talk shows. This would be a natural, particularly in the drug area.

Job, these are some random comments -- what is obviously needed is an overall program of cultivation beginning immediately.

cc: Alex Butterfield
Chuck Carlson
Dave Parker

HRH:LH:jmt

THE WHITE HOUSE
WASHINGTON

Date: _____

To :

AS

From :

L. Higby

Do a quick
critique of what's
wrong w/ their
for a discussion
of me

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 10, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: Celebrities

Following is a report from Bart Porter on celebrities.

Celebrities for the President

Attached at TAB A is a list of firm, committed entertainers and major industry executives who are for the President. These entertainers will be asked to appear on behalf of the President at various speaking engagements and political rallies, and also have agreed to the use of their names in any written, paid political advertisements.

Sammy Davis, Jr. continues to be in our camp. As stated previously, his involvement will be gradual. He has committed to help bring in other black entertainers, but says that this is a "slow process" and takes time to cultivate these people in a "one-on-one" situation.

Joseph Horacek has been terminated as Executive Director of the Celebrities Committee in Los Angeles. His replacement is Edward Crane, hand-picked by Taft Schreiber from Universal Studios.

American Music for the President

This Committee is now being formed in Nashville, Tennessee. It is designed to accommodate the "Country & Western" entertainment industry. The Chairman is Dr. Nat Winston, long recognized as one of the most influential figures in the Nashville recording industry.

Dr. Winston will be joined by Dick Frank, attorney for the leading record companies; Lou Cook, Vice President of MCA Records (works for Taft Schreiber); and Frank Rogers, a leading promoter in Nashville.

In the last few days this group has identified the following "Country & Western" entertainers as firm for the President: Chet Atkins, Roy Acuff, Earle Scruggs, Tex Ritter, and Arch Campbell.

Many more are to be added in the next few days, according to Winston.

Several "Country & Western" stars are for the President, but are unwilling to make it public at this time. These are: Tennessee Ernie Ford, Eddy Arnold, and Charley Pride.

In addition, Johnny Cash is for the President. However, Dr. Winston, (who is Johnny Cash's best friend) says that Johnny felt he was "used" during the Rockefeller campaign in Arkansas. He is therefore reluctant to get involved. Winston feels he will definitely come out publicly very shortly.

Bart Porter plans to meet with Winston in the next few days to plan the strategy for making this Committee public.

Taft Schreiber

Taft states that, "We have the industry leadership in the main cooperating with us. We have every major studio committed in our celebrity group." Schreiber feels that, "While we are still soft in the young performers area, in time the President will break through. His rating within this industry is the highest it's ever been." Taft will continue to function as an advisor to Bart Porter.

Pending Items

1) The suggestion that the movie industry be honored at a White House function. The group would include the people who attended the April, 1971 meeting in San Clemente. Peter Flanigan's office is aware of this request.

2) Our suggestion that the President host, for his daughters, a reception at the Western White House, to include a large number of young celebrities. This function, it is felt, could have a significant impact on this important group. Dave Parker tells us that April 8th is being considered as a possible date. This is good, inasmuch as the Academy Awards are being presented April 10th and most entertainers will be in Southern California to attend that event.

3) Schreiber has suggested that the following people be given special consideration for attendance at a near-future White House social function: Lucille Ball, Richard Zanuck, Robert Evans, and Chad Everett.

In addition, it should be noted that Jack Benny would still very much like to perform at the White House.

cc: John N. Mitchell

~~CONFIDENTIAL~~

A

FIRM

JUNE ALLYSON	ANDY DEVINE
LEON AMES	CAROLE WELLS (Mrs. Larry Doheny)
EDDIE ANDERSON	JOANNE DRU
WARNER ANDERSON	JAMES DRURY
RICHARD ARLEN	DON DUBBINS
FRANKIE AVALON	IRENE DUNNE
EDGER BERGEN	CLINT EASTWOOD
RAY BOLGER	BUDDY EBSEN
PAT BOONE	RALPH EDWARDS
LESS BROWN	ANTHONY EISLEY
PAT BUTTRAM	RON ELY
SONNY BURKE	CHAD EVERETT
ROD CAMERON	RHONDA FLEMING
HOAGY CARMICHAEL	JOHN FORD
GEORGE CHANDLER	THE FRONTIERSMEN
CYD CHARISSE	ROBERT FULLER
ROBERT CONRAD	MRS. CLARK GABLE
PHIL CROSBY	ZSA ZSA GABOR
THE MIKE CURB CONGREGATION	KATHY GARVER
KEN CURTIS	JACK GING
ARLENE DAHL	JOHNNY GRANT
SAMMY DAVIS, JR. (Not yet public)	MISS SHELBY GRANT (Mrs. Chad Everett)
YVONNE DE CARLO	MISS VIRGINIA GREY
DON DE FORE	ANGELA GREENE
WILLIAM DEMAREST	LIONEL HAMPTON

FIRM (Continued)

TOM HARMON	ED NELSON
MANNY HARMON	LLOYD NOLAN
MISS LINDA HARRISON (Mrs. Richard Zanuck)	JOHN PAYNE
MISS JUNE HAVER (Mrs. Fred MacMurray)	VOLTAIRE PERKINS
MISS TIPPI HEDREN	WALTER PIDGEON
MISS MARTHA HYER (Mrs. Hal Wallis)	MISS PAMELA POWELL
MRS. GALE PATRICIA JACKSON	LEROY PRINZ
ARTE JOHNSON	GENE RAYMOND
VICTOR JORY	DALE ROBERTSON
LAINIE KAZAN	GILBERT ROLAND
JACK KRAMER	CESAR ROMERO
DOROTHY LAMOUR	IRENE RYAN
RUTA LEE	DEBBIE SHELTON
MERVYN LEROY	RED SKELTON
SOL LESSAR	JOHN SMITH
ART LINKLETTER	MISS JULIE SOMMARS
STANLEY LIVINGSTON	KAYE STEVENS
PETER LUPUS	JAMES STEWART
FRED MAC MURRAY	NORMAN TAUROG
TONY MARTIN	MISS MARTHA TILTON
ANDREW MC LAGLEN	MARSHALL THOMPSON
ANN MILLER	RUDY VALLEE
MARY ANN MOBLEY	HAL WALLIS
TERRY MOORE	MEREDITH WILLSON
KEN MURRY	MISS MARIE WINDSOR

FIRM (Continued)

MRS. BONITA GRANVILLE WRATHER

JOHN WAYNE

MICHAEL WAYNE

PAT WAYNE

EYES ONLY

March 16, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: H.R. HALDEMAN
SUBJECT: Celebrities

Your report from Bart Porter on the celebrities situation has been considered. Several points deserve your immediate attention:

- 1) The list of firm committed entertainers is of little use until they are locked in to a carefully planned series of speaking engagements and rallies. This plan should assign celebrities to events where they will have the biggest impact. Laine Kazan might have been better at a college appearance than with the party faithful in New Hampshire.
- 2) Young celebrities could be recruited with special briefings, tours, or participation in Presidential events. Why weren't there some celebrities at either the China departure or arrival ceremonies?
- 3) What specifically can be done to recruit Johnny Cash and Charley Pride without involving the President directly? Why not a one on one discussion with a top White House Staff member?
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2) Try to develop a method of involving the White House in the Academy Awards on April 10 even if the President cannot host the April 8 reception.

3) Advise me as to what's being done with Jack Benny.

4) Work with Alex Butterfield to double the number of celebrities at all White House functions.

Jeb, these are just random comments -- what is obviously needed is an overall program of cultivation beginning immediately.

cc: Alex Butterfield

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MS -
Problem here on outline
we need a memo by H
to Magruder on this.

MEMORANDUM

March 10, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: Celebrities

Following is a report from Bart Porter on celebrities.

Celebrities for the President

Attached at TAB A is a list of firm, committed entertainers and major industry executives who are for the President. These entertainers will be asked to appear on behalf of the President at various speaking engagements and political rallies, and also have agreed to the use of their names in any written, paid political advertisements.

Should have
detailed
plan.

Sammy Davis, Jr. continues to be in our camp. As stated previously, his involvement will be gradual. He has committed to help bring in other black entertainers, but says that this is a "slow process" and takes time to cultivate these people in a "one-on-one" situation.

Joseph Horacek has been terminated as Executive Director of the Celebrities Committee in Los Angeles. His replacement is Edward Crane, hand-picked by Taft Schreiber from Universal Studios.

American Music for the President

This Committee is now being formed in Nashville, Tennessee. It is designed to accommodate the "Country & Western" entertainment industry. The Chairman is Dr. Nat Winston, long recognized as one of the most influential figures in the Nashville recording industry.

Dr. Winston will be joined by Dick Frank, attorney for the leading record companies; Lou Cook, Vice President of MCA Records (works for Taft Schreiber); and Frank Rogers, a leading promoter in Nashville.

In the last few days this group has identified the following "Country & Western" entertainers as firm for the President: Chet Atkins, Roy Acuff, Earle Scruggs, Tex Ritter, and Arch Campbell.

Many more are to be added in the next few days, according to Winston.

Several "Country & Western" stars are for the President, but are unwilling to make it public at this time. These are: Tennessee Ernie Ford, Eddy Arnold, and Charley Pride.

In addition, Johnny Cash is for the President. However, Dr. Winston, (who is Johnny Cash's best friend) says that Johnny felt he was "used" during the Rockefeller campaign in Arkansas. He is therefore reluctant to get involved. Winston feels he will definitely come out publicly very shortly.

Bart Porter plans to meet with Winston in the next few days to plan the strategy for making this Committee public.

*Need young celebrities
What are we doing to recruit. ie. Briefing, special types,
Taft Schreiber*

Taft states that, "We have the industry leadership in the main cooperating with us. We have every major studio committed in our celebrity group." Schreiber feels that, "While we are still soft in the young performers area, in time the President will break through. His rating within this industry is the highest it's ever been." Taft will continue to function as an advisor to Bart Porter.

oversee shows, tie the line, dip at anniversary -

*Other key
taken people,*

*is that we
need a complete
PR. reactivation on to*

*handle these
people*

Pending Items

- 1) The suggestion that the movie industry be honored at a White House function. The group would include the people who attended the April, 1971 meeting in San Clemente. Peter Flanigan's office is aware of this request.

anonymous place

good.

2) Our suggestion that the President host, for his daughters, a reception at the Western White House, to include a large number of young celebrities. This function, it is felt, could have a significant impact on this important group. Dave Parker tells us that April 8th is being considered as a possible date. This is good, inasmuch as the Academy Awards are being presented April 10th and most entertainers will be in Southern California to attend that event.

*any chance of
frisk us in
here perhaps
a big presidential
memo in
program etc*

3) Schreiber has suggested that the following people be given special consideration for attendance at a near-future White House social function: Lucille Ball, Richard Zanuck, Robert Evans, and Chad Everett.

good

In addition, it should be noted that Jack Benny would still very much like to perform at the White House.

cc: John N. Mitchell

*What being done
here.*

*We should double
this for each
from now on.*

CONFIDENTIAL

*We need a small strategy and
program of cultivation*

*We could use some heavy celebrity
involvement in design
What ever happened to Elvis Presley.*

FIRM

JUNE ALLYSON

LEON AMES

EDDIE ANDERSON

WARNER ANDERSON

RICHARD ARLEN

FRANKIE AVALON

EDGER BERGEN

RAY BOLGER

PAT BOONE

LES¹⁰ BROWN

PAT BUTTRAM

SONNY BURKE

ROD CAMERON

HOAGY CARMICHAEL

GEORGE CHANDLER

CYD CHARISSE

ROBERT CONRAD

PHIL CROSBY

THE MIKE CURB CONGREGATION

KEN CURTIS

ARLENE DAHL

SAMMY DAVIS, JR. (Not yet public)

YVONNE DE CARLO

DON DE FORE

WILLIAM DEMAREST

ANDY DEVINE

CAROLE WELLS (Mrs. Larry Doheny)

JOANNE DRU

JAMES DRURY

DON DUBBINS

IRENE DUNNE

CLINT EASTWOOD

BUDDY EBSEN

RALPH EDWARDS

ANTHONY EISLEY

RON ELY

CHAD EVERETT

RHONDA FLEMING

JOHN FORD

THE FRONTIERSMEN

ROBERT FULLER

MRS. CLARK GABLE

ZSA ZSA GABOR

KATHY GARVER

JACK GING

JOHNNY GRANT

MISS SHELBY GRANT (Mrs. Chad Everett)

MISS VIRGINIA GREY

ANGELA GREENE

LIONEL HAMPTON

FIRM (Continued)

TOM HARMON	ED NELSON
MANNY HARMON	LLOYD NOLAN
MISS LINDA HARRISON (Mrs. Richard Zanuck)	JOHN PAYNE
MISS JUNE HAVER (Mrs. Fred MacMurray)	VOLTAIRE PERKINS
MISS TIPPI HEDREN	WALTER PIDGEON
MISS MARTHA HYER (Mrs. Hal Wallis)	MISS PAMELA POWELL
MRS. GALE PATRICIA JACKSON	LEROY PRINZ
ARTE JOHNSON	GENE RAYMOND
VICTOR JORY	DALE ROBERTSON
LAINIE KAZAN	GILBERT ROLAND
JACK KRAMER	CESAR ROMERO
DOROTHY LAMOUR	IRENE RYAN
RUTA LEE	DEBBIE SHELTON
MERVYN LEROY	RED SKELTON
SOL LESSAR	JOHN SMITH
ART LINKLETTER	MISS JULIE SOMMARS
STANLEY LIVINGSTON	KAYE STEVENS
PETER LUPUS	JAMES STEWART
FRED MAC MURRAY	NORMAN TAUROG
TONY MARTIN	MISS MARTHA TILTON (Mrs. James Brooks)
ANDREW MC LAGLEN	MARSHALL THOMPSON
ANN MILLER	RUDY VALLEE
MARY ANN MOBLEY	HAL WALLIS
TERRY MOORE	MEREDITH WILLSON
KEN MURRY <i>Ken Murray?</i>	MISS MARIE WINDSOR

FIRM (Continued)

MRS. BONITA GRANVILLE WRATHER

JOHN WAYNE

MICHAEL WAYNE

PAT WAYNE

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

March 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: DR. DAVID C. HOOPES
FROM: ALEXANDER P. BUTTERFIELD
SUBJECT: Liaison with Bart Porter

I have just learned that Bart Porter, who is now at the Citizens Committee, will be serving as sort of a staff man to me on business relative to the entertainment world and those stars, young and old, who have pledged or might pledge their support to the President.

I will be talking to Taft Schreiber on the West Coast about twice a week, but Bart will be guiding, directing and keeping track of the mechanics of the business -- who in the Administration might drop by and say "hello" to Bart Starr on his way through Wisconsin, which musical group might be brought in to perform at a minor Presidential event, who might best serve as the MC at a Nixon rally in Arkansas, etc. Thus, I would expect to be talking to Bart Porter two or three times a week ... and to receive a copy of the periodic memoranda he sends to Bob Haldeman apprising him of where we stand.

ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

February 16, 1972

ADMINISTRATIVELY CONFIDENTIAL

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

Below, I am simply going to list, in random fashion, my comments with regard to the celebrities memo. I can't emphasize how poor a job I think we are doing here and I think this report is an excellent testimony to that fact. If you want, raise my objections and some questions with Jeb Magruder and tell him in fact it is one of the typical memos he used to turn in. Here are the questions at any rate.

1. How specifically is the idea of the black celebrities approach being followed up? What specifically are we doing with Sammy Davis, Jr.?
2. What was the result of the meeting with Frank Gifford?
3. Why was the celebrities thing here at the White House so screwed up?
4. What specifically were the details on it? What are we doing to make sure it doesn't happen again and what are we doing to follow-up on those people that were here?

All the lists that we have got are complete pad jobs. There isn't one list that gives the celebrities that are now for Nixon. Who do we have signed up? It is now after February 10, so I assume our list is complete.

Who are the individuals involved in each particular regional operation? For example, who is David Begelman? Who is Lou Cook? What qualifications do they have?

I can't believe that the traditional telephone campaign that we are talking about is going to list much support among the celebrities. Who do we have actively going out and proselytizing the young celebrities that now think they are Democrats but really are Republican? What is the specific program we have outlined for using celebrities? What are we going to do with them and what are we going to try and get them to do? In short, the celebrities program, obviously, isn't put together very well, yet. I could go on picking it apart, but what we need to do is get some specific goals and a specific plan outlined, not seven pages of padding.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 2, 1972
1:43 p. m.

MEMORANDUM FOR: GORDON STRACHAN
FROM: DAVID PARKER

In response to your query regarding the screw up about the celebrities for the President, let me outline my involvement in that particular instance.

Sometime around the 10th of January, I received a telephone call from Ken Smith of the Citizens Committee asking if Julie Eisenhower would be available to greet this group that was coming in on January 25th. I responded at that time that it would not be possible for Julie as she would be visiting San Antonio on that date. Specifically, I told him that her departure would be at 11:00 a. m. that morning and that if it were at all possible to move their date or time, that the greeting could then be considered. At that time I was not queried at all as to the President's availability for this event, nor was I fully aware of the details of the event. I was simply asked if Julie would be available to greet this group that would be touring the White House at that time.

It wasn't until the Monday of the 24th, that Porter contacted me and asked me of the President's availability for this event. At that time I told him that it was extremely doubtful, knowing that something was going to happen Tuesday p. m., however, I told him I'd submit a proposal on it as soon as I had the list of names of participants. Since I had not received a listing from the Committee by late in the afternoon on the 24th, I called Mike Farrell for a list of people on the tour. Mike dictated the list as he had it and an appropriate schedule proposal was prepared and sent in first thing on the morning of January 25th, high priority.

I have attached for your information a copy of Rietz' memo to me of January 25th, which delineates what the group was all about, along with a copy of the schedule proposal.

As you know each Tuesday morning I assemble a group of schedulers in my office to talk about problems, long range schedules, and just general good management of the entire operation. I have emphasized to Porter to pass on to

all of the people involved in any event that the Citizens Committee proposes that will require time on the part of the President, Mrs. Nixon or the girls, it should be coordinated with me personally prior to locking in any date or time of an event. Porter has agreed to this and I am confident that this will insure that nothing of this nature will happen again.

I would suggest that it might be entirely appropriate to have letters drafted for the President's signature thanking this group for taking their time to come here on his behalf.

Additionally, yesterday in a discussion with Schrieber and Porter it was mentioned that the recommendation should be made to have the President hand write a note to Sammy Davis thanking him for his tremendous boost the other night over at the Bob Brown Salute. Believe me Sammy couldn't have been more laudatory.

If you have any questions, please call.

January 25, 1972

MEMORANDUM FOR:

DAVID PARKER

FROM:

KEN RIETZ

At noon today the Young Voters for the President Committee will be announced at a press conference called by Senator Brock. Attached is a list of the members. All of these young people will work for us as volunteers during the year. They will make appearances, give us advice, and recruit other outstanding young people.

Some of them have gone to considerable trouble and expense to come to Washington for the press conference. (Chad Everett had his shooting schedule rearranged and has cost his network about \$10,000).

At 1:30 today, this group will tour the White House. We have asked that Julie conduct the tour if she is available. In addition, we urge that the President take a few minutes to meet with this group informally. This should be done quietly with no press and only a photo opportunity for Ollie Adkins.

The impact of these young people endorsing and uniting for the President over the next few months will be substantial. Their effectiveness in helping will be greatly increased if they are really inspired by a brief meeting with the President.

Attachment

SCHEDULE PROPOSAL

Date: January 25, 1972

FROM: David Parker

VIA: Dwight L. Chapin

GREET: Members Young Voters for the President Committee

DATE: January 25 - 1:30 p. m.

PURPOSE: Opportunity to meet briefly with young people who will work for the Committee for the Re-Election of the President as volunteers during this year.

FORMAT:

- Roosevelt Room
- 5 minutes
- List of Participants attached (25 - 3 Black)

SPEECH MATERIAL: None

PRESS COVERAGE: Ollie Atkins photo only

STAFF: Butterfield

RECOMMEND: Ken Riets

BACKGROUND: At Noon today the Young Voters for the President Committee will be announced at a press conference called by Senator Brock. All of these young people will work for the Committee for the Re-Election of the President as volunteers during the year. They will make appearances, give the Committee advice and recruit other outstanding young people. Some have gone to considerable trouble and expense to come to Washington for the press conference. At 1:30 today this group will tour the White House. The impact of these young people endorsing and uniting for the President over the next few months will be substantial. Their effectiveness in helping will be greatly increased Ken Riets says if they are really inspired by a brief meeting with the President.

APPROVE _____ DISAPPROVE _____

2/8

ADMINISTRATIVELY CONFIDENTIAL

February 2, 1972

MEMORANDUM FOR:

DAVE PARKER

FROM:

GORDON STRACHAN

SUBJECT:

Young Voters for the President

On January 27 we discussed the confusion surrounding the request for the President's time in connection with the Young Voters for the President. As I understood it, you were going to go through your files, get in touch with Ken Rietz, and do a brief note for Bob explaining your part in the event. When do you expect to have that brief note?

GS:lm

Riets

THE WHITE HOUSE

WASHINGTON

January 26, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: L. HIGBY L

The attached is something that was obviously bungled from the start -- almost the finish. Please get to the bottom of it.

1. Find out when we first knew something was going to be happening here;
2. Find out when Porter first knew something was going to be happening here, and;
3. See where the breakdown was.

It is ridiculous to ask the President to do something like this on the day of an event and expect much chance of getting him to do it. The celebrities are people who we are trying to get on our side and by the way they were handled, I doubt it contributed very heavily to getting this done.

Was the hangup on our part, i. e., did Parker not process this fast enough or did Porter just fail to notify us? I want to know names, particulars and dates. I want to use this as a case to make a point.

Attachment

Riets - FU on guy?

1/17
Porter - knew of Press Conf
on 14th floor per week
- 1/21 - learned of WH
was + event
- 1/24 - Porter asked
by Ken Riets to push
at WH.

1/24 - Porter learned of
Recep - Reims,
Volpe, etc.
1/25 - a sched
request in
1/24 - Porter
Parker rel.
Alex
1/25 - Tom
good

Porter - Riets
let down by
his own staff
(Tom Bell).
Riets would
directly w/ Alex's
(Joe Howard)

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 25, 1972

MEMORANDUM FOR: LARRY HIGBY

FROM: CHUCK COLSON 

Attached is a copy of my note to Henry Kissinger. Attached also is the Young Voters for the President Committee list. Griese was not there -- but most of the big names were.

January 25, 1972

MEMORANDUM FOR: HENRY KISSINGER

FROM: CHARLES COLSON

I am most grateful to you for rescuing what otherwise would have been a very bad scene today. You were really marvelous with the young group that is going to be working for the President. No one else, but the President, could have made that kind of impression on them and I realize it was an awful imposition -- particularly today. Many, many thanks.

bcc: Larry Higby

Chuck Colson

THE WHITE HOUSE
WASHINGTON

f.y.i.

SCHEDULE PROPOSAL

Date: January 25, 1972

FROM: David Parker

VIA: Dwight L. Chapin

GREET: Members Young Voters for the President Committee

DATE: January 25 - 1:30 p.m.

PURPOSE: Opportunity to meet briefly with young people who will work for the Committee for the Re-Election of the President as volunteers during this year.

FORMAT: - Roosevelt Room
- 5 minutes
- List of Participants attached (25 - 3 Black)

SPEECH MATERIAL: None

note participants

PRESS COVERAGE: Ollie Atkins photo only

STAFF: Butterfield

RECOMMEND: Ken Rietz

BACKGROUND: At Noon today the Young Voters for the President Committee will be announced at a press conference called by Senator Brock. All of these young people will work for the Committee for the Re-Election of the President as volunteers during the year. They will make appearances, give the Committee advice and recruit other outstanding young people. Some have gone to considerable trouble and expense to come to Washington for the press conference. At 1:30 today this group will tour the White House. The impact of these young people endorsing and uniting for the President over the next few months will be substantial. Their effectiveness in helping will be greatly increased Ken Rietz says if they are really inspired by a brief meeting with the President.

APPROVE _____ DISAPPROVE _____

YOUNG VOTERS FOR THE PRESIDENT COMMITTEE

INITIAL MEMBERS

Joe Abate: Chairman of the College Republican National Federation. He is from Margate, New Jersey. Age 26.

*Lance Alworth: Flanker-back for the Dallas Cowboys football team. A resident of Brookhaven, Mississippi. Age 32

*Victor Ashe: Tennessee state representative who sponsored 18 year old vote in the state. He is from Knoxville, Tennessee. Age 27.

Brenda Box: Reigning Miss Texas (Universe); First runner-up to Miss U.S.A. She is from Amarillo, Texas. Age 20.

*Nick Buoniconti: Linebacker for the Miami Dolphins football team. He is a resident of Miami, Florida. Age 31.

Tom Campbell: Disc Jockey for San Francisco Radio Station KLOK and columnist for San Francisco Examiner. A resident of San Francisco and San Jose. Age 32.

Kent Clemence: President of the Student Body, University of Southern California. He is from Simi Valley, California. Age 21.

Jo Ann Cullen: Vice President of Distributive Education Clubs of America, North Atlantic Region. She is from Bristol, Pennsylvania. Age 16.

*Clint Eastwood: Actor, star of "Dirty Harry". He is from Carmel, California.

Chad Everett: Actor, television personality (Medical Center). Originally from South Bend, Indiana; presently resides in Northridge, Calif.

Janene Forsyth: Reigning Miss American Teenager. She is from Arlington, Virginia. Age 17.

Kathy Garver: Actress, television personality (Family Affair). She is from Los Angeles, Calif. Age 23.

*Carole Graebner: Tennis champion, Captain of the victorious Wightman Cup team. She resides in New York.

*Clark Graebner: Tennis champion, star of the U. S. Davis Cup Team. A resident of New York.

Shelby Grant: Actress, wife of Chad Everett. Originally from Wagoner, Oklahoma; resides in Northridge, Calif.

*Bob Griese: Quarterback for the Miami Dolphins football team. Originally from Evansville, Indiana. Age 26.

Gary Hughes: Immediate past national President of Vocational Industrial Clubs of America. He is from Dover, Delaware. Age 19.

Sandy Livingston: Actress, wife of Stanley Livingston. She resides in Los Angeles.

Stanley Livingston: Actor, television personality (My Three Sons). Age 21.

Harlin McKeever: Linebacker for the Los Angeles Rams football team. A resident of Corona Del Mar, Calif. Age 32.

Harry McNaught: President of Boys Nation (Senate). He is from Logansport, Indiana. Age 17.

Harlan Marbley: Silver medal Olympic boxer. He is from Washington, D. C. Age 28.

YOUNG VOTERS FOR THE PRESIDENT COMMITTEE -- INITIAL MEMBERS CONTINUED - Page 2

Tommy Mason: Football player for Washington Redskins. He resides in Minneapolis, Minnesota.

Mary Ann Mobley: Actress, former Miss America. She is originally from Biloxi, Mississippi.

Gwen Norman: Gold medal Olympic runner. She is from Washington, D. C. Age 22.

Lacey O'Neal: Olympic track star. A resident of Washington, D. C. Age 27.

*Charles Postels: Immediate past National Vice President of Future Farmers of America. A resident of Milford, Delaware. Age 22.

*Don Schollander: Gold Medal Olympic swimmer. He is from Lake Oswego, Oregon. Age 25.

Sherry Shealy: South Carolina State Representative. A resident of Cayce, S. C. Age 21.

*Kenneth Shelley: 1972 Men's U. S. Figure Skating Champion, U. S. Pairs Figure Skating Champion team. He is from Los Angeles, Calif. Age 20.

Debbie Shelton: Immediate past Miss U.S.A. Resides in Miami, Florida, originally from Norfolk, Virginia. Age 23.

*Jody Smith: Youngest mayor in U.S., Areshire, Iowa. Age 19.

*Jo Jo Starbuck: 1970-72 U. S. Pairs figure skating champion team. Resides in Los Angeles, Calif. Age 20.

Esther Stroy: Youngest member of 1968 Olympic track team. Resides in Washington, D. C. Age 18.

Don Sundquist: Young Republican National Federation Chairman. Resides in Burnsville, Minnesota.

*Mark Vittert: Vice President, National Chamber Foundations. Resides in St. Louis, Missouri. Age 22.

Barbie Wells: National Director of Teenage Republicans. She is from Poway, Calif.

Eddie Wilchinski: Past National President of Distributive Education Clubs of America. A resident of Camden, Delaware. Age 24.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

January 31, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Celebrities

This memo is in response to the January 26, 1972 memorandum to Jeb Magruder regarding celebrities.

Specific questions were raised in that memo and are answered below. In addition, the memo asked for an updated status report on the celebrity situation by January 31. The report is attached at TAB A.

The suggestion that Black celebrities be engaged to approach the Black Voter is being followed up. Sammy Davis, Jr. has committed to Bob Brown to help in this area. In addition, I met with Sammy Davis today and discussed his future role among celebrities. Sammy feels that his visible involvement should be gradual. However, he is totally committed to helping us encourage other celebrities to join up now. In particular, he considers our schedule proposal for the San Clemente young people's party a "brilliant idea" and one that could "make the difference" among the "now" generation of younger celebrities. He has offered to be present at such a reception.

On the subject of sports celebrities, I am meeting with Frank Gifford on February 2 to discuss the organization of an "Athletes for the President" or "Sports Celebrities for the President" committee. While Frank cannot be out in front (sponsor problems), he wants to help in contacting those who will be and also assist in finding the professional staff man to run the committee.

Regarding the Young Voters for the President group at the White House last week, our office was responsible for the celebrities who participated. Joe Horacek, Executive Director of Celebrities for the President in Los Angeles, accompanied the group from the West Coast.

A

CELEBRITIES FOR THE PRESIDENT

For the first time, the 1972 Celebrities Committee has been organized to operate completely from within the entertainment industry. All employees of the Committee have had extensive experience working within the entertainment field. Volunteer support has been enlisted from studio executives, entertainers, artists' representatives, independent public relations firms, major studio publicity departments, entertainment attorneys, and personal and business managers.

FACILITIES

Office space has been donated at 9229 Sunset Boulevard, Los Angeles, California 90069. Phone: (213) 278-3233.

STAFF

Joseph Horacek, age 30, an entertainment attorney, has taken a leave of absence from Mitchell, Silberberg & Knupp to act as full time Executive Director. Edward Crane, age 36, has been furnished through Universal Studios Publicity Department for the duration of the campaign. Barry Coe, age 36, furnished by Richard Zanuck at Warner Brothers, will act as Assistant for Special Projects. Judy Plessner has been employed as the full time Administrative Assistant and secretary (her salary is being paid by Columbia Pictures). Mrs. Norman (Sue) Taurog, who assisted in the celebrities operation of the 1960 and 1964 campaigns, will head the Volunteer Committee, aided by Patti Schragger (paid employee), who was active in the celebrity operation of prior campaigns.

COMMITTEE LISTS

Five lists are attached for your review.

TAB B shows the people in the industry who met with Attorney General Mitchell on November 10, 1971, which is known as the Coordinating Committee of Industry Executives for Celebrities to re-elect the President.

The next list (TAB C) is that of the Hollywood Committee which actually does the work for the group now known as Celebrities for the President.

TAB D shows those people who are Republicans from Universal Studio and can be counted on to support the President. These are mainly Studio department heads, attorneys, et cetera. We are asking all studios to prepare such a list.

The next list (TAB E) is comprised of people who have previously endorsed a Republican candidate and whom we are in the process of contacting to affirm their support for the President.

In addition, there is a list called Prominent Hollywood Celebrities (TAB F) between the ages of 18 and 35. Some of these we know are for the President, others may be Democrats but not active in the Party. We have omitted from this list anyone who has actually been in support of an opponent of the President. This is the list with which we would begin making contacts for our proposed young people's party in San Clemente.

Taft Schreiber also functions as a special liaison with the Committee for the Re-election of the President and special advisor to Celebrities for the President. Herb Kalmbach serves as special advisor and liaison to Celebrities for the President, even though he is not a visible member of the Committee.

Each member of the Hollywood Committee (TAB C) is currently performing three basic functions: 1) identification of executives, department heads and other key personnel employed within their respective organizations, who will support the re-election of the President in 1972; 2) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972; 3) assisting in giving best possible access to entertainers who are uncommitted or who have previously been committed to Democratic candidates. Individual members of the Hollywood Committee will also have special projects as hereinafter set forth.

GOALS

Celebrities for the President has four immediate goals: 1) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972 (list to be completed by February 10, 1972); 2) fulfillment of specific requests for celebrities to be present at particular events; 3) preparation of an extensive list (to be completed by February 10, 1972)

of persons between the ages of eighteen and thirty-five who are prominent socially or in the entertainment industry, which young people are not necessarily committed to the re-election of the President, but who are not irrevocably committed to another candidate or against the President; 4) enlistment of support of prominent young entertainers who are presently Democrats, uncommitted, or who have not previously been involved in political campaigns.

CELEBRITIES COMMITTEE - OPERATION

Joe Horacek is responsible for the coordination and function of the Celebrities Committee. He reports directly to Herbert L. (Bart) Porter, Director of Spokesmen Resources for the Committee for the Re-election of the President. All requests for appearances by celebrities are conveyed directly by Bart Porter, or one of his assistants, to Joe Horacek in Los Angeles. No requests for celebrities are to be acted upon by the Celebrities Committee without prior clearances from Bart Porter. Upon receipt of a request, direct contact is made by the Celebrities Committee to the event Chairman to review the specifics of the particular request. The Celebrities Committee aids the event Chairman through the use of extensive surveys used by the entertainment industry, which evaluate every entertainer as to overall popularity, as well as popularity within specific age groups and geographical areas. With the use of these surveys, the Celebrities Committee can help furnish the celebrity most effective for the particular event.

Several sub-committees are being formed, each to report directly to and coordinate with the Executive Director of the Celebrities Committee. The four most important sub-committees are:

1) A volunteer sub-committee on the east coast to help mobilize celebrities residing in the east. The Chairman will be David Begelman. A request has been made for a meeting in Washington, D. C. or New York, to be attended by the volunteer sub-committee plus the Attorney General, Bart Porter and Joe Horacek. The formation of the eastern branch is essential to the effective operation of the Celebrities Committee.

2) A sub-committee to mobilize country and western artists, who are predominantly based in Nashville, Tennessee. Lou Cook is presently in Nashville to organize the sub-committee.

Who is he?

Who is he?

3) A sub-committee to organize the "now" or rock music industry. The sub-committee, through Mike Curb and others, has direct personal access to every top rock artist in the United States. While a large number of these artists have traditionally allied themselves with the political "left," it is felt that an individualized, personal approach to certain conservative artists (i.e., The Carpenters) will be effective.

4) A sub-committee to organize studio labor personnel (cameramen, carpenters, etc.). The Chairman is Ed Prelock, Manager of Labor Relations at Disney Studios. Ed Prelock will first attempt a pilot program at Disney which, if effective, will be expanded to each studio.

SPECIAL EMPHASIS

In addition to the traditional telephone campaign to enlist support, separate and distinct emphasis will be placed upon selected uncommitted celebrities whom the Celebrities Committee feels can be most effective in particular areas (i.e., the black community). The traditional method of approach to these celebrities has been found to be ineffective. Therefore, after completing research with respect to selected celebrities, personal contact will be made in an attempt to enlist their support. Experience shows that while many young celebrities earnestly believe they are Democrats, when confronted with the facts they find themselves in agreement with the President's policies. The emphasis must be placed upon personal approach with factual information about the record of this Administration. It is felt that a nucleus of new, prominent celebrities can be organized.

SPECIAL PROJECTS

The Celebrities Committee will suggest special projects as vehicles utilizing celebrities to convey the President's message. One proposed project involves a multi-college tour by Lionel Hampton and his orchestra. Accompanying Mr. Hampton could be several top recording artists (possibly such as Dione Warwick). A tour of this nature could be presented in a low key manner, with an individual such as Kent Clemence (Student Body President at the University of Southern California) acting as MC. Additionally, the troupe could be accompanied by an administration spokesman, whose main purpose would be to inform the youthful audience of current administration activities and achievements (i.e., a personalized inside report on the results of the President's trip to China, etc.). Preliminary indications are that Mr. Hampton would be personally able to

to raise enough money to finance most of the tour. Similar college tours could be organized utilizing country and western performers, etc.

SCHEDULE REQUEST - SAN CLEMENTE

A formal schedule request has been made to the White House through the Committee for the Re-election of the President to hold a non-political function at the San Clemente White House, to be attended by the President and his family. The suggested guest list would be predominately young, prominent celebrities from the entertainment industry.

PRESS CONFERENCE RE CELEBRITIES COMMITTEE

The formation of Celebrities for the President has not been announced. However, the Celebrities Committee is coordinating the announcement with the Committee for the Re-election of the President. It will most likely be held in early March. Specific ideas pertaining to the announcement have been discussed among Taft Schreiber, Bart Porter, Joe Horacek, Jeb Magruder, Cliff Miller, and others.

PRESIDENTIAL RECOGNITION OF CELEBRITIES

It is the recommendation of the Celebrities Committee that each entertainer who appears on behalf of the President be sent a letter from the President as soon as possible after the appearance. We will follow each performance with a specific request.

It is also important in the entertainment industry, where egos are predominant, that people who have actively supported the President be adequately rewarded through invitations to a White House dinner, a Presidential letter, a Presidential phone call, or other appropriate communication, whereby the person receives recognition from the President. Certain celebrities who have been active in prior campaigns have expressed disillusionment since they have not received what they feel is adequate recognition for their support.

APPEARANCE REQUESTS FILLED

- 1) Press Conference announcing Young Voters for the President, January 25, 1972. Present at the press conference were:

Chad Everett - star of "Medical Center" and
currently the number one male star
on television;

Shelby Grant - actress, wife of Chad Everett;

Stanley Livingston - star of "My Three Sons";
Sandy Livingston - actress, wife of Stanley
Livingston;
Mary Ann Mobley - former Miss America, actress,
wife of actor, Gary Collins;
Kathy Garver - star of "Family Affair."

Additional members of Young Voters for the President
Committee who were not present, but who sent telegrams
of support, were Clint Eastwood, the number one
worldwide box office motion picture star; O. J. Simpson,
Heissman Trophy winner, professional football player;
Mike Curb, President, MGM Records.

- 2) East Rockingham County, New Hampshire, Republican
Dinner, February 19, 1972.

Buddy Ebsen - star of "The Beverly Hillbillies"
Red Arbauch - coach and general manager of the
Boston Celtics.

- 3) Rally, Manchester, New Hampshire, March 3, 1972.

Lionel Hampton, ten musicians, two singers and two
dancers. Additional celebrities to be furnished.

- 4) Opening of Illinois Headquarters, Committee for the
Re-Election of the President, Chicago, February 17, 1972.

Ray Bolger

SPECIAL NOTES

Frank Sinatra and Dean Martin, heretofore supporters of Democrat
candidates, are expected to be with us, but will make their
announcements at "the appropriate time." Both feel that it is
a "little early" for them to make their feelings known. We agree.

In addition, celebrities such as Jimmy Stewart, Lucille Ball,
and Jonathan Winters will actively support the President for
the first time, having never supported any political candidate
before.

CONCLUSION

As a result of the organization of Celebrities for the President
and the involvement of industry executives, creative and
artistic personnel, attorneys, business managers, publicists,
and others, this Committee is uniquely equipped to play a
significant role in the upcoming Presidential campaign. The

Celebrities Committee can and should be looked to, not only for the glamour which can be added to a particular function, but also for creative ideas and functions which can help to convey the President's message. Such an approach can be as effective and powerful as strong news media support, since the celebrities with whom we are dealing can reach mass audiences greater than those audiences reached by newspapers and news programs.

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RICHARD ZANUCK
546 Ocean Front
Santa Monica 90402
Ph. # 393-0107

MIKE MAITLAND
17158 Oak View Drive
Encino, 91316
ph. # 788-2569

ROBERT EVANS
mailing: 1032 No. Beverly Dr.
Beverly Hills
drive on:
1033 Woodland Dr.
Beverly Hills
phone # 278-4373

* FRANK PRICE
18124 Lake Encino Drive
Encino 91316
ph. # 987-2890

DOUGLAS NETTER
1115 North Beverly Drive
Beverly Hills 90210
ph. # 273-0750

RONALD JACOBS
11920 Laurel Hills Road
Studio City
ph # 877-7468

* CARD WALKER
1472 Beaudry Blvd.
Glendale 91208
ph. # 249-0611

ARTHUR PARK
400 North Saltair Ave.
Los Angeles, 90049
ph. # 472-5447

PETER GUBER
15433 Brownwood Place
Los Angeles 90024
ph. # 476-5013

OTIS FROST
10442 Cheviot Drive
Los Angeles 90064
ph. # 839-3234

JACK WARNER
1901 Angelo Drive
Beverly Hills 90210
ph. # 271-5974

* JACK WRATHER
172 Delfern Drive
Los Angeles, 90024
ph. # 276-2683

SAMUEL SCHULMAN
1001 Hillcrest Road
Beverly Hills
ph. # 276-8239

JAMES NICHOLSON
400 Dabney Lane
Beverly Hills 90210
ph. # 273-6325

* - out of town - did not attend

TBS - 11/9/71

Confidential addresses & phone numbers

CHARLES BOREN

615 South Saltair Ave.

Los Angeles 90049

ph. # 472-5769

EDWARD P. PRELOCK

1550 Royal Boulevard

Glendale 91201

ph. # 247-7270

STUART ERWIN, JR.

16910 Magnolia Blvd.

Encino, 91316

ph. # 986-5321

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EXECUTIVE COMMITTEE

(and alternate Executive Committee contacts)

Mr. Richard Zanuck
Senior Executive Vice President
Warner Brothers Studios, Inc.
4000 Warner Boulevard
Burbank, California
HO 9-1251

Mr. Robert Newgard
Vice President of Worldwide Synd.
Paramount TV Sales Inc.
Paramount Studios
5451 Marathon Street
Los Angeles, California 90038
463-0100

*Mr. Robert Peters
Paramount Pictures Corporation
6430 Sunset Boulevard, Suite 718
Los Angeles, California 90028

Mr. Douglas Netter
Executive Vice President
Metro Goldwyn Mayer Studio
10202 West Washington Blvd.
Culver City, California 90230
870-2311

Mr. Donn Tatum
Chairman of the Board
Walt Disney Productions
500 South Buena Vista
Burbank, California 91503
849-2411

*Mr. Edward P. Prelock
Manager, Labor Relations
Walt Disney Productions
500 South Buena Vista
Burbank, California 91503
849-2411

*Mr. Carl Combs
Warner Brothers Studios, Inc.
4000 Warner Boulevard
Burbank, California
HO 9-1251

Mr. Peter Guber
Vice President
Columbia Pictures
1438 North Gower
Los Angeles, California 90028
462-3111

*Denotes alternate contact

*Mr. Jack Atlas
Director of Publicity
Columbia Pictures
1438 North Gower
Hollywood, California 90028
462-3111

Mr. Jack Warner (BILL SCHAEFER)*
1801 Angelo Drive
Beverly Hills, California 90210
879-1573

Mr. Samuel Schulman
Vice Chairman of the Board
National General
1 Carthay Plaza
Los Angeles, California 90048
937-4100

Mr. Ronald Jacobs
Thomas-Spelling Productions
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Los Angeles, California 90038
463-0100

Mr. Arthur Park
Chasin-Park-Citron Agency
10889 Wilshire Boulevard
Suite 1020
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879-0450

*Mr. Tom Chasin
Chasin-Park-Citron Agency
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879-0450

Mr. Otis Frost
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Transamerica Corp.
United Artists Corporation
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*Mr. Jack Wrather
Wrather Corporation
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278-6521

EXECUTIVE COMMITTEE (Cont'd)

(and alternate Executive Committee contacts)

Mr. James Nicholson
President, American International
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9033 Wilshire Boulevard
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278-8118

Mr. Charles Boren
Executive Vice President
Association of Motion Picture
and Television Producers, Inc.
8480 Beverly Boulevard
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Mr. Lou Cook
MCA Records, Inc.
100 Universal City Plaza
Universal City, California 91608
985-4321

Mr. Stuart Erwin, Jr.
Vice President, Universal Television
100 Universal City Plaza
Universal City, California 91608
985-4321

*Mr. Frank Price
Senior Vice President
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Universal City, California 91608
985-4321

Mr. Taft B. Schreiber
MCA, Inc.
100 Universal City Plaza
Universal City, California 91608
985-4321

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#3

- C O N F I D E N T I A L -

MCA & UNIVERSAL STUDIOS EXECUTIVES FOR THE PRESIDENT

- Not For Publication -

LANE ALLAN	TALENT EXECUTIVE
LUCILLE BALL	STAR OF "THE LUCY SHOW"
HARVE BENNETT	PRODUCER, "ABC MOVIE OF THE WEEKEND"
RICHARD BIRNIE	UNIVERSAL TELEVISION PRODUCTION HEAD
TOM BISHOP	UNIVERSAL TELEVISION PUBLICIST
WILLIAM BURCH	EXECUTIVE IN CHARGE, UNIVERSAL INDUSTRIAL FILMS
CY CHERMAK	PRODUCER, "IRONSIDE" SERIES
LOU COOK	MCA RECORDS EXECUTIVE
EDWARD CRANE	ASSISTANT DIRECTOR, UNIVERSAL TELEVISION PUBLICITY
JOSEPH DIMURO	EXECUTIVE IN CHARGE, UNIVERSAL LEGAL DEPARTMENT
CLINT EASTWOOD	PRESIDENT, MALPASO PRODUCTIONS - MOTION PICTURE STAR
BOB EDWINSTON	TALENT EXECUTIVE
JIM ELKINS	CHIEF EXECUTIVE, UNIVERSAL TITLE-AND-OPTICALS
CHARLES ENGEL	UNIVERSAL TELEVISION SERIES EXECUTIVE
STUART ERWIN, JR.	VICE PRESIDENT, UNIVERSAL TELEVISION
JACK FINDLATER	PRESIDENT AND CHIEF EXEC. OFFICER, MCA TECHNOLOGY
GORDON FORBES	ASST. STUDIO MANAGER AND PRODUCTION EXECUTIVE

EARL FRENCH	DIRECTOR OF CORPORATE INFORMATION SERVICES
GAIL GIFFORD	UNIVERSAL TELEVISION PUBLICIST
ALEXANDER GOLITZEN	OSCAR WINNING HEAD OF UNIVERSAL'S ART DEPARTMENT
HILTON GREEN	ASST. UNIVERSAL TELEVISION PRODUCTION CHIEF
MARSHALL GREEN	VICE PRESIDENT AND EXECUTIVE PRODUCTION MANAGER
MURIEL GREGORY	UNIVERSAL STUDIOS' PERSONNEL ADMINISTRATOR
EDITH HEAD	OSCAR AWARD-WINNING COSTUME DESIGNER
WILLIAM HORNBECK	SUPERVISOR OF EDITORIAL OPERATIONS
GARETH HUGHES	ASSISTANT INDUSTRIAL RELATIONS SUPERVISOR
JOSEPH JAMES	ASSISTANT HEAD OF POST PRODUCTION
ROBERT LaSANKA	TALENT EXECUTIVE
MIKE LUDMER	EXECUTIVE IN CHARGE, UNIVERSAL STUDIOS STORY DEPT.
NICK MARCELLINO	EXEC. IN CHARGE, UNIVERSAL STUDIOS MAKEUP DEPT.
DON McELWAIN	TALENT EXECUTIVE, UNIVERSAL TELEVISION
WINSTON MILLER	PRODUCER, "IRONSIDE"
EDWARD J. MONTAGNE	VICE PRESIDENT, UNIVERSAL TELEVISION SYNDICATION
GARY MORTON	EXECUTIVE PRODUCER, "THE LUCH SHOW"
ED MUHL	VICE PRESIDENT OF UNIVERSAL PICTURES
ERNIE NIMS	UNIVERSAL STUDIOS' EXECUTIVE

(more)

JAMES NYE	EXECUTIVE IN CHARGE, STUDIO SECURITY
WILLIAM O'BRIEN	SET DESIGNER, UNIVERSAL PICTURES & TELEVISION
FRANK PRICE	SENIOR VICE PRESIDENT, UNIVERSAL TELEVISION
STUART ROBINSON	MCA EXECUTIVE
M. J. ROCKFORD	VICE PRESIDENT, MCA TV
GIL RODIN	EXECUTIVE PRODUCER, MCA RECORDS
HERMAN S. SAUNDERS	PRODUCER, "ADAM-12" SERIES
SUSAN G. SCHAEFER	ATTORNEY, MCA, INC.
TAFT B. SCHREIBER	MCA, INC.
JAY STEIN	MCA V.P. & EXECUTIVE IN CHARGE OF STUDIO TOUR OPERATIONS
JULES STEIN	CHAIRMAN OF THE BOARD, MCA, INC.
HERB STERN	SENIOR ATTORNEY IN CHARGE OF MCA LIAISON WITH THE FCC
CHARLES STINEFORD	EXECUTIVE, MCA AND UNIVERSAL ACCOUNTING DEPT.
HUNT STROMBERG, JR.	FEATURE & TELEVISION FILM PRODUCER
WILLIAM H. TANNEWITZ	EXECUTIVE, COMPUTER OPERATIONS, UNIVERSAL STUDIOS
PETER TERRANOVA	UNIVERSAL TELEVISION TALENT EXECUTIVE
M/M HAL WALLIS (ACTRESS MARTHA HYER)	UNIVERSAL STUDIOS MOTION PICTURE PRODUCER
W. O. WATSON	HEAD OF UNIVERSAL STUDIOS SOUND DEPARTMENT
ERNIE WEHMEYER	MOTION PICTURE PRODUCTION MANAGER

(more)

RALPH WINTERS

CHIEF EXECUTIVE, UNIVERSAL TELEVISION
CASTING DEPT.

ELLIOTT WITT

TREASURER, MCA, INC.

RALPH WOODWORTH

DIRECTOR OF FOOD SERVICES, UNIVERSAL STUDIOS

PHIL WULF

CHIEF EXEC., UNIVERSAL EDUCATIONAL &
VISUAL ARTS

FRANS VANDERVELDEN

DIRECTOR OF COMMISSARY OPERATIONS

* * *

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#5

TOP PERFORMERS WHO HAVE ENDORSED REPUBLICAN CANDIDATES

REX ALLEN

SHIRLEY TEMPLE BLACK

JUNE ALLYSON

JOAN BLONDELL

LEON AMES

RAY BOLGER

BILL ANDERSON

PAT BOONE

EDDIE (ROCHESTER) ANDERSON

WALTER BRENNAN

WARNER ANDERSON

TERESA BREWER

MICHAEL ANSARA
(Wife, BARBARA EDEN)

JAMES BROLIN

RICHARD ARLEN

LES BROWN

LUCY ARNAZ

RAYMOND BURR

DESI ARNAZ, JR.

PAT BUTRAM

JAMES ARNESS

SONNY BURKE

FRED ASTAIRE

EDD BYRNES

PAMELA AUSTIN

JAMES CAAN

FRANKIE AVALON

JAMES CAGNEY

LUCILLE BALL

RORY CALHOUN

ANNE BAXTER

ROD CAMERON

ORSON BEAN

GLEN CAMPBELL

JACK BENNY

JUDY CANOVA

EDGAR BERGEN

PHILIP CAREY

more-

HOAGY CARMICHAEL

BOB CUMMINGS

JUDY CARNE

KEN CURTIS

THE CARPENTERS

ARLENE DAHL

JOHNNY CASH

ABBY DALTON

DAVID CASSIDY

ROGER DAVIS

DICK CAVETT

DENNIS DAY

CYD CHARISSE
(MRS. TONY MARTIN)

YVONNE DeCARLO

SUZANNE CHARNEY

DON DeFORE

MICHAEL COLE

WILLIAM DEMAREST

TINA COLE

ANDY DEVINE

GAFY COLLINS

PHYLLIS DILLER

CHUCK CONNORS

CARMEN DRAGON

MIKE CONNORS

JOANNE DRU

ROBERT CONRAD

JAMES DRURY

BEN COOPER

DON DUBBINS

JEANNE CRAIN

SANDY DUNCAN

BING CROSBY

IRENE DUNNE

BOB CROSBY

CLINT EASTWOOD

PHIL CROSBY

BUDDY EBSEN

more-

BARBARA EDEN
(MRS. MICHAEL ANSARA)

RALPH EDWARDS

ANTHONY EISLEY

CHAD EVERETT
(Wife, SHELBY GRANT)

ALICE FAYE
(MRS. PHIL HARRIS)

SALLY FIELD

GAIL FISHER

RHONDA FLEMING

FRANK FONTAINE

JOHN FORD

GLENN FORD

CONNIE FRANCIS

FAMES FRANCISCUS

ROBERT FULLER

DON GALLOWAY

GREER CARSON

CHRIS GEORG
(Wife, LYNDA DAY GEORG)

JACKIE GLEASON

GONZALEZ-GONZALEZ

JOHNNY GRANT

SHELBY GRANT
(MRS. CHAD EVERETT)

BONITA GRANVILLE

PETER GRAVES

COLEEN GRAY

KATHERINE GRAYSON

VIRGINIA GREY

JACK HALEY, JR.

GEORGE HAMILTON

LIONEL HAMPTON

TOM HARMON

PHIL HARRIS
(Wife, ALICE FAYE)

DAVID HARTMAN

JUNE HAVER
(MRS. FRED MacMURRAY)

GOLDIE HAWN

EDITH HEAD

TIPPI HEDREN

FLORENCE HENDERSON

DWAYNE HICKMAN

more-

HILDEGARDE

MICHAEL LANDON

DON HO

SUE ANNE LANGDON

BOB HOPE

HOPE LANGE

ROCK HUDSON

ROBERT LANSING

BURL IVES

VICKIE LAWRENCE

JOHN JAMES

RUTA LEE

DAVID JANSSEN

MERVYN LeROY

KAREN JENSEN

JERRY LEWIS

HERB JEFFRIES

ART LINKLETTER

ARTE JOHNSON

STANLEY LIVINGSTON

VICTOR JORY

JULIE LONDON

RUBY KEELER

JOHNNY LONGDEN

BRIAN KEITH

MARJORIE LORD

STAN KENTON

PETER LUPUS

PAUL KEYES

LORETTA LYNN

KING SISTERS
(ANDREA KING)

JAMES MacARTHUR
(Wife, MELODY PATTERSON)

JACK KRAMER

FRED MacMURRAY
(Wife, JUNE HAVER)

FRANKIE LAINE

LEE MAJORS

DOROTHY LANOUR

DOROTHY MALONE

more-

RANDOLPH MANTCOOTH

MONTIE MONTANA, JR.

DEAN MARTIN

MARY TYLER MOORE
(MRS. GRANT TINKER)

TONY MARTIN
(Wife, CYD CHARISSE)

TERRY MOORE

MARLYN MASON

AGNES MOOREHEAD

RAYMOND MASSEY

DENNIS MORGAN

JOHNNY MATHIS

GREGG MORRIS

VIRGINIA MAYO

BEN MURPHY

DIANE McBAIN

KEN MURRAY

FRANK McCARTHY

ED NELSON

DOUG McCLURE

OZZIE NELSON

JOEL McCREA

RICKY NELSON

ANDREW V. McLAGLEN

LLOYD NOLAN

STEPHEN McNALLY

HUGH O'BRIAN

AVA ASTAIRE McKENZIE
(MRS. RICHARD McKENZIE)

PAT O'BRIEN

ETHEL MERMAN

DONALD O'CONNOR

RAY HILLAND

BUCK OWENS

ROGER MILLER

PATTI PAGE

MARTIN MILNER

FESS PARKER

MARY ANN MOBLEY
(MRS. GARY COLLINS)

MELODY PATTERSON
(MRS. JAMES McARTHUR)

more-

PAGE 6 - TOP PERFORMERS WHO HAVE ENDORSED REPUBLICAN CANDIDATES

JOHN PAYNE

DAN ROWAN

HAL "GREAT GILDERSLEEVE" PEARY

ROSALIND RUSSELL

WALTER PIDGEON

IRENE RYAN

JANE POWELL

JOHN SAXON

CHARLIE PRIDE

RANDOLPH SCOTT

MAUREEN REAGAN

SUSAN SEAFORTH

SUE RANEY

NORMA SHEARER

DONNA REED

BOBBY SHERMAN

ROBERT REED

FRANK SINATRA

BURT REYNOLDS

RED SKELTON

WILLIAM REYNOLDS

JOHN SMITH

DALE ROBERTSON

ROBERT STACK
(Wife, ROSEMARY BOWE)

BUDDY ROGERS

BARBARA STANWYCK

GINGER ROGERS

KAYE STEVENS

ROY ROGERS
(Wife, DALE EVANS)

JAMES STEWART

GILBERT ROLAND

MILBURN STONE

CESAR ROMERO

GLORIA SWANSON

MICKEY ROONEY

DANNY THOMAS

FRANK ROSS

MARSHALL THOMPSON

KEVIN TIGHE

DECK WHITTINGHILL

FORREST TUCKER

ROGER WILLIAMS

LURENE TUTTLE

FLIP WILSON

CONWAY TWITTY

MARIE WINDSOR

RUDY VALLE

JONATHAN WINTERS

HARRY VON ZELL

JANE WITHERS

LYLE WAGGONER

DANA WYNTER

ROBERT WAGNER

CARL YASTRZEBSKI

CLINT WALKER

ROBERT YOUNG

HAL WALLIS
(Wife, MARTHA HYER)

LINDA ZANUCK
(MRS. RICHARD ZANUCK)

SHANI WALLIS

EUREM ZIMBALIST, JR.

BURT WARD

JACK WARNER

JOHN WAYNE

MICHAEL WAYNE

PATRICK WAYNE

DENNIS WEAVER

CAROLE WELLS

MARGARET WHITING

b
F

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PROMINENT HOLLYWOOD CELEBRITIES

(Between approximately 18-35 years)

This list comprised of top young Hollywood celebrities who might (upon further contact) lend support to the President.

This list was prepared for the specific purpose as requested. No name may be used for any type of endorsement without prior clearance.

* * * * *

ELIZABETH ALLEN	"BRACKEN'S WORLD" SERIES
BARBARA ANDERSON	FORMERLY OF "IRONSIDE"
MICHAEL ANDERSON, JR.	"THE MONROES" SERIES
TIGE ANDREWS	TV & MOTION PICTURE ACTOR
VALORIE ARMSTRONG	"MARY TYLER MOORE SHOW"
DESI ARNAZ, JR.	ACTOR
LUCIE ARNAZ	"THE LUCY SHOW"
PAMELA AUSTIN	DODGE COMMERCIALS AND TV SHOWS
FRANKIE AVALON	ACTOR/SINGER
JOE DON BAKER	TV GUEST ROLES
ED BEGLEY, JR.	TV ACTOR
RICHARD BENJAMIN	"PORTNOY'S COMPLAINT," "GOODBYE, COLUMBUS"

KEN BERRY (Wife: Jackie Joseph)	DANGER/ACTOR - "F TROOP" SERIES
JACQUELINE BISSET	"AIRPORT"
BILL BIXBY (Wife: Brenda Bessit)	"COURTSHIP OF EDDIE'S FATHER" SERIES
PAT BOONE	ACTOR/SINGER
BETH BRICKELL	"GENTLE BEN" SERIES
BEAU BRIDGES	"GAILY GAILY"
JAMES BROLIN	"MARCUS WELBY, M.D."
STEPHEN BROOKS	"THE F.B.I." SERIES - "THE INTERNS"
BARRY BROWN	TV ACTOR - UNIVERSAL CONTRACT PLAYER
ROBERT BUTLER	DIRECTOR - DISNEY'S "SCANDALOUS JOHN"
JOANNA CAMERON	UP AND COMING YOUNG TV AND MOTION PICTURE ACTRESS
GLEN CAMPBELL	"GLEN CAMPBELL SHOW"
JUDY CARNE	ACTRESS
THE CARPENTERS	BROTHER-SISTER SINGING GROUP
VICKI CARR	ACTRESS/SINGER
DAVID CASSIDY	"THE PARTRIDGE FAMILY"

RICHARD CHAMBERLAIN "HAMLET" - "DR. KILDARE" SERIES

SUZANNE CHARNEY : DANCER, BOB HOPE CHRISTMAS SHOW,
"SWEET CHARITY"

DICK CLARK "AMERICAN BANDSTAND"

JULIE COBB "THE D.A." SERIES
(Daughter: Lee J. Cobb)

DENNIS COLE "BRACKEN'S WORLD" SERIES, "FELONY SQUAD"
SERIES

MICHAEL COLE "MOD SQUAD"

TINA COLE "MY THREE SONS"

RICHARD COLLA DIRECTOR - "FUZZ"

GARY COLLINS "THE SIXTH SENSE" TV SERIES
(Wife: Mary Ann Mobley-
Former Miss America)

CHRISTOPHER CONNELLY "PEYTON PLACE" SERIES

ROBERT CONRAD "WILD, WILD WEST" - "THE D.A." TV SERIES

LOU COOK MCA RECORDS EXECUTIVE

CHRISTINA CRAWFORD ACTRESS
(Daughter: Joan Crawford)

KATHERINE CRAWFORD ACTRESS - TV AND MOTION PICTURES
(Mrs. Frank Price)

PHIL CROSBY	SINGER
JAN DALEY	SINGER - "BOB HOPE CHRISTMAS SHOW"
JOHN DAVIDSON	SINGER
ROGER DAVIS	"ALIAS SMITH AND JONES" SERIES
LYNDA DAY (Hus: Chris Georg, Actor)	"MISSION IMPOSSIBLE" SERIES
BRADFORD DILLMAN (Wife: Suzy Parker)	ACTOR
ROY E. DISNEY	
JAMES DRURY	ACTOR - FORMERLY "THE VIRGINIAN" SERIES
SANDY DUNCAN	"FUNNY FACE" SERIES, "STAR SPANGLED GIRL" MOT. PIC.
PETER DURYEA (Son of Dan Duryea)	
CLINT EASTWOOD	"PLAY MISTY FOR ME"
BARBARA EDEN (Hus: Michael Ansara)	"I DREAM OF JEANNIE" SERIES, LAS VEGAS APPEARANCES
CHARLES ENGEL	UNIVERSAL TELEVISION EXECUTIVE
ROBERT ERMAN	DIRECTOR, ACE ELI AND ROGER OF THE SKIES (PEYTON PLACE)

STUART ERWIN, JR. VICE PRESIDENT - UNIVERSAL TELEVISION
(Wife: Julie Sommars)

ROBERT EVANS VICE PRESIDENT - PARAMOUNT PICTURES CORP.

CHAD EVERETT "MEDICAL CENTER" SERIES

JAMES PARENTINO "THE BOLD ONES" SERIES - (THE LAWYERS)
(Wife: Michele Lee)

SALLY FIELD ACTRESS - FORMERLY "FLYING NUN" SERIES

JOHN FINDLATER "AIRPORT"

GAIL FISHER "MANNIX" SERIES

CONNIE FRANCIS SINGER

JAMES FRANCISCUS "LONGSTREET" SERIES - "MR. NOVAK" SERIES

MIKE FRANKOVICH, JR.

ROBERT FULLER "EMERGENCY" SERIES

DON GALLOWAY "IRONSIDE" SERIES

CHRIS GEORG ACTOR
(Wife: Lynda Day "Mission Impossible" Series)

DAVID GERBER TV PRODUCER (20TH)
(Wife: Lorraine Stephens)

ELAINE GIFTOS REGULAR ON "THE INTERN" SERIES

JAMES GOLDSTONE DIRECTOR - "THE GANG THAT COULDN'T
SHOOT STRAIGHT"

JOEL GREY ON BROADWAY: "CABARET" - "GEORGE M."

PETER GUBER	VICE PRESIDENT - COLUMBIA PICTURES
JACK HALEY, JR.	FILM PRODUCER
GEORGE HAMILTON	ACTOR
DAVID HARTMAN	"THE BOLD ONES" SERIES (THE DOCTORS)
PETER HASKELL	"BRACKEN'S WORLD" SERIES
JILL HAWORTH	STAR OF "CABARET" ON BROADWAY
FLORENCE HENDERSON	"BRADY BUNCH" SERIES
LINDA KAY HENNING	"PETTYCOAT JUNCTION" SERIES
DWAYNE HICKMAN	ACTOR
DON HO	SINGER
LINDA HOPE (Wife: Nat Lande; daughter of Bob Hope)	FILM PRODUCER
KATHARINE HOUGHTON (Niece: Katharine Hepburn)	"GUESS WHO'S COMING TO DINNER"
DAVID JANSSEN	"O'HARA, U.S. TREASURY" SERIES
ARTE JOHNSON	ACTOR - FORMERLY, "LAUGH-IN" SERIES
MILTON KATSELAS	DIRECTOR FOR MIKE FRANKOVICH: "BUTTERFLIES ARE FREE" "40 CARATS"
JAMES KOMACK	PRODUCER: "COURTSHIP OF EDDIE'S FATHER"
DAVID LADD	MOT. PICTURE PRODUCER/ACTOR

HUGH LAMBERT	CHOREOGRAPHER ON "LAUGH-IN"
MICHAEL LANDON	"BONANZA" SERIES
SUE ANN LANGDON	"ARNIE" SERIES
HOPE LANGE	"DICK VAN DYKE" SERIES
MICHAEL LARRAIN	TV ACTOR
VICKI LAWRENCE	"CAROL BURNETT SHOW"
MICHELE LEE (Wife of James Farentino Actor - "Bold Ones")	SINGER
LYNN LORING (Hus: Roy Thinnes)	TV ACTRESS
PETER LUPUS	"MISSION IMPOSSIBLE" SERIES
LORETTA LYNN	NASHVILLE COUNTRY-WESTERN RECORDING ARTIST
JAMES MAC ARTHUR	"HAWAII 5-0" SERIES
MICHAEL MacREADY	PRODUCER/DIRECTOR OF AIP HORROR MOVIES
MEREDITH MacRAE (Daughter of Gordon MacRae)	"PETTYCOAT JUNCTION" SERIES
LEE MAJORS	"OWEN MARSHALL, COUNSELOR AT LAW"
RANDOLPH MANTOOTH	YOUNG STAR OF "EMERGENCY" SERIES
MONTE MARKHAM	ABC MOVIE OF THE WEEKEND: "DEATH TAKES A HOLIDAY"
MARLYN MASON	"LONGSTREET" SERIES
TIM MATHESON	TV GUEST STAR, UNIVERSAL "LOCK, STOCK AND BARRELL"

DOUG McCLURE	"THE VIRGINIAN" SERIES, OTHER TV AND MOTION PICTURES
ROGER MILLER	COUNTRY-WESTERN RECORDING ARTIST
DONNA MILLS	ACTRESS - "PLAY MISTY FOR ME"
MARTIN MILNER	"ADAM 12" SERIES
MARY ANN MOBLEY (Wife: Gary Collins, Actor)	FORMER MISS AMERICA
BELINDA MONTGOMERY	ACTRESS, "MARCUS WELBY, M.D." SERIES, "SKIPPER" MOTION PICTURE
MARY TYLER MOORE	"MARY TYLER MOORE SHOW"
GREGG MORRIS	"MISSION IMPOSSIBLE" SERIES
BEN MURPHY	"ALIAS SMITH AND JONES" SERIES
DAVID NELSON	ACTOR
RICK NELSON	SINGER-ACTOR
WAYNE NEWTON	RECORDING ARTIST
RYAN O'NEAL	"LOVE STORY"
MELODY PATTERSON	ACTRESS
ROBERT PRATT	TV GUEST STAR AND UNIVERSAL CONTRACT PLAYER
PAULA PRENTISS (Wife: Richard Benjamin)	"HE AND SHE" SERIES

FRANK PRICE	SR. VICE PRESIDENT - UNIVERSAL TELEVISION
CHARLIE PRIDE	COUNTRY-WESTERN RECORDING ARTIST
JON PROVOST	"LASSIE" TV SERIES
SUE RANEY	SINGER
MAUREEN REAGAN	
ROBERT REED	"THE BRADY BUNCH"
BURT REYNOLDS	ACTOR
WILLIAM REYNOLDS	"THE F.B.I." SERIES
MICHAEL RITCHIE	DIRECTOR: "DOWNHILL RACER"
DIANA ROSS	SINGER
KURT RUSSELL	WALT DISNEY'S TV AND MOT. PICTURE - ACTOR
JOHN SAXON	"THE BOLD ONES" SERIES, "THE DOCTORS"
DAN SELZNICK	UNIVERSAL PICTURES EXECUTIVE
WILLIAM SHATNER	"STAR TREK" SERIES AND OTHER ROLES
BOBBY SHERMAN	SINGER/ACTOR
BARBARA SIGEL	"SAN FRANCISCO INTERNATIONAL" TV SERIES
FRANK SINATRA JR.	SINGER
NANCY SINATRA JR.	SINGER

CONWAY TWITTY	COUNTRY-WESTERN ARTIST
RICHARD VAN FLEET	TV MOTION PICTURE ACTOR
JAN-MICHAEL VINCENT	"GOING HOME" - "THE MECHANIC"
ROBERT WAGNER	"IT TAKES A THIEF" SERIES
KEN WALES	BUSINESS AFFAIRS FOR BLAKE EDWARDS
CLINT WALKER	ACTOR
BURT WARD	"BATMAN" TV SERIES
MICHAEL WAYNE (Son of John Wayne)	PRODUCER
PATRICK WAYNE (Son of John Wayne)	ACTOR
DENNIS WEAVER	"MC CLOUD" SERIES
CAROLE WELLS	ACTRESS/SOCIETY
KATHRYN KELLY WIGET	UNIVERSAL STUDIOS CONTRACT ACTRESS
FLIP WILSON	"FLIP WILSON SHOW"
DONALD WRYE	W.H. PRODUCTIONS - U.S.I.A. FILMS
STEPHEN YOUNG	
RICHARD ZANUCK (Wife: Linda Harrison)	VICE PRESIDENT - WARNER BROS. STUDIOS

January 26, 1972

MEMORANDUM FOR: MR. JLB MAGRUDER

FROM:

It has been suggested that for Campaign purposes we seriously consider having our approach to Blacks be that of going via the Black celebrities who are for us. Several people were especially impressed with Sammy Davis, Jr.'s reaction to his recent White House visit and also the great mileage we have gotten out of Pearl Bailey. We should follow-up here.

On a more general basis, we should start now, of course, to line up celebrities and put out some public announcements of celebrity support; i.e., was there any announcement of the celebrities' visit to the White House yesterday. Also the question has been asked of who is handling sports celebrities at this time. You will recall the decision was made that we need professionals in both these areas and that Bart Porter should not be the front man, but only the staff man, supporting whoever our primary candidate is. Did we have someone other than Bart Porter here the other day handling the celebrities who visited the White House or was it merely his work that got this job done? The celebrities effort needs to be beefed up considerably and in addition to considering and answering these specific questions, an overall updated status report on the celebrity situation would be appreciated. Could you please submit this report by January 31.

Thank you.

LH:kb

ACTION MEMO

Secretary Rogers has suggested that for campaign purposes, our approach to Blacks might be most effective by going via the Black celebrities who are for us. He was especially impressed with Sammie Davis, Jr.'s reaction to his visit to the White House and the great mileage we've gotten from Pearl Bailey.

We should be starting now, of course, to line up celebrities and put out some public announcements of celebrity support.

We also need to answer the question of who is handling sport celebrities at this time.

MRH:pm

1/24/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

January 31, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Celebrities

This memo is in response to the January 26, 1972 memorandum to Jeb Magruder regarding celebrities.

Specific questions were raised in that memo and are answered below. In addition, the memo asked for an updated status report on the celebrity situation by January 31. The report is attached at TAB A.

The suggestion that Black celebrities be engaged to approach the Black Voter is being followed up. Sammy Davis, Jr. has committed to Bob Brown to help in this area. In addition, I met with Sammy Davis today and discussed his future role among celebrities. Sammy feels that his visible involvement should be gradual. However, he is totally committed to helping us encourage other celebrities to join up now. In particular, he considers our schedule proposal for the San Clemente young people's party a "brilliant idea" and one that could "make the difference" among the "now" generation of younger celebrities. He has offered to be present at such a reception.

On the subject of sports celebrities, I am meeting with Frank Gifford on February 2 to discuss the organization of an "Athletes for the President" or "Sports Celebrities for the President" committee. While Frank cannot be out in front (sponsor problems), he wants to help in contacting those who will be and also assist in finding the professional staff man to run the committee.

Regarding the Young Voters for the President group at the White House last week, our office was responsible for the celebrities who participated. Joe Horacek, Executive Director of Celebrities for the President in Los Angeles, accompanied the group from the West Coast.

A

CELEBRITIES FOR THE PRESIDENT

For the first time, the 1972 Celebrities Committee has been organized to operate completely from within the entertainment industry. All employees of the Committee have had extensive experience working within the entertainment field. Volunteer support has been enlisted from studio executives, entertainers, artists' representatives, independent public relations firms, major studio publicity departments, entertainment attorneys, and personal and business managers.

FACILITIES

Office space has been donated at 9229 Sunset Boulevard, Los Angeles, California 90069. Phone: (213) 278-3233.

STAFF

Joseph Horacek, age 30, an entertainment attorney, has taken a leave of absence from Mitchell, Silberberg & Knupp to act as full time Executive Director. Edward Crane, age 36, has been furnished through Universal Studios Publicity Department for the duration of the campaign. Barry Coe, age 36, furnished by Richard Zanuck at Warner Brothers, will act as Assistant for Special Projects. Judy Plessner has been employed as the full time Administrative Assistant and secretary (her salary is being paid by Columbia Pictures). Mrs. Norman (Sue) Taurog, who assisted in the celebrities operation of the 1960 and 1964 campaigns, will head the Volunteer Committee, aided by Patti Schragger (paid employee), who was active in the celebrity operation of prior campaigns.

COMMITTEE LISTS

Five lists are attached for your review.

TAB B shows the people in the industry who met with Attorney General Mitchell on November 10, 1971, which is known as the Coordinating Committee of Industry Executives for Celebrities to re-elect the President.

The next list (TAB C) is that of the Hollywood Committee which actually does the work for the group now known as Celebrities for the President.

TAB D shows those people who are Republicans from Universal Studio and can be counted on to support the President. These are mainly Studio department heads, attorneys, et cetera. We are asking all studios to prepare such a list.

The next list (TAB E) is comprised of people who have previously endorsed a Republican candidate and whom we are in the process of contacting to affirm their support for the President.

In addition, there is a list called Prominent Hollywood Celebrities (TAB F) between the ages of 18 and 35. Some of these we know are for the President; others may be Democrats but not active in the Party. We have omitted from this list anyone who has actually been in support of an opponent of the President. This is the list with which we would begin making contacts for our proposed young people's party in San Clemente.

Taft Schreiber also functions as a special liaison with the Committee for the Re-election of the President and special advisor to Celebrities for the President. Herb Kalmbach serves as special advisor and liaison to Celebrities for the President, even though he is not a visible member of the Committee.

Each member of the Hollywood Committee (TAB C) is currently performing three basic functions: 1) identification of executives, department heads and other key personnel employed within their respective organizations, who will support the re-election of the President in 1972; 2) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972; 3) assisting in giving best possible access to entertainers who are uncommitted or who have previously been committed to Democratic candidates. Individual members of the Hollywood Committee will also have special projects as hereinafter set forth.

GOALS

Celebrities for the President has four immediate goals: 1) direct contact of specific celebrities who have previously supported Republican candidates and who will be willing to support the President in 1972 (list to be completed by February 10, 1972); 2) fulfillment of specific requests for celebrities to be present at particular events; 3) preparation of an extensive list (to be completed by February 10, 1972)

of persons between the ages of eighteen and thirty-five who are prominent socially or in the entertainment industry, which young people are not necessarily committed to the re-election of the President, but who are not irrevocably committed to another candidate or against the President; 4) enlistment of support of prominent young entertainers who are presently Democrats, uncommitted, or who have not previously been involved in political campaigns.

CELEBRITIES COMMITTEE - OPERATION

Joe Horacek is responsible for the coordination and function of the Celebrities Committee. He reports directly to Herbert L. (Bart) Porter, Director of Spokesmen Resources for the Committee for the Re-election of the President. All requests for appearances by celebrities are conveyed directly by Bart Porter, or one of his assistants, to Joe Horacek in Los Angeles. No requests for celebrities are to be acted upon by the Celebrities Committee without prior clearances from Bart Porter. Upon receipt of a request, direct contact is made by the Celebrities Committee to the event Chairman to review the specifics of the particular request. The Celebrities Committee aids the event Chairman through the use of extensive surveys used by the entertainment industry, which evaluate every entertainer as to overall popularity, as well as popularity within specific age groups and geographical areas. With the use of these surveys, the Celebrities Committee can help furnish the celebrity most effective for the particular event.

Several sub-committees are being formed, each to report directly to and coordinate with the Executive Director of the Celebrities Committee. The four most important sub-committees are:

1) A volunteer sub-committee on the east coast to help mobilize celebrities residing in the east. The Chairman will be David Begelman. A request has been made for a meeting in Washington, D. C. or New York, to be attended by the volunteer sub-committee plus the Attorney General, Bart Porter and Joe Horacek. The formation of the eastern branch is essential to the effective operation of the Celebrities Committee.

2) A sub-committee to mobilize country and western artists, who are predominantly based in Nashville, Tennessee. Lou Cook is presently in Nashville to organize the sub-committee.

Who is
he?

Who is
he?

3) A sub-committee to organize the "now" or rock music industry. The sub-committee, through Mike Curb and others, has direct personal access to every top rock artist in the United States. While a large number of these artists have traditionally allied themselves with the political "left," it is felt that an individualized, personal approach to certain conservative artists (i.e., The Carpenters) will be effective.

4) A sub-committee to organize studio labor personnel (cameramen, carpenters, etc.). The Chairman is Ed Prelock, Manager of Labor Relations at Disney Studios. Ed Prelock will first attempt a pilot program at Disney which, if effective, will be expanded to each studio.

SPECIAL EMPHASIS

In addition to the traditional telephone campaign to enlist support, separate and distinct emphasis will be placed upon selected uncommitted celebrities whom the Celebrities Committee feels can be most effective in particular areas (i.e., the black community). The traditional method of approach to these celebrities has been found to be ineffective. Therefore, after completing research with respect to selected celebrities, personal contact will be made in an attempt to enlist their support. Experience shows that while many young celebrities earnestly believe they are Democrats, when confronted with the facts they find themselves in agreement with the President's policies. The emphasis must be placed upon personal approach with factual information about the record of this Administration. It is felt that a nucleus of new, prominent celebrities can be organized.

SPECIAL PROJECTS

The Celebrities Committee will suggest special projects as vehicles utilizing celebrities to convey the President's message. One proposed project involves a multi-college tour by Lionel Hampton and his orchestra. Accompanying Mr. Hampton could be several top recording artists (possibly such as Dione Warwick). A tour of this nature could be presented in a low key manner, with an individual such as Kent Clemence (Student Body President at the University of Southern California) acting as MC. Additionally, the troupe could be accompanied by an administration spokesman, whose main purpose would be to inform the youthful audience of current administration activities and achievements (i.e., a personalized inside report on the results of the President's trip to China, etc.). Preliminary indications are that Mr. Hampton would be personally able to

to raise enough money to finance most of the tour. Similar college tours could be organized utilizing country and western performers, etc.

SCHEDULE REQUEST - SAN CLEMENTE

A formal schedule request has been made to the White House through the Committee for the Re-election of the President to hold a non-political function at the San Clemente White House, to be attended by the President and his family. The suggested guest list would be predominately young, prominent celebrities from the entertainment industry.

PRESS CONFERENCE RE CELEBRITIES COMMITTEE

The formation of Celebrities for the President has not been announced. However, the Celebrities Committee is coordinating the announcement with the Committee for the Re-election of the President. It will most likely be held in early March. Specific ideas pertaining to the announcement have been discussed among Taft Schreiber, Bart Porter, Joe Horacek, Jeb Magruder, Cliff Miller, and others.

PRESIDENTIAL RECOGNITION OF CELEBRITIES

It is the recommendation of the Celebrities Committee that each entertainer who appears on behalf of the President be sent a letter from the President as soon as possible after the appearance. We will follow each performance with a specific request.

It is also important in the entertainment industry, where egos are predominant, that people who have actively supported the President be adequately rewarded through invitations to a White House dinner, a Presidential letter, a Presidential phone call, or other appropriate communication, whereby the person receives recognition from the President. Certain celebrities who have been active in prior campaigns have expressed disillusionment since they have not received what they feel is adequate recognition for their support.

APPEARANCE REQUESTS FILLED

- 1) Press Conference announcing Young Voters for the President, January 25, 1972. Present at the press conference were:

Chad Everett - star of "Medical Center" and currently the number one male star on television;

Shelby Grant - actress, wife of Chad Everett;

Stanley Livingston - star of "My Three Sons";
Sandy Livingston - actress, wife of Stanley
Livingston;
Mary Ann Mobley - former Miss America, actress,
wife of actor, Gary Collins;
Kathy Garver - star of "Family Affair."

Additional members of Young Voters for the President
Committee who were not present, but who sent telegrams
of support, were Clint Eastwood, the number one
worldwide box office motion picture star; O. J. Simpson,
Heissman Trophy winner, professional football player;
Mike Curb, President, MGM Records.

- 2) East Rockingham County, New Hampshire, Republican
Dinner, February 19, 1972.

Buddy Ebsen - star of "The Beverly Hillbillies"
Red Arbauch - coach and general manager of the
Boston Celtics.

- 3) Rally, Manchester, New Hampshire, March 3, 1972.

Lionel Hampton, ten musicians, two singers and two
dancers. Additional celebrities to be furnished.

- 4) Opening of Illinois Headquarters, Committee for the
Re-Election of the President, Chicago, February 17, 1972.

Ray Bolger

SPECIAL NOTES

Frank Sinatra and Dean Martin, heretofore supporters of Democrat
candidates, are expected to be with us, but will make their
announcements at "the appropriate time." Both feel that it is
a "little early" for them to make their feelings known. We agree.

In addition, celebrities such as Jimmy Stewart, Lucille Ball,
and Jonathan Winters will actively support the President for
the first time, having never supported any political candidate
before.

CONCLUSION

As a result of the organization of Celebrities for the President
and the involvement of industry executives, creative and
artistic personnel, attorneys, business managers, publicists,
and others, this Committee is uniquely equipped to play a
significant role in the upcoming Presidential campaign. The

Celebrities Committee can and should be looked to, not only for the glamour which can be added to a particular function, but also for creative ideas and functions which can help to convey the President's message. Such an approach can be as effective and powerful as strong news media support, since the celebrities with whom we are dealing can reach mass audiences greater than those audiences reached by newspapers and news programs.

THE WHITE HOUSE
WASHINGTON

2/5 -

Not out yet

L has

H
FC
2/14

~~2/15~~

2/16

THE WHITE HOUSE
WASHINGTON

Date: _____

TO: CA

FROM: GORDON STRACHAN

A large report
on celebrities went
to H today. When
it comes out, put
this as backup
to it. In any
event I want this
in H-FU on Mon.

THE WHITE HOUSE
WASHINGTON

G FU FU ES
HST 4/11 1/3 ✓

H FU
~~2/7~~
2/11

December 18, 1971

Administratively Confidential

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN G
SUBJECT: Taft Schreiber Meeting

On December 7 you met with Taft Schreiber and discussed a White House dinner honoring the Motion Picture industry. You sent a memo to Dwight Chapin on this outlining the project.

You also may have discussed with Taft Schreiber his Celebrities project for the Campaign. The question is whether there is any specific follow-up in the Celebrities area that you want done with Schreiber and the people at the Committee for the Re-Election of the President.

12/22
L. to cover
w/ H that
Taft → Porter
re direction
of H's program

No

1/12 - Taft pushing
Penny

1/20 - on track

1/27 - a report due 1/31

December 10, 1971

MEMORANDUM FOR : DWIGHT CHAPIN
FROM : H. R. HALDEMAN

Just to keep you up to date, Taft Schreiber informs me that he is still pushing for a White House dinner honoring the Motion Picture industry. The President is favorably inclined toward such an idea.

Taft feels that before this dinner is held, however, there should be a reception in California given for the purpose of having Tricia, Julie, and their husbands meet the young stars of the entertainment industry so that we can get some of them signed up and then include them in the industry dinner rather than having it concentrated on the Bob Hope, Art Linkletter set.

Schreiber also talked with me briefly about his views on the convention and its adaptation to television. He feels that we've got to have a top producer, as you probably know, and is pushing hard for Alvin Cooperman of Madison Square Garden, who he says is the guy who wrote, "Nixon Is The One".

His view is that Rheinstein is a good producer, but inadequate as an executive and we need a man who combines both qualities. His follow up candidate would be Phil Capice from CBS.

I understand he's discussed this with you and your group but just wanted you to know he also raised it with me. (Incidentally, I'm inclined to agree with him).

HRH:pm

cc: Dave Parker

Chapin

ack
HX

FU
12/10

Administratively Confidential

December 7, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Taft Schreiber Meeting

If you meet with Taft Schreiber today he will want to cover at least three matters. The first concerns the RNC Convention and the role of Frederick Rheinstein in the TV production. Chapin has submitted reports independently to you on this subject. Schreiber will try to end-run the decisions of Chapin, Timmons, Magruder and the RNC about using Rheinstein.

The second subject that Schreiber could raise will be the celebrities program for the Committee for the Re-Election of the President. You received an update December 12.

Thirdly, Schreiber will try to get you to approve "some big event for the President".

Recommendation:

Since Chapin is familiar with the Convention TV arrangements and will be asked to consider the schedule request, he should set in on your meeting with Schreiber.

Approve _____ Disapprove _____

Comment _____

GS:lm

Party
what
does it
want

THE WHITE HOUSE
WASHINGTON

Date 11/17/71

TO: H. R. HALDEMAN

FROM: William E. Timmons

Please Handle _____

For Your Information X

Other

November 17, 1971

MEMORANDUM FOR: DICK HERMAN
FROM: WILLIAM E. TIMMONS
SUBJECT: FREDERICK RHEINSTEIN

This memorandum is a follow-up to our telephone conversation today and the several discussions we have had regarding media exposure for the 1972 Republican National Convention.

It has been decided that to insure proper coverage of the Convention, a television professional should be employed by the Republican National Committee or its Arrangements Committee and concentrate on network coverage of the Convention. It is felt that Mr. Frederick Rheinstein of California has the qualifications, interest and abilities to perform this important function.

Therefore, it is requested you offer Mr. Rheinstein a position through the convention period at a fixed fee of \$40,000. Other details of his employment should be negotiated, and I stand ready to assist in working with you to determine Fred's proper role and responsibilities.

AS
THE WHITE HOUSE
WASHINGTON

Date Dec. 6, 1971

NOTE TO: H. R. HALDEMAN

FROM: GORDON STRACHAN

Also, let's start copy all the goodie we have to live them up is.
You asked for an update on the Committees Celebrities and Ethnics programs. The Magruder/Porter memo on celebrities with recent back up is attached. Nothing has been done in the ethnics area but Magruder has been told to give this project top priority attention. The deadline is December 15. *here. L.*

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

December 6, 1971

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: JEB S. MAGRUDER
HERBERT B. PORTER
SUBJECT: Celebrities Committee

The key - and only point - is to develop a maximum list of celebrities committed to Nixon. Don't worry get about how to use them - just get them on the line in the time - but fast!

The celebrities program for the 1972 campaign is off to a good start. The principle difference between the current program and past programs is organization. For 1972, we are relying on a strong group of "prime movers" within the entertainment industry to help us structure an effective "committee" of celebrities -- both entertainers and athletes.

Taft Schreiber assembled an impressive list of major studio executives to hear Attorney General Mitchell on November 10 in Los Angeles. The Attorney General asked for their cooperation and assistance in setting up and putting into motion a program designed to line up the best talent in the country. Positive Administration initiatives affecting the movie industry have been a tremendous selling tool.

This group of fifteen executives has pledged to provide support -- both people and money -- to ensure the program's success. They have hired a young, aggressive lawyer named Joseph Horacek, who will begin full-time on January 1st, working out of offices in Beverly Hills. Mr. Horacek was formerly with O'Melveny & Myers, and is now with Mitchell & Silverberg, the most prestigious law firm in Southern California specializing in the entertainment industry.

Horacek will be coming to Washington in the next few days when he will meet with Bart Porter and Henry Cashen to discuss the implementation of the celebrities program and how to use these entertainers and sports figures most effectively.

later

On the surface, Horacek will work for Richard Zanuck, who has agreed to be the Chairman of the celebrities committee. In fact, he will report directly to Bart Porter at the Committee for the Re-Election of the President.

Lists of entertainers and athletes are currently being assembled from a variety of sources. Taft Schreiber has had success in enlisting the support of the movie industry casting directors to place phone calls to "prospects."

Horacek's first task is to consolidate these names and begin the process of getting these entertainers and sports figures involved with the President and his programs. It should be noted that major importance is being placed on lining up those celebrities who have strong appeal to the younger voter.

We are planning a major press conference sometime in January to announce this committee. Prior to that announcement, we will supply, for your review, a list of those celebrities and athletes who have agreed to support the President.

*Don't even consider announcing
it 'til you have several hundred
top-flight names locked.*

December 3, 1971

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Hiring of the Executive Director of the
Celebrities Committee

Taft Schreiber and Herb Kalmbach have met with Joe Horacek and have hired him as a full-time professional staff member, to be Executive Director of the Celebrities Committee.

Mr. Horacek is thirty years old and a lawyer. He worked for O'Melveny & Myers before taking his present position with Mitchell and Silverberg, the most prestigious law firm servicing the entertainment industry.

Herb Kalmbach made the salary arrangements with Horacek, agreeing to pay him at the rate of \$34,000 annually, beginning January 1, 1972. Horacek would have received between \$33,000 and \$35,000 with Mitchell and Silverberg, from whom he will take a leave of absence for the duration of the campaign. Herb is making arrangements to have Horacek's salary channeled into the Committee for the Re-Election of the President, and then paid back to Horacek.

Horacek, who will be based in California, is a member of the "now" generation, according to Herb Kalmbach. He is enthusiastic and knows the movie industry well. I am sure he will do an outstanding job, and I will meet with him at a later date to arrange our future plans.

HERBERT L. PORTER

GS:

You said you already received your material on celebrities back from H.

You wanted this attached.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

December 1, 1971

*LK -
attach
when the
note +
other
material
come
out from !!*

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Organization of Celebrities' Group

Taft Schreiber called me Friday with some follow-up information on the movie industry meeting in California. Dick Zanuck, as you know, has agreed to serve as the celebrity group's chairman. Taft and I would also like Bob Evans to chair the group.

As you may remember, Bob Evans was the young producer who said he was a "fence-sitting Republican." It would be of major significance within the industry to have Evans act as a chairman with Zanuck. However, Evans told Taft (and this is very confidential) that Ted Kennedy had asked him at a cocktail party recently if he could count on his support, should Teddy decide to run. Evans committed his support to Teddy at that time, but only out of friendship, not on an ideological basis.

Taft thinks Evans can be brought into our camp. Evans and his wife, Ali McGraw, are good friends of Henry Kissinger and have a close relationship with him. Taft is suggesting that you contact Dr. Kissinger, and relate to him that you were very impressed with Evans at the California meeting, but you have heard Evans was not at the follow-up luncheon, and you think he should have been. Taft suggests that you then ask Dr. Kissinger to place a phone call to Evans, reminding him what wonderful things the President has done, particularly in the areas of foreign policy and the movie industry. He does not suggest, however, that Kissinger mention anything about the proposed committee.

CONFIDENTIAL

Proposal

That you speak with Dr. Kissinger and suggest that he call Bob Evans.

APPROVE _____

DISAPPROVE _____

COMMENTS _____



HERBERT L. PORTER

Mag/Porter

THE WHITE HOUSE

WASHINGTON

December 1, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY *L*
SUBJECT: Names of Celebrities and Ethnic Men

Bob is being asked continually by the President for the names of the celebrities and ethnics man who is located at the Citizens Committee. In both cases we need to get a top-flight person to fill these rolls -- not a young staff member. Will you please get together with Magruder on this project and let me know:

1. What the program is with regard to celebrities;
2. Who the names are of the celebrities and ethnics men;
3. A list of the celebrities we should be inviting to remaining White House functions to make sure they are on board with us.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

~~CONFIDENTIAL~~

November 23, 1971

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

MEMORANDUM FOR: MR. JEB S. MAGRUDER
FROM: HERBERT L. PORTER *Bob*
SUBJECT: Movie Industry Update

Taft Schreiber called Friday with a report on the luncheon meeting held at his offices on Thursday, November 18. In attendance at that meeting were Taft Schreiber, Dick Zanuck, Peter Guber, Frank Price, Mike Maitland, and Stu Erwin, Jr.

The group asked Dick Zanuck to be the Chairman of their committee and he accepted. In addition, they would like to have Bob Evans (husband of Ali McGraw) be a Chairman with Zanuck. Evans, as I told you, described himself as a fence-sitting Republican. He is now telling Taft Schreiber (and this is very confidential) that the reason he is not able to jump forward and accept the Chairmanship of this movie industry committee is that Teddy Kennedy asked him at a cocktail party recently if he could count on Evans' support if Teddy made a run at the Presidency. Evans committed his support to Kennedy at that time. He tells Taft that his support is strictly based on friendship and is not based on any ideology.

Taft thinks Evans can be brought into our camp. Knowing of Evans' and McGraw's friendship with Henry Kissinger, he is suggesting that perhaps the Attorney General could talk to Henry and tell him in a 'round about way that he, the Attorney General, was very impressed with Bob Evans at the movie industry meeting and that he now hears that at the follow-up luncheon, Evans was not present, and he thinks he should have been. The Attorney General could suggest to Henry that he place a phone call to Evans, reminding him how important his support to the President would be and reminding him what wonderful things the President has done, particularly in the area of foreign policy, not to mention the movie industry.

In effect, we should ask Henry to say something like "It would make me very happy if you could see your way clear to help re-elect President Nixon. I have great faith in Richard Nixon and I know you do too."

Regarding the make-up of the committee in its final form as we go into a press conference sometime after the first of the year, there will be a good number of well-known Hollywood personalities both from the acting side and the management side who will be represented as being solidly behind the effort to re-elect the President.

Taft Schreiber and Dick Zanuck are beginning the search for our professional man who will serve both the committee and our group here in Washington. At the appropriate time, I will participate in interviewing their nominee.

Mike Maitland is going to be responsible to the committee for organizing people in the record industry. The group realizes the importance of the Country and Western record business controlled out of Nashville, Tennessee. In a recent conversation with Ken Rietz, Ken told me of his close association with the Executive Director of the Country Music Association in Nashville, and I am asking Ken and Mike Maitland to meet with this representative either in Nashville or in California to discuss the CMA's participation in our campaign effort.

May I have your comments and direction regarding the proposed phone call from the Attorney General to Henry Kissinger?

Thank you.

cc: H. R. Haldeman ✓
William E. Minshall, III

Preservation Copy

Rerunning Nixon

A New Ad Agency Has One Client & One Aim: To Reelect President

'The November Group' Is One Of Several New Wrinkles In 1972 Campaign Strategy

'He Has Politicked Enough'

By JAMES P. GANNON

Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON—Peter H. Dailey, a friendly and handsome 41-year-old California advertising executive, has set up an unorthodox new business.

He has formed an ad agency named The November Group, with offices here and in Manhattan. It has only one client, whom Mr. Dailey has never met. It will be pushing a product he has never handled before. It's recruiting employes as much on their political leanings as their professional credentials. And successful or not, it will go out of business by the end of the year.

Mr. Dailey's lone client is Richard M. Nixon. Though he has never run a political ad campaign before, Mr. Dailey was recruited by White House aides to form and run an "in-house" ad agency that's an arm of the Nixon campaign apparatus, the Committee for the Reelection of the President. While still waiting for his first meeting with the President, Mr. Dailey is busy staffing The November Group with carefully screened pro-Nixon admen dedicated to four more years of Republicanism at the White House.

The inside ad agency is one new wrinkle in the running-for-President business this year. Nixon strategists decided to set up their own agency, rather than follow the conventional practice of hiring one, to assure loyalty, secrecy and greater control of its operations.

Grubbing for the Votes

The presidential ad shop is just one cog in a carefully designed campaign machine that's rapidly gearing up for what's likely to be Mr. Nixon's last run for public office. While the President maintains his above-politics pose and monopolizes attention as a globe-trotting statesman, this growing army of political troops is grubbing for the votes he will need to win another four-year lease on the White House.

Headed by Mr. Nixon's 1968 campaign manager, John Mitchell, who just resigned as Attorney General, the committee is staffed by a few old Nixon hands, some borrowed White House aides and lots of newcomers. Its staff of about 100, which will swell to 250 or so by mid-summer, is housed in an office headquarters just a block west of the White House on Pennsylvania Avenue. While the Republican National Committee rouses the party faithful, says Mr. Mitchell, the reelection committee will strive "to get independent and Democratic votes that any Republican candidate needs to win."

Activities of the committee run from planning broad campaign strategy to minding the minutiae of electioneering. Some samples:

—The committee's PR men have just put to press a new monthly tabloid newspaper, *The Re-Elector*, that will heap praise on the President and his administration's record.

—Staff pollsters are taking soundings of public opinion on key issues, the President's image and his strength versus that of potential Democratic candidates.

—Specialists on such groups as youth, the elderly, farmers and Spanish-speaking Americans are planning appeals tailored to their special constituencies and mobilizing manpower to identify and deliver their supporters in these voting blocs.

—A stable of some 30 "surrogate" candidates is being deployed to stand in for the President in public appearances, especially in primary states, to help keep the President unsullied by such partisan activity. The fill-ins include Cabinet members, White House officials, congressional figures and such special attractions as Martha Mitchell, the campaign manager's irrepressible wife.

A Switch to Local Efforts

All this activity, Republican insiders say, is indicative of a significant change in attitude and emphasis among President Nixon's key campaign strategists. While the 1968 Nixon campaign was heavily television-oriented and candidate-centered, the 1972 effort will see much stress on organizing local groups, canvassing door-to-door for support, registering more voters and getting them to the polls on election day.

The President and Mr. Mitchell, GOP sources report, are newly converted to this faith in grass-roots effort. "They have come to realize that you have to pick up votes in groups of 150 or 200 or 500 at a time, not a million at a time" through massive TV pitches, says one party man. They're also converted to the "reverse-coattails" theory that the President can benefit by identifying with popular state and congressional candidates rather than by running a "loner" campaign, the party man says.

This doesn't mean the Nixon campaign will abandon big TV-ad outlays, but the effort to reach voters will be much broader-based. For instance, a computerized direct-mail campaign costing "several million" dollars, with appeals tailored to lawyers, teachers, farmers and such, is reported to be in the works.

Larger-Than-Life Image

Of course, as Mr. Nixon spectacularly demonstrated on his just-concluded visit to China, the President can dominate TV and other news media without any advertising campaign. That fact is at the heart of the broad reelection strategy for 1972: capitalize on the advantages of incumbency, minimize the Nixon personality and present a larger-than-life image of the working statesman-President rather than the vote-seeking politician.

"The worst thing he could do," says one senior White House official, "is to prove himself again to be the politician. God knows, he's done enough politicking around this country over the years. Now he's President and he'll act it."

Adds another long-time political aide: "The election will be won or lost by his performance in the White House." After engaging in summitry in Peking and Moscow, masterminding secret Vietnam peace talks and generally dom-

Please Turn to Page 13, Column 2

Preservation Copy



Rerunning Nixon: a New Ad Agency Is Part of New Strategy for 1972

Continued From Page One

inating international developments, "the size of the man in world affairs" will be his strongest asset in the campaign, this aide figures.

Adman Dailey makes clear that it will be Mr. Nixon's performance and experience, not his personality, that will be stressed.

Explains Mr. Dailey: "Richard Nixon is President of the U.S. He has a record which must be clarified. It's our job to make sure the American people know what he has done. Then it's a matter of their deciding whether someone else—untried—could do better."

(In the New Hampshire primary contest, a pro-Nixon ad displays a chart tracing the decline from Democratic days in the number of U.S. troops in Vietnam; beneath is the simple slogan "Reelect the President.")

Mr. Dailey continues: "I really think our job is dealing with the facts of this administration rather than the personality of the President. This business of charisma is overrated. You don't go to your doctor because he has charisma, or pick a lawyer for charisma; what you care about is that you have competent professionals." Thus, the President will be projected as the tested professional, the man who knows all the levers to pull, even if he doesn't inspire emotional attachment.

The aim of the Nixon strategists is to wrap the electorate in a warm presidential security blanket. "I'm confident of his reelection," says one key political adviser, "because by the time we reach November, the people will feel a confidence in him as a provider of safety and security and stability. The people won't feel threatened by wars, by cities burning, by muggers on the street, by society being turned upside down with the new morality. The question then will be whether the voters feel more comfortable with Nixon in office than with the other crowd."

White House sources say the President currently talks of a "50-state strategy" under which the GOP wouldn't write off any states as lost to the Democrats. They report that campaign chief Mitchell isn't willing to concede such key states as New York, Michigan and Pennsylvania even though they look like uphill battles for the GOP.

A less sanguine analysis, offered by other strategists, is that Mr. Nixon will try to build a victory with basically the same electoral-vote blocks that gave him his 1968 margin; most of the Deep South, the border states, the farm and Rocky Mountain regions and three or four of the "big eight" states with the most electoral votes.

The farm, mountain and border states are rated as almost certain to stay in the Nixon column. The Deep South states are less certain, depending on the course chosen by Alabama's Gov. George Wallace. If Mr. Wallace drops out of the presidential race after the Democratic convention, the Deep South states will go solidly for Mr. Nixon in November, his aides predict.

Even if Mr. Wallace runs as a third-party candidate in the general election, the President may carry most of the Deep South, Nixon strategists insist. "In my judgment," says a Dixie-watcher in the White House, "Wallace will have to fight like hell to carry Mississippi, Louisiana and Alabama, and I'm not sure he can." In 1968, the Alabamian won those three states plus Arkansas and Georgia.

Nixon strategists are less confident about the outlook for the "big eight" states crucial to victory. According to one assessment, Mr. Nixon's prospects are relatively favorable in California, Illinois, Ohio and New Jersey, rather chancy in New York, Texas and Michigan and not bright in Pennsylvania. But all promise to be close contests, it's felt.

The prospect of tight races in the key states is a sharp spur to the stress of nitty-gritty fundamentals at the Committee for the Reelection of the President.

A strong push for the youth vote is illustrative. Though the conventional wisdom has it that most young people will register and vote Democratic, the Nixon campaign isn't writing them off.

Thirty-year-old Ken Rietz, heading the Nixon youth-vote drive, and his still-growing staff of 12 aides are mapping a major effort to mobilize "thousands and thousands" of young volunteers by summer to canvass door-to-door to find and propagandize under-30 voters. The accent will be on non-college youth, presumably more favorably inclined toward the President than are students.

Mr. Rietz has set up a celebrity-studded "Young Voters for the President" committee (including, with a bow to the nation's No. 1 football fan, several over-30 professional grid-iron stars). But he stresses that the main aim is to put to work an army of ordinary kids willing to push doorbells, stuff envelopes and enroll their peers as Nixon supporters.

Parallel efforts are being made by other specialists. Webster B. Todd Jr., who established invaluable contacts with hundreds of senior-citizen leaders as the executive director of last year's White House Conference on the Aging, is leading the Nixon push for the elderly vote.

Clayton K. Yuetter, who left a top job at the Agriculture Department to organize the farm-state push, is setting up state "Farm Families for the President" committees. A Nebraskan who's a combination farmer-lawyer-economist, Mr. Yuetter says he plans to concentrate on 15 states where the election may be close and where farmers are numerous enough to swing the victory.

Alex Armendariz, a Chicago-born Mexican-American who has been a poverty-program consultant, is working up maps showing the biggest pockets of Spanish-speaking voters. The main targets are California, with three million Chicanos, and Texas, with two million; significant Nixon inroads in this usually Democratic bloc could swing those states' 65 electoral votes to the President.

The Nixon machine will make at least a perfunctory effort also at chipping into the overwhelming Democratic margin among black voters. Paul R. Jones, newly recruited from the Peace Corps, is installed at the headquarters to run the black-vote drive. Though there are no illusions that Mr. Nixon can win a majority of the Negro vote, one reelection committee official says, "We got only 12% of the black vote in 1968, so if we could get, say, 18% this year, it would be a big plus, and in the important states."

While all this activity is focused on the November election, there is the secondary task of steering the President through the primaries unscathed.

Nixon advisers profess little worry over the challenges of Republican leeps. Paul McCloskey of California, on the liberal side, and John Ashbrook of Ohio, on the President's conservative flank. Nonetheless, the committee is dispatching its surrogates to New Hampshire (where primary day is tomorrow), Florida (March 14) and other states to defend the President.

White House aides Robert Finch and Herbert Klein, Cabinet Secretaries George Romney, Elliot Richardson, Rogers Morton and John Volpe, Sens. William Brock, Lowell Weicker and Hugh Scott are among the presidential stand-ins. But the greatest demand is for Martha Mitchell. "We've got mountains of requests for her; she could go to three different functions a day from now until the election," reports one aide at the reelection committee.

To → Dent
3/7

March 6, 1972

To Harry Dent

The Young Republican Leadership Conference is eager to have you attend any of the YRLC events. I have attached the schedule.

AD

Harry S. Dent

PROGRAM OUTLINE

WEDNESDAY, MARCH 8 -- Registration, 12 Noon - 6 PM Concourse
White House Tour, 2 - 4 PM (Assemble at the Hotel, only, transportation provided)
Congressional Reception, 5 - 8 PM Kennedy Center

THURSDAY, MARCH 9 -- Registration, 8:30 AM - 6 PM Concourse
Welcome & Keynote (Senator Bob Dole, RNC Chairman), 9:15 AM Sheraton Hall
Morning Sessions: "Ecology as an Issue", 10:30 AM Sheraton Hall
(Briefings) "Young People & Party Organization", 11:30 AM Sheraton Hall
Luncheon, 1 PM, Governor Rockefeller (Senator Dominick, MC) Cotillion Room
Afternoon Simultaneous Seminars:
3-4 PM: "TV Campaign Film Festival" Maryland Room
"Fundraising & Finance Laws", Panel Arlington Room
4-5 PM: "Campaign Management" (Murray Chotiner) Arlington Room
"Polling" Richmond Room
Reception, 6 PM, honoring YRNF National Advisory Board Members Assembly Room
Banquet, 7 PM, Vice President Agnew (Senator Tower, MC) Cotillion Room

FRIDAY, MARCH 10 -- Registration, 8:30 AM - 9 PM (Weekenders after 5 PM) Concourse
Morning Sessions: "Phase II & Beyond", 9:30 AM (Rep. Anderson & Panel)
(Briefings) "Youth & the Nixon Campaign", 10:30 AM (Ken Reitz)
"Foreign Trade", 11:30 AM (Commerce Sec. Peterson) Sheraton Hall
Luncheon, 1 PM, Senator Goldwater (Rep. Sam Steiger, MC) Park Ballroom
Afternoon Simultaneous Seminars:
3-4 PM: "Graphic Arts & Direct Mail Advertising" Baltimore Room
"Candidate Recruitment" Arlington Room
(general) 4-5 PM: "Winning in Urban Areas" (Mayors & County Exec) Virginia Room
Cold Duck Dance, 8 PM, free cold duck, cash bars Cotillion Room

SATURDAY, MARCH 11 -- Registration, 8:30 AM - 1 PM Concourse
Morning Simultaneous Seminars:
9:30 AM: "Parliamentary Procedure" Baltimore Room
"YR Political Projects" Arlington Room
10:30 AM: "Building Rural YR Organizations" Arlington Room
"White House Political Operations" (Harry Dent) Baltimore Room
(general) 11:30 AM: "Vietnam" (National Security Council Advisor) Sheraton Hall
Luncheon, 1 PM, HUD Secretary Romney Park Ballroom
"How to Run Local Campaign" w/slides, Senator Packwood, 3 PM Park Ballroom
Reception, 5:30 PM, for Cabinet Members & Top Administration Cotillion Room
Banquet, 7 PM, "Salute to the President" Park Ballroom
Casino, 9 PM, followed by Auction, 11 PM Cotillion Room

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

7/8

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

February 29, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Campaign Strategy Group Meeting on Bussing

On Monday evening, the Campaign Strategy Group met to consider the political aspects of the bussing issue. Ted Garrish presented an analysis of the data relating to bussing, which had been acquired in recent baseline surveys of key states. The data consistently showed that the voters were overwhelmingly opposed to bussing to obtain racial balance but were very strongly in favor of making quality education available to everyone.

Even though the President has taken a stand in opposition to bussing, the public gives him a negative rating on his handling of the issue. That may be because of the apparent inconsistency between his statements and some HEW bussing programs. On the other hand, it may be because the incumbent is blamed for a bad situation. In any case, the group felt that the President must present a program which will succeed in reversing the widening trend of court-ordered bussing over wider geographical areas. Otherwise, he will be perceived as insincere in his words, as compared to his actions, or ineffective in carrying out stated policies.

The timing of his announcement is of great importance. On March 14, the people of Florida will have the opportunity to cast two votes against bussing: one for the referendum and the other for George Wallace. If both win, as is expected, then any subsequent announcement by the President would be interpreted as a politically-motivated reaction. He must, therefore, announce an initiative before the Florida Primary, if at all possible.

JEB S. MAGRUDER

CONFIDENTIAL

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

To Malek —
Hit the key State

February 23, 1972

MEMORANDUM FOR:

~~GORDON STRACHAN~~ H

FROM:

FRED MALEK *FJM*

SUBJECT:

Older Voters

As you suggested, I am digging into problems concerning the older voting bloc. However, rather than tackle it as a separate project, I would prefer to handle it in connection with getting a handle on the overall citizens activities and ensuring that these activities are closely related to those at the White House.

I will, however, attach the highest priority within the citizens area to the elderly. I have reviewed Danny Todd's plan and attached is a memo with my comments on same. My next steps will be to revise the plan and then call a meeting of all relevant people concerning this subject to ensure that responsibilities are sorted out and that each person knows what he is supposed to do.

I anticipate that we will have this thing pretty well untangled and on track by March 3rd. Please let me know if you or Bob think additional action is needed.

Attachment

CONFIDENTIAL

By ef Date 2-20-72

February 22, 1972

MEMORANDUM FOR: DAN TODD
FROM: FRED MALEK
SUBJECT: Campaign Plan for Older Americans

Having carefully reviewed your draft plans, I am quite impressed by the magnitude of the opportunity and the thinking that has gone into your plan. I am in agreement with most of your analysis and plan but feel we need to restructure the way the plan is presented and elaborate on a few points before it is ready to present to Mr. Mitchell. This memo roughly outlines my notes so we can start from the same point in our discussion tomorrow.

Let's take organization of the plan first. As structured, it is difficult to grasp the major points; see the relationships between strategy, plans, and organization; and understand fully and clearly what is going to be done. I suggest you redraft along the following lines, using a major side heading for each of the 4 major sections:

1. Background on Older Americans. This would be paragraphs 3 - 6 of page 1. However, I would elaborate on some of the demographic data, include a slightly broadened discussion of issues (rather than depending on Tabs for the bulk), add some basic information on voting trends, and then arrive at some conclusions on this group and what they will respond to.

2. Strategy. This would start with a short statement of your strategy which, as I see it, is to demonstrate that the President cares by exploiting/publicizing the positive initiatives taken. Then, briefly, the strategy for achieving this (e.g., focus on Presidential involvement with elderly, work out comprehensive PR program focusing on appearances by top Administration officials, and develop a strong field team to get out the vote and take advantage of the large percentage of elderly who normally vote Republican). Finish with a brief discussion of the key States and those you expect to neglect, and those you intend to focus on. Provide decision blanks here.

3. Plan of Action. In the preceding section you stated what had to be done. This moves into how you plan to do it and should include issues/initiatives you plan to modify and/or emphasize, new initiatives needed (e.g., recomputation of retired veterans benefits), more specifics on PR (using elements of

Rhatican's paper at Tab G), the objectives of the field organization and how they will be reached, and your rough timetable for establishing a field organization. You have most of the substance here - it just needs a little rearranging and elaborating. Provide decision blanks at relevant places within this section.

4. Organization. Outline here the organization needed to carry out the plan of action. Include first how you aim to coordinate the effort (e. g., team approach with Flemming, Keller, Bud Evans, etc.) as noted on your page 2. (We should be sure to discuss this point more fully.) Then, cover the duties of the Washington and field staffs from your page 3, elaborate as needed, and make your case for staff. The case must be made more fully and convincingly than has been done. Also, cover the plan for an overall national committee. Provide decision blanks at appropriate places.

Now let me get into a few odds and ends of substance that we should also discuss tomorrow:

1. It is important to recognize that the campaign plan is a general approach aimed at a broad appeal toward the elderly to be taken now. Later, as the State Victory Plans are developed, you will tie in with these and develop a specific elderly action plan in each key State. To my mind these are the most important plans, and they will govern your later actions. Some recognition of this should be built into the current plan - perhaps as a preamble or built into the plans section.

2. Selection and Reporting of State Senior Citizens Director. I think we are clear on this, but just to be sure, the State Director will be a joint selection of you and the State Nixon Chairman. He will report directly to the State Nixon Chairman but will receive functional guidance and direction from you. Thus, you are just as responsible as the State Chairman for the selection of quality Directors and for the success or failure of the elderly effort in each State.

3. You should be giving more thought on what we can get out of Departments and Agencies to help us. How can we better utilize ACA resources? Some, but to a lesser extent, for HEW, SBA, HUD?

4. The field organization really needs further elaboration and greater justification for people needed. Your concept of one coordinator for each 3 electoral votes would result in well over 100 coordinators in key States alone. Are these full time, would we pay for them, and what is the total cost?

5. At this point, I question the need for a professional for Government and Congressional coordination. We must learn to lean on the Administration for this sort of thing. First, we will have representatives in each Department to work with and a structure at the White House to expedite actions with each

Department. On the Congressional side, we have one of Timmons' staff assigned to the elderly project, and we can use the HEW staff. If we need more help, I suggest we get AOA to add a Congressional aide.

6. Your recommendation for a field coordinator is justified, but I feel the \$10 - 15,000 salary is insufficient. We need a real heavyweight here as it is a tough and critical role. Let's aim for someone as good as you are and pay more to get him.

7. A minor observation - from the demographic data, you can calculate that 28% of senior citizens and 7% of total voters are single or widowed women. Let's think about what can be done to appeal to this specific group and get some visibility from it.

8. Finally, in your PR plan, you should accelerate efforts to elevate Arthur Flemming to real star status. He's on the way now, but it will take a lot of work and planning to raise him close to Connally stature.

I look forward to seeing you tomorrow when we can cover the above and other points in greater depth.

bcc: Jeb Magruder

Administratively Confidential

February 10, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Older Voters

There is a great deal of confusion among those on the White House Staff and in the Campaign as to who is doing what to make sure older voters support the President on November 7, 1972.

Jamie McLane, who may have had responsibility for this area, has left. Ken Cole does not receive reports from Vicki Keller of the Domestic Council. Dud Evans, Colson's older voter project manager is following the older voter plan (attached) developed by Bill Rhatigan in Colson's office. Arthur Fleming is sometimes consulted by Colson. Danny Todd has been hired by the Committee to Re-Elect the President.

Bob asked you to get into this older voter block and "untangle" it. Could you have some type of report for the Attorney General and Bob in one week?

Thank you.

Due Date: 2/17/72

GS:lm

March 7, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM : L. HIGBY

Chuck Colson called to report that he had talked with the President last night and the President raised the following subjects:

1. Did we have a write-in campaign going in New Hampshire to get Democrats to write in RN. Colson said he didn't know but he would check. The President said that Colson should report to you what he found out.

Colson found out that there was no write-in effort going. He had told the AG that the President had requested this a month ago but Colson guesses the AG decided it shouldn't be done.

2. The President then raised the question of whether or not we had write-in efforts going in Florida and Wisconsin.

Colson checked on these and finds that we can't have write-ins in Florida, and that in Wisconsin you can't write in but you can cross over. He indicates, however that we probably don't want Democrats for Nixon crossing over, but voting for candidates that will hurt the Muskie vote.

3. The President said he told you that he wanted write-in efforts on behalf of Democrats for Nixon in every state. Is there something that should be done here?

The President also indicated to Colson that he wanted to see Sidlinger today when Sidlinger was in seeing Colson. Colson said he would work this out with Parker.

LH:pm

concept
into
AG

in place
6/1-7/15

- ① Regional org's
+ monitoring operation
- non paid
- ② All org's set in West, M A, N E but not S C
- ③ Wash - Ombuds for St Ann
the logistical probs
by June 1

N H - Al Walker - no world leader
but a team cap, not a manager
- E for effort
More volunteers doing
more productively than
ever before

N H Camp night results

Marill, Morgan - credits, naguber

Buss & Ford (Kayer) - pushing a/o program.

Ala - Wally Wilder dead in Ala
among all Reps - no doubt in Ala

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 3, 1972

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
FROM: JEB S. MAGRUDER

The following results were received on the latest Florida poll taken by the Irwin Premack Company. Over 3,000 people were interviewed. No breakdown was given.

Nixon	%87.24	Wallace	%32.13
Ashbrook	% 3.64	Humphrey	%16.47
McCloskey	% 2.96	Muskie	%14.37
		Jackson	%10.84
		Lindsay	% 8.53
		McGovern	% 5.52
		Chisholm	% 4.32

The remainder are undecided or minor write-in candidates.

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N W
WASHINGTON, D. C. 20006
(202) 333-0920

March 2, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT C. ODLE, JR.

Attached is our weekly report.

bcc: Mr. H. R. Haldeman

CONFIDENTIAL

ADVERTISING

Wisconsin primary advertising plans, calling for an expenditure of \$143,000 in media (television, newspaper, and radio) were approved. Advertising starts March 6. A meeting was held with John MacIver in Wisconsin concerning field workers promotional material and Wisconsin advertising plans. Wisconsin television commercials were produced in Milwaukee on February 23 and 24. Direct mail copy for Wisconsin was developed. Preliminary meetings for the California primary were held. A meeting with Dave Tomshany in San Diego concerning convention promotion activities was held on February 27.

AGRICULTURE

We attended a special meeting of the Republican Task Force on Rural Development and Land Use where we led a discussion on "Rural America and the 1972 Election."

At a dinner meeting with key "political" employees of USDA, we outlined our general campaign plans and strategy for the farm bloc. Their expertise and assistance will be invaluable during the campaign.

In order to put some momentum into the agribusiness (fund raising) portion of our campaign as soon as possible, we have begun to form a core group for this effort. Included in this group are: Clyde Wheeler, Vice President of Sun Oil; Ed Wheeler, President of The Fertilizer Institute; Wes McAden, Vice President of Cook Industries; and Mr. Martin Sorkin, an agricultural consultant. Mr. Lee Nunn has been consulted concerning the direction of this group, and follow up is planned for next week.

Coordination with Bob Chase at the RNC and Seeley Lodwick and Claude Gifford at USAD continues in regard to preparing information particularly on the opposition candidates and their respective proposals for agriculture.

We also met with Earl McMunn, Editor of The Ohio Farmer, on the agri-political situation in Ohio and discussed some possible names for consideration in our selection of the "Farm Family for Nixon" in Ohio. John Foltz also met with two ag college staff members from Ohio State University who are friendly to our cause and who provided an assessment of the feelings of farmers in that key state.

BLACK VOTE

In New York, we conferred with former U.S. Labor Dept. Assistant Secretary, Art Fletcher (now Director, United Negro College Fund). Fletcher, because of the nature of his present job (fund raising) will be able to assist only indirectly (through responses to questions after speaking engagements and appearances on talk shows, etc.). He asks assistance of the Administration in efforts to reach the private sector in raising funds for Black colleges, in getting on talk shows and in getting sponsors for a TV gala.

John Sims of U.S. Plywood is committed to working with our proposed committee of young businessmen and is seeking approval of his company to free up his time.

Attorney William Leftwich of D.C., following a luncheon meeting, indicated interest in working closely with Committee staff in support of the President.

A detailed review of strategy to attract Black votes was discussed with Fred Malek and Bob Brown.

We conferred with HUD Assistant Secretary Sam Jackson on his appearances in behalf of the Division's efforts and on involvement of Black appointees.

A southern California list of leading Blacks has been developed and is being shared with the State Chairman.

A planning group was appointed to work up a committee of professional athletes that will be meshed into the overall celebrities committee.

We were in touch with the Black Mayor of Inkster, Michigan, (Bivens) on a planned Detroit meeting of supporters (and additionally, talked with the meeting planners in Detroit).

We conferred with the Washington representative of the National Association of Social Workers which is now developing an interest in the issues of the campaign.

BUSINESS AND INDUSTRY

On Monday and Tuesday, we had meetings with our Chairman, Donald M. Kendall, in Purchase, New York. We discussed where we stand with our program to date and reviewed the prospects for Regional and State Chairmen.

On Wednesday, we attended a meeting in Chicago to observe a presentation by John Naughton, Vice President of Ford Motor Company. The purpose of this meeting was to hear his presentation of the Administration's new economic policy and to determine where portions of it might be applicable to our program.

On Thursday, we had an extensive discussion with Richard Clarke, of Richard Clarke Associates, who is Editor of "Contact." We explored with him the avenues in which he may be helpful.

The preliminary draft of our City Chairman's Guide Book was submitted for review and comment to Secretary Maurice Stans, Fred Malek, and Jeb Magruder. The proposed budget was also discussed with them.

ELDERLY

Todd devoted a major part of his time to the Presidential Message (now due March 8); redrafting OAD Campaign Plan and working with Malek on straightening out internal operating problems within the White House.

Mills continued his field research and work was completed on the letter to Nixon State Chairmen. First batch of letters was sent out on Friday calling for reply no later than March 15th.

Todd also met with Timmons to discuss role of Older Americans in the Convention and the make-up of the Platform Committee and how to get a good plank contained therein. Timmons agreed to have the names of all over 60 Delegates and Alternates forwarded over here so we may begin grading them and identifying spokesmen and program participants to articulate our particular position within convention structure and with the media.

Todd met with CAB Chairman Browne to discuss half-fare air fares for the elderly. Concluded legislation was best way. Senator Pearson (running this year) has a bill in and Todd recommended that the Administration back it, thereby getting credit without upsetting airlines, as it probably won't go anywhere. This suggestion was also made to Max Freidersdorf and he will check with Pearson.

Mills continued screening work to identify and prepare field spokesmen for release of the Presidential Message to ensure maximum national coverage. Exact method of delivery has not yet been decided.

On Friday, Todd went to NYC to meet with T.L. Pulling and R.S.

Perkins re some private initiatives that could be taken in N.Y. State. They will report back this week.

JEWISH

Political activity in California continued successfully with the selection and acceptance of chairmen for Northern and Southern California in the area directed at the Jewish vote. Albert Spiegel who is currently president of the Jewish Federation of Los Angeles, the central fund raising and communal agency, has accepted for Southern California. Harold Dobbs who has run for mayor of San Francisco several times and is well known in Northern California has accepted for that area.

Anglo-Jewish Press Day invitations were wired from the White House on Monday, February 28 and the event has received good coverage in the Jewish press which is a positive expression of interest by the press in the Jewish community. Briefing packages for the March 13th event are being prepared.

LEGAL

We conferred with George Webster concerning the structuring of the Lawyers Committee for the Re-election of the President.

We advised Mr. Palastak (in-transit advertising) concerning the media expenditure limitations on outdoor advertising under the Federal Election Campaign Act, 1971 (FECA).

We conferred with the General Counsel of the Department of Commerce in connection with the voter projection element of the FECA formula with regard to budgeting for the California primary.

William Novelli and Paul Mueller were each advised of the provisions of FECA as it pertains to telephoning, with the caveat that the forthcoming regulations of the Comptroller General will have a major impact in this area.

Our Counsel appeared as one of three panelists before the Republican Congressional Caucus to explain the provisions of FECA to that body.

A new contract between the Finance Committee and Design, Inc, was reviewed for Mr. Shumway.

For Business and Industry, we reviewed permissible partisan political activity by corporate executives.

We conferred further with Messrs. LaRue and Magruder on the problem of the David Green-RNC contract.

Our Associate Counsel went to New Hampshire and Florida as a member of the respective pre-advance teams. In New Hampshire he also met with LTV Business Jets' representative to discuss aircraft leasing. The lease on the Dade County auditorium was negotiated and arrangements were made for the Miami Opera to relocate on the night of March 9. He also prepared the budget for the New Hampshire and Florida rallies.

POLITICAL

Our confirmed chairman in the states of Montana (Gaspard Deschamps), Oklahoma (Rita Moore), South Dakota (W.E. O'Brien), Wyoming (Barbara Gosman), Maine (Ned Harding), Arizona (Sam Mardian), New Jersey (Governor Cahill), Tennessee (Senator Brock and Governor Dunn), Michigan (Jack Gibbs) will all make announcements in early March.

The Wisconsin Committee for the Re-election of the President handled their press release locally on February 18 announcing John MacIver as chairman. Churchill Williams was announced as Iowa chairman on February 21 in Des Moines. The following day he was seated at the head table at the Iowa Lincoln Day Dinner, and received enthusiastic applause when introduced to the 2400 guests in attendance. In an effort to gain extra media coverage, the announcement of the woman co-chairman, current National Committeewoman Mary Louise Smith, was done later in the week on February 24.

Rita Moore, our Oklahoma chairman, was in for a full day's orientation on February 24. Barbara Gosman, Wyoming chairman; Arlen Spector, Pennsylvania chairman; and Churchill Williams, our Iowa chairman, will be in this week for orientation meetings.

PR/MEDIA

Van Shumway discussed the Oklahoma Committee announcement with Rita Moore, co-chairman, and he discussed the California press situation with Lyn Nofziger. Tom Girard prepared NBC's Cathy Machin for TV coverage of Rogers Morton and briefed Frank Dale, accompanying him to the Washington Press Club. Ray Caldiero made up the "Appreciation Day" schedule and Tom wrote the notice to correspondents re going to N.H. for the rally. Tom got the media monitoring forms printed up. Art Amolsch wrote the Iowa release, the release announcing the Florida rally and the second release on the N.H.

rally. Ann Dore dealt with surrogates: Don Rumsfeld and the Chairmen of North Carolina, South Carolina, and Florida.

Van Shumway briefed Paul Jones re Jones' Wall Street Journal interview. He discussed an article about businessmen in politics with Business Week's Bruce Agnew. Van had an interview with Neal Currie of Westinghouse Broadcasting and discussed Mrs. Mitchell's column with Francis Laughton. Van made a major address at the Maryland Press Association on February 27. Tom Girard wrote an article for Monday about N.H. He discussed the N.H. rally all week and left for N.H. on Monday, February 28. Art Amolsch prepared the briefing package for Senator Dole's use on Face the Nation. Art wrote remarks for Frank Dale's use at the Press Club and wrote Dale's biography for Committee use. Ann Dore spoke with CBS election unit about issues, such as busing, on the Florida ballot and our inclusion of surrogates. She coordinated with the women's division about Cabinet members' and Senators' wives media placement. She also met with Senator Dole about media availability for state trips he will make.

Dave Allen acquired and forwarded to Florida information on Administration policy on busing. He is acquiring data on U.S. military and economic assistance for use in March 13 press briefing. He worked on system for acquiring publications from White House, Defense and Commerce and compiled initial listing of publications. He arranged briefings for Larry Goldberg re Soviet Jewry and U.S. Mid-East policy.

Van discussed mail program with Jeb Magruder, Dick Howard and Kathleen Balsdon. Angela Harris and Tom Girard took Soviet journalists on a tour of the Committee. Ann Dore planned personnel changes with Mr. Miller and Van, and she worked with Dan Todd re the President's message about the aged (March 8) and National Media Program. Frank Leonard "backgrounded" for decision on "The Nixon Years" and did editorial and production activities for the first issue of "The Re-electors".

SPANISH-SPEAKING

Briefings at the White House were with Robert Finch [Ray Hanslik (Assistant), Dave Weinman (OMB), Henry Ramirez (Cabinet Consultant)], William Marumoto, and A. F. Rodriguez. Briefings continued with officials in various government agencies. With the National Republican Hispanic Finance Committee discussions were begun with Ben Fernandez, Frank Oaxaca, Frank Casillas, Fred Berens, and Richard Garcia. A meeting was held at William Marumoto's office with major Spanish speaking appointees.

SPOKESMEN RESOURCES

The Spokesmen Resources Division continued intensive preparations for the Appreciation Day rallies in New Hampshire, on March, 1972, and in Florida, on March 9, 1972.

We visited Manchester, New Hampshire, on Monday, February 21, 1972, for the purpose of meeting the New Hampshire event chairman, Mr. Charles Stafford (designated as such by Gov. Dwinell), and of introducing our lead advanceman, Mr. Ed Murphy, and the rally producers, Mr. and Mrs. Jack Myers, to the site. We discussed the organization of the state support committees, the proposed program and related matters.

We also visited Miami, Florida, on Thursday, February 24, 1972, for the purpose of commencing preparation for the Florida Appreciation Day rally. We met with the Florida event chairmen, Messrs. Cy Young and Steve Nostrand (designated as such by Mr. Tommy Thomas) and with the rally producers, Messrs. Bill Long, Bill Pitts and Dave Crotty. As in New Hampshire, we discussed the organization of the state support committees, the proposed program, etc.

VOTERS' RIGHTS (BALLOT SECURITY)

We now have 14 Voters' Rights (Ballot Security) chairmen. New additions since our last report are: Florida - Paul C. Wolfe, Indiana - Garry Landau, Montana - Charles C. Lovell, and Nevada - Lee R. Rose.

WOMEN

Arrangements were made by Pat Hutar for the writing of the Wisconsin telephone idea promotion piece and the preparation of a script for Mrs. John Mitchell to use in launching the program. The script, prepared by Art Amolsch, is very clever and is now awaiting approval by Mr. Mitchell. The promotion piece will be ready shortly.

Arrangements for the Re-election Committee Hospitality Suite at the RNC Leadership Conference are proceeding. Our chairman, Mrs. Pauline Kenehan, a volunteer from Maryland, is doing a fine job of recruiting and scheduling volunteers for this operation. Nancy Steorts is handling arrangements from our shop.

Following an invitation from Pat Hutar, Connie Armitage met with Jeb Magruder for a discussion on areas of mutual interest in the Re-election campaign. Connie also met with Ken Rietz, Ann Dore

and Pete Dailey while she was here. We keep in close touch and will work with her on the development of the special October 21 NGRW campaign activities day.

Time was spent on finishing the planning proposal for volunteer activities during the campaign. The plan will be submitted to Jeb Magruder early next week for presentation to Mr. Mitchell.

The Steering Committee meeting to be held during the Leadership Conference was approved and Pat Hutar called to invite national committee, state committee leaders and others for such a meeting.

YOUTH

We have set up under "non-partisan" sponsorship four mock elections at New Hampshire colleges, one high school mock convention and one high school poll. Following are the results:

COLLEGES

<u>New Hampshire College</u> <u>Manchester-2/10/72</u>	<u>N.H. Technical Inst.</u> <u>Concord-2/15/72</u>	<u>N.E. Aeronautical Inst.</u> <u>Nashua-2/24/72</u>
Nixon 32%	Nixon 47%	Nixon 44%
Muskie 28%	Muskie 19%	Muskie 27%
McGovern 15%	McCloskey 14%	McGovern 11%
Ned Coll 6%	McGovern 13%	Kennedy 7%
Humphrey 3%	Humphrey 2%	McCloskey 3%
Lindsay 3%	Jackson 2%	Humphrey 1%
McCloskey 3%	Yorty 1%	Hartke .005%
Ashbrook 1%	Lindsay 1%	Ned Coll .005%
Hartke 1%	Ashbrook .6%	
Yorty 1%	Hartke 0%	
Write-ins(8) 7%		Write-ins(6) 6%

The fourth mock election will be held this week at Plymouth State College in Plymouth, New Hampshire.

HIGH SCHOOLS

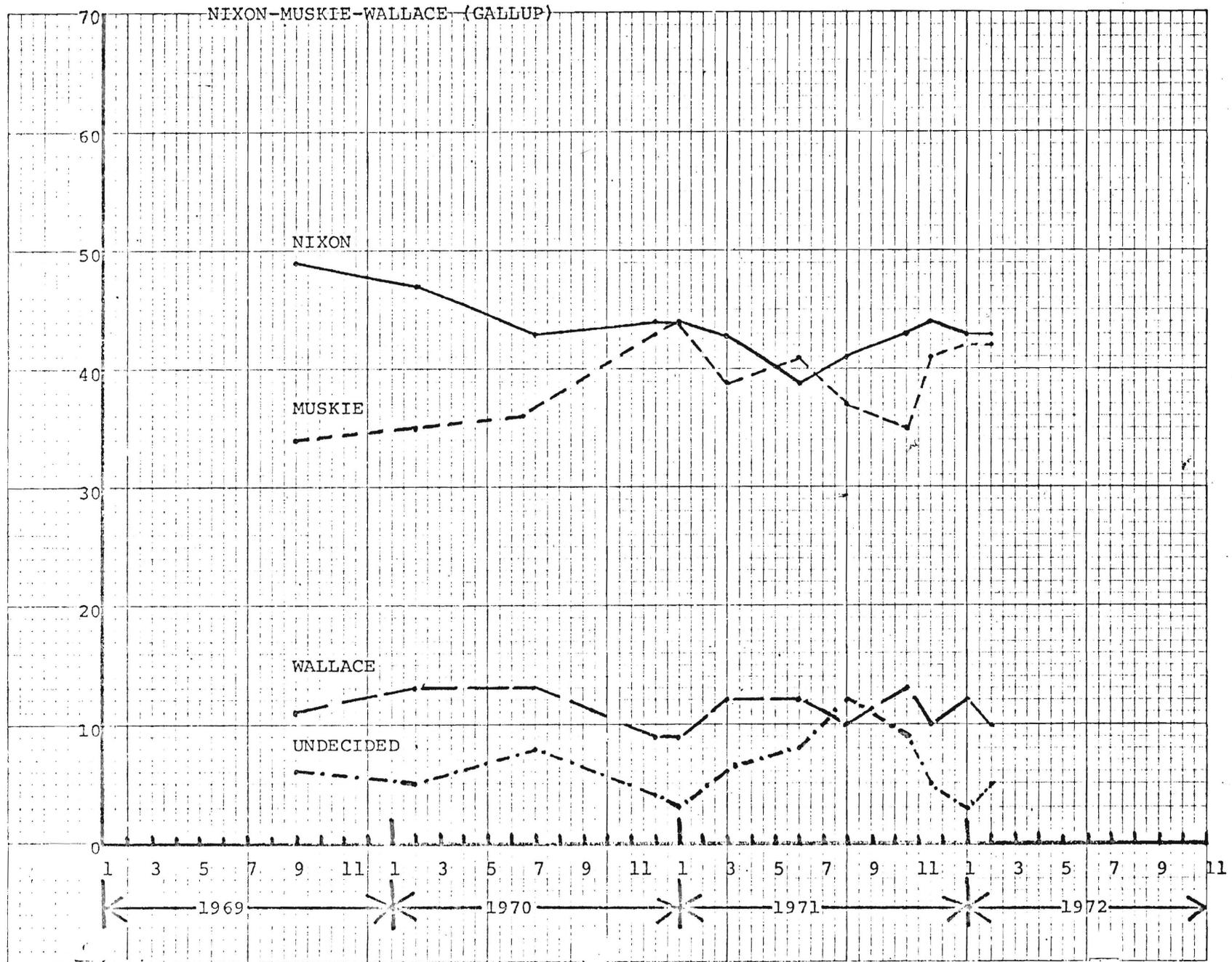
<u>Plymouth High School</u> <u>Plymouth-Poll 2/18/72</u>	<u>Kearsarge High School Republican</u> <u>Mock Convention, Sutton, N.H.-2/27/72</u>
Nixon 118 votes	Nixon 312 votes
Pat Paulsen 60	McCloskey 135
Muskie 51	Ashbrook 35
McGovern 20	
Chisholm 18	
McCarthy 12	
Lindsay 9	

Humphrey	9
McCloskey	8
Yorty	7
Jackson	3
Mills	3

RESEARCH AND STRATEGY GROUP

A planning meeting was held on Saturday, February 26 with all division heads. The purpose of this meeting was to develop recommendations on the conduct of the California Primary campaign and the remaining 13 primaries in which the President will participate. Lyn Nofziger attended the discussions on California.

Attached is the updated head-to-head Gallup Poll data on Nixon-Muskie-Wallace. It show no change in the President's slight margin over Muskie.



THE WHITE HOUSE
WASHINGTON

March 3, 1972

MEMORANDUM FOR FRED MALEK
GORDON STRACHAN✓

Chuck Colson asked me to send you the attached for your information and for any thoughts you might have on how we can solve these problems. These are the kinds of things that will really have negative effects. Hopefully we can, and had better, get the kinks out now.


W. Richard Howard

THE WHITE HOUSE

WASHINGTON

February 29, 1972

MEMORANDUM FOR: CHARLES W. COLSON
FROM: PATRICK E. O'DONNELL *pal*
SUBJECT: Nofziger's veto of Secretary Richardson's
visits to California

As I mentioned at a recent meeting, the Committee for the Re-Election of the President has, per orders from your friend Nofziger, ordained it in the best interest of the Administration to preclude any California visits or invitations for Secretary Richardson. Most recently, the Secretary had agreed to do the Santa Monica Bar Association Law Day Program on May. Thereafter, the Committee quashed the invitation after being notified by the California coordinator (Nofziger) that "under no circumstances is Richardson to go to California".

Dick Mastrangelo, Richardson's scheduler, called to let me know about this after Bart Porter, with whom I had earlier registered some surprise and shock at this seemingly unilateral decision, had told me they (Committee) would get back to me on the subject. Obviously, they have gone ahead and instituted a policy which will keep Richardson away from the State, at least insofar as political events and fundraisers are concerned. If this is in fact going to be the policy, so be it. But I wonder whether or not the word should be coming through Bart Porter or even Leonard Nofziger.

Shall I continue to plug Richardson into appropriate events?
Your thoughts will be appreciated.

(GOP) MANCHESTER, N.H.--REPUBLICANS CAP ONE-DAY BLITZ FOR PRESIDENT NIXON'S RE-ELECTION CAMPAIGN IN NEW HAMPSHIRE PRIMARY WITH GALA, OLDTIME POLITICAL RALLY. 300. MAY BE LED. (POLITICS) UNDATED--SENATE REPUBLICAN LEADER HUGH SCOTT ENDORSES VICE PRESIDENT SPIRO T. AGNEW FOR A SECOND TERM IN REMARKS TO 1,500 KEY GOP CAMPAIGN WORKERS. 400. MAY BE LED.

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GOP 3-4 NX

DAY LD

BY STEVE GERSTEL

MANCHESTER, N.H. (UPI)--THE COSTUMES FOR THE POMPON GIRLS NEVER CAME. THE PROGRAM STARTED ONE HOUR LATE. THE SNOWSTORM CUT INTO THE CROWD. THE GUEST OF HONOR WAS ABSENT.

DESPITE THE OBSTACLES, REPUBLICANS BLITZED NEW HAMPSHIRE WITH A GALAXY OF POLITICIANS AND ENTERTAINERS FRIDAY NIGHT.

POSSIBLY THE BIGGEST ONE-DAY EFFORT EVER UNDERTAKEN FOR A PRIMARY IN NEW HAMPSHIRE, THE RICHARD NIXON "APPRECIATION DAY" ACTIVITIES STARTED WITH BIG NAME POLITICIANS FLOODING THE STATE AND ENDED WITH A "KICKOFF RALLY" THAT HAD A LITTLE BIT OF SOMETHING FOR EVERYONE.

BUT WHAT THE EXTRAVAGANZA COST THE GOP REMAINED A SECRET. IN RESPONSE TO A QUESTION AT A NEWS BRIEFING, FORMER GOV. LANE DWINELL, MASTERMINDING THE NEW HAMPSHIRE CAMPAIGN FOR PRESIDENT NIXON, REFUSED TO DIVULGE THE EXPENSES OR THE CONTRIBUTORS IN THE PRESIDENT'S CAMPAIGN TO SCORE A MASSIVE VICTORY IN THE NATION'S FIRST PRIMARY TUESDAY.

ALTHOUGH LONG IN THE PLANNING STAGE, THE "APPRECIATION DAY" CAME AT THE SAME TIME THAT THE MANCHESTER UNION LEADER PUBLISHED A POLL SHOWING THAT 25 PER CENT OF THE REGISTERED GOP VOTERS STILL WERE UNDECIDED. NO ONE QUESTIONED THAT NIXON EASILY WILL DEFEAT LIBERAL REP. PAUL MCCLOSKEY OF CALIFORNIA AND CONSERVATIVE REP. JOHN M. ASHBROOK OF OHIO, BUT THE CANVASSING AND THE RALLY WERE DESIGNED TO TRIGGER A LARGE TURNOUT FOR THE PRESIDENT.

HAVING FINISHED THEIR ONE-DAY STINT, THE VISITING POLITICIANS AND ENTERTAINERS FOR NIXON WENT HOME, LEAVING MCCLOSKEY AND ASHBROOK TO BATTLE FOR VOTES ON A MUCH SMALLER AND LESS EXPENSIVE SCALE.

ON THE DEMOCRATIC SIDE, FRONT-RUNNING SEN. EDMUND S. MUSKIE OF

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ON THE DEMOCRATIC SIDE, FRONT-RUNNING SEN. EDMUND S. MUSKIE OF MAINE SCHEDULED FACE-TO-FACE CAMPAIGNING ON DOORSTEPS AROUND THE MANCHESTER AND CONCORD AREAS BEFORE CLOSETING HIMSELF WITH AIDES LATER TODAY TO PREPARE FOR SUNDAY'S TELEVISED DEBATE AGAINST THE OTHER DEMOCRATIC CONTENDERS. SEN. GEORGE S. MCGOVERN OF SOUTH DAKOTA, MUSKIE'S CHIEF RIVAL IN NEW HAMPSHIRE, PLANNED A FULL DAY ON THE CIRCUIT BEFORE MOVING INTO BOSTON AND PREPARING FOR A TELEVISED INTERVIEW SUNDAY AND THE DEBATE.

HELD IN THE NATIONAL GUARD ARMORY DESIGNED TO HOLD 2,500, THE NIXON RALLY ATTRACTED ABOUT THREE-FOURTHS OF THE CAPACITY FOR A SHOW WHICH BLENDED POLITICS AND ENTERTAINMENT IN ABOUT EQUAL AMOUNTS. THE TALENT FROM THE POLITICAL WORLD AS WELL AS THE ENTERTAINMENT FIELD WAS STRICTLY HIGH-PRICED AND IMPORTED.

AMONG THE PERFORMERS, SOME OF WHOM LIKE MASTER OF CEREMONIES ART LINKLETTER CERTAINLY DONATED THEIR SERVICES, WERE LIONEL HAMPTON, SINGER LAINIE KAZAN, AND A YOUNG GROUP CALLED THE "COLLECTORS ITEM" FROM NEW YORK CITY.

WITH THE EXCEPTION OF GOV. WALTER PETERSON AND THE NEW HAMPSHIRE CONGRESSIONAL DELEGATION, THE POLITICIANS WHO CAME INTO NEW HAMPSHIRE ABOARD A CHARTERED AIRLINER FROM WASHINGTON ALSO WERE FROM OUT OF STATE.

THEY INCLUDED CABINET MEMBERS ELLIOT RICHARDSON AND JOHN VOLPE, BOTH FROM NEIGHBORING MASSACHUSETTS, AND SENATORS FROM AS FAR AWAY AS KENTUCKY AND TENNESSEE.

VOLPE DREW THE LOUDEST CHEERS WHEN HE TOLD THE NIXON ENTHUSIASTS THAT "IN THE THREE YEARS BEFORE JANUARY, 1969, 300,000 AMERICANS WENT TO VIETNAM AND IN THREE YEARS SINCE THEN MORE THAN 400,000 HAVE COME HOME."

"AND PRESIDENT NIXON WILL NOT REST UNTIL THERE ARE ZERO AMERICANS IN VIETNAM," VOLPE ADDED, TO MORE APPLAUSE.

THE ONLY HINT OF A DISTURBANCE CAME WHEN GOV. NELSON A. ROCKEFELLER OF NEW YORK, WHO CHALLENGED NIXON WITH A WRITE-IN EFFORT IN NEW HAMPSHIRE FOUR YEARS AGO, BEGAN HIS KEYNOTE SPEECH LAVISHLY ENDORSING THE PRESIDENT. SEVERAL YOUTHS SHOUTED "REMEMBER ATTICA" BUT WERE QUICKLY DROWNED OUT BY CHANTS OF "WE WANT NIXON." THE DEMONSTRATORS QUIETED DOWN AND PASSED OUT LEAFLETS PROTESTING THE VIETNAM WAR.

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N.H. PRIMARY 551 330, 2 TAKES TOTAL 540

BY WALTER R. STARS

AS POLITICAL

MANCHESTER, N.H. (AP) - PRESIDENT NIXON'S REPUBLICAN ALLIES HAVE STAGED THEIR BIG NEW HAMPSHIRE SHOW IN BEHALF OF THE MAN WHO ISN'T HERE, WHILE A DEMOCRAT WHO IS, SEN. GEORGE McGOVERN, GAINS HE HAS A CHANCE TO SCORE AN UPSET VICTORY IN TUESDAY'S PRESIDENTIAL PRIMARY.

THE MUSIC WAS BY MICHEL MANTECO, THE SONGS BY LAURIE HAZAN AND THE LIVE ECONOMICS BY GOVERNORS, SENATORS AND TWO MEMBERS OF THE BLACK CORDON AS THE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT GOING TO STEP UP THE REPUBLICAN LOCALISTS AND TURN OUT A BIG PRIMARY VOTE FOR THE ABSENT NIXON.

NEW YORK GOV. NELSON A. ROCKEFELLER RECALLED HIS OWN FUTURE NEW HAMPSHIRE CAMPAIGN EIGHT YEARS AGO IN A PRIMARY WON BY HENRY CABOT LODGE, WHO WAS IN NIXON AT THE TIME.

THE MAN WHO WASN'T HERE WON THAT PRIMARY," SAID ROCKEFELLER. "WELL, THAT'S LIFE. . . THIS TIME I THINK IT'S GOING TO HAPPEN AGAIN, IT'S GOING TO BE DICK NIXON . . . HE 'S THE MAN WHO ISN'T HERE."

1 P Nixon

A CROWD OF NEARLY 1,500 TURNED OUT ON A SNOWY NEW HAMPSHIRE NIGHT AND HEARD ROCKEFELLER, AN OLD NIXON POLITICAL RIVAL, INTRODUCE THE PRESIDENT AS "A MAN OF THE HOUR, A MAN WHO HAS THAT EXTRA SENSE TO LOOK INTO THE FUTURE."

ROCKEFELLER SAID THAT IS WHAT NIXON DID WITH HIS VISIT TO COMMUNIST CHINA.

I'D LIKE TO SAY TO THOSE WHO DON'T AGREE WITH HIM ABOUT THIS TRIP, GIVE HIM A CHANCE TO ACHIEVE THAT GENERATION OF PEACE," ROCKEFELLER SAID.

ONE OF THOSE WHO DOESN'T AGREE IS REP. JOHN M. ASHBROOK OF OHIO, CHALLENGING NIXON FROM THE CONSERVATIVE PLEBS, WHO SAID FRIDAY DAY NIXON'S PERFORMANCE AT PEKING WAS A SELLING OF AMERICAN PRINCIPLES."

THE COUNTDOWN ON NATIONALIST CHINA'S INDEPENDENCE HAS ALREADY BEGUN AND HIM IS RUNNING IN FAVOR OF THE COMMUNISTS AND AGAINST THE UNITED STATES BECAUSE OF MR. NIXON'S SELLOUT LAST WEEK," ASHBROOK SAID.

NIXON'S OTHER RIVAL IS REP. PAUL M. MCCLUSKEY OF CALIFORNIA THE LIBERAL CHALLENGER WHO APPROVED OF NIXON'S VISIT TO CHINA. HE SAID THE TRIP WOULD BEGIN TO BREAK DOWN THE BARRIERS BETWEEN OUR PEOPLES."

BUT REMEMBER THAT THE PRESIDENT PLAYED A GREAT PART IN CREATING THOSE BARRIERS," MCCLUSKEY SAID.

DRP
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MANCHESTER, N.H. PRIMARY A017. SAID. 210

NIXON CAMPAIGNERS DEPLOYED ACROSS THE STATE DURING THE DAY TO GET THE VOTERS TO BACK THE PRESIDENT ON TUESDAY.

SECRETARY OF TRANSPORTATION JOHN WORM TOOK THE OCCASION TO ANNOUNCE IN MANCHESTER A \$121,300 FEDERAL GRANT TO IMPROVE THE CITY'S AIRPORT.

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LOUSE REPUBLICAN LEADER GERALD M. WOOD URGED NEW HAMPSHIRE VOTERS TO GIVE NIXON THE GREATEST MAJORITY AND THE HIGHEST FIGURE IN THE HISTORY OF THEIR PRIMARY ELECTION.

IN THE DEMOCRATIC CORNER, McGOVERN TOOK A RADIO AUDIENCE THAT HIS CAMPAIGN HAS CALLED REAL MODERNISM AND I THINK IT'S GOING TO BE A RAZOR-CLOSE FINISH.

IT SEEMS TO ME THAT IT'S DEVELOPING INTO A REAL HORSE RACE," SAID McGOVERN. "WE HAVE A CHANCE OF PULLING AN UPSET IN NEW HAMPSHIRE."

SEN. EDWARD S. MUSKIE OF MAINE, THE FAVORITE IN THE DEMOCRATIC PRIMARY, SAID IN BAINBRIDGE. I'VE GOT TO WIN AND WIN IN SUCH A CONVINCING WAY THAT WE CONVINCED THESE SKEPTICS OF THE PRESS. WE'VE GOT TO WIN BIG."

[Handwritten box]

McGOVERN SAID. "WE'RE NOT MAKING EXTRAVAGANT CLAIMS ABOUT HAVING THE ELECTION LOCKED UP BUT WE DO FEEL THERE'S A REAL CHANCE. IT WOULD BE A GREAT UPSET IF WE WON THE NEW HAMPSHIRE PRIMARY."

M243A85 MARCH 4

MR. DONALDSON

ASSOCIATION PRESIDENT

MA. HESLIN, N.H. REP. - NEW YORK GOV. MISON A. ROCKEFELLER, LEADING A SO-CALLED REPUBLICAN ALL STAR CAMPAIGN DRIVE FOR PRESIDENT NIXON, SAID NIXON DESERVED RE-ELECTION TO GIVE HIS PEACE PLAN A CHANCE.

LABELLING VETERAN SECRETARY ALLISON T. RICHARDSON ANOTHER REPUBLICAN IN THE STATE TO RUN IN CAMPAIGN FOR NIXON IN WEDNESDAY'S PRESIDENTIAL PRIMARY, SAID NIXON WILL CONDUCT A MORE MODERATE CAMPAIGN THIS FALL THAN REPUBLICANS USED IN 1970.

"THE PRESIDENT'S GOAL OF ACHIEVING A CONTINUATION OF PEACE MUST BE GIVEN A CHANCE," ROCKEFELLER TOLD A RALLY OF REPUBLICAN ELECTIONEERS AT THE NATIONAL GUARD ARMORY IN ARCHERBURN. HE RALLY CULMINATED ACTIVITIES OF WHAT WAS BILLED AS PRESIDENTIAL APPRECIATION DAY.

BOTH ON THE INTERNATIONAL SCENE AND ON THE DOMESTIC SCENE, THE PRESIDENT HAS SHOWN THE CAPACITY TO DEAL WITH THE PAST AND COME UP WITH NEW CONCEPTS WHICH REFLECT THE ASPIRATIONS AND NEEDS OF THE PEOPLE IN THE LIGHT OF RAPIDLY CHANGING CONDITIONS," ROCKEFELLER SAID IN HIS KEYNOTE ADDRESS.

RICHARDSON MADE HIS COMMENTS TO NEWSMEN DURING THE CAMPAIGN TOUR.

"I AM HOPEFUL AND EXPECT THAT THE CAMPAIGN THIS YEAR WILL BE CONDUCTED ON A BASIS OF COMMUNICATION," RICHARDSON SAID AT ONE STOP IN THE CONCORD, "TO GET ACROSS WHAT THE PRESIDENT HAS DONE."

ASKED AT A RADIO STUDIO WHERE HE TAPED AN INTERVIEW ABOUT THE CONTROVERSY OVER THE PUBLIC REACTION TO REPUBLICAN HARD SHILLBEGGERS IN THE 1970 ONE-YEAR ELECTIONS RICHARDSON ANSWERED:

"THE FACT THAT IT WAS AS CONTROVERSIAL AS IT WAS SPRAES FOR US AS TO THE PUBLIC'S REACTION."

RICHARDSON SAID THIS YEAR'S CAMPAIGNING WOULD CONCENTRATE ON SETTLING THE VOICES ON NIXON'S ACCOMPLISHMENTS, EXPERIENCE AND ABILITY.

"WE HOPE TO SHOW THAT IT WOULD BE FOOLISH FOR AMERICANS NOT TO RETAIN THAT KIND OF CONFIDENCE AND EXPERIENCE IN OFFICE," RICHARDSON SAID.

THE PRESIDENTIAL APPRECIATION DAY, THE FIRST OF A SERIES OF EVENTS PLANNED BY THE NIXON REPUBLICANS, WAS ISSUED AN INDICATION OF THE CAMPAIGN STYLE PLANNERS "SUBTLE," SPEAKERS CAMPAIGNING IN LINE OF THE PROSIDIUM WHO HAS SAID HE FEARS TO STICK CLOSE TO WASHINGTON AND HIS OFFICIAL DUTIES AT LEAST UNTIL THE REPUBLICAN CONVENTION IN JULY.

RICHARDSON WAS PART OF A DELEGATION WHICH HEARD UP FROM WASHINGTON TUESDAY MORNING, INCLUDING TRANSPORTATION SECRETARY JOE A. VOIPPE, REPUBLICAN SEN. WILLIAM ROOSE OF MISSISSIPPI, MARION COOK OF KENTUCKY CHRIS COOK OF NEW HAMPSHIRE AND GEORGE BERRY OF MISSISSIPPI; SINGING STAR LAINIE ZAZAI, AND A DELEGATION OF CONGRESSMEN.

ENDS: IN GRD GRAP READ: ROCKEFELLER SAID IN REMARKS PREPARED FOR A RALLY X X X
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TELETYPE DIRECTOR

THEY TOLD AT THE BOTTOM OF THE LANCHESTER, N.H., NIXON IN A237 POINTS OUT ROCKEFELLER SPEECH BEFORE WAS BASED ON A PREPARED TEXT. YOU WILL BE ADVISED WHEN THE SPEECH IS BELIEVED.

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NIXON-N.H. ADD

LANCHESTER P.R.-NIXON-N.H. A237 ADD: CONGRESSMAN.

VOIPPE BROUGHT WITH HIM A \$121,300 GRANT FOR LIGHTING AND OTHER IMPROVEMENTS AT THE HANOVER AIRPORT AND THE WORD THAT FEDERAL FUNDS WOULD ALSO BE AVAILABLE TO HELP THE LOCAL BUS SYSTEM GOING. HE SAID HE HOPES THAT IN HIS CAMPAIGN APPEARANCES, "I AM PLEASSED TO FIND QUITE A FEW DEMOCRATS TELLING ME THEY'LL BE VOTING FOR PRESIDENT NIXON" ON A WRITE-IN BASIS TUESDAY.

ROBERT GOV. IANF DUNNELL, WHO HEADS THE NIXON CAMPAIGN EFFORT IN NEW HAMPSHIRE, SAID HIS GROUP HADN'T MADE "A VERY SPECIAL EFFORT" FOR A NIXON WRITE-IN AMONG DEMOCRATS BUT THAT "WE CERTAINLY WELCOME THAT." HE HOPED NIXON WOULD 5 PER CENT OF THE DEMOCRATIC VOTE AS A WRITE-IN CANDIDATE IN 1968.

ASKED IF THE NIXON COMMITTEE WOULD REVEAL THE AMOUNT OF MONEY IT HAS BEEN SPENDING, DUNNELL SAID "WE HAVE NO INTENTION OF DOING SO," HE SAID "THE NEW HAMPSHIRE LEGISLATURE, IN ITS WISDOM," SEVERAL YEARS AGO REPEALED A REQUIREMENT FOR DISCLOSURE OF PRIMARY SPENDING.

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