

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>
51	12	10/28/1970	<input type="checkbox"/>	Campaign	Memo	From Bob Finch to the President. RE: Talking Points- Presidential Visit to California. 2pgs.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [Doc 156]	Memo	Finch to President, re: Talking Points - Presidential Visit to California	10/28/70	C conf

FILE GROUP TITLE

PPF

BOX NUMBER

61

FOLDER TITLE

October 1970 Notes [and Speech Drafts] re Campaign Appearances

RESTRICTION CODES

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| A. Release would violate a Federal statute or Agency Policy.   | E. Release would disclose trade secrets or confidential commercial or financial information. |
| B. National security classified information.   | F. Release would disclose investigatory information compiled for law enforcement purposes.   |
| C. Pending or approved claim that release would violate an individual's rights.                      | G. Withdrawn and return private and personal material.                                       |
| D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person. | H. Withdrawn and returned non-historical material.   |

Presidential Materials Review Board

Review on Contested Documents

**Collection:** President's Personal Files  
**Box Number:** 61

**Folder:** October 1970 Notes [And Speech Drafts] Re Campaign Appearances

<u>Document</u>	<u>Disposition</u>
156	Return Private/Political

October 28, 1970

From Bob Finch

Subject: Talking Points - Presidential Visit to California

I POLLS

Consensus of Spencer Roberts, DMI, Field, Muchmore and Dorothy Corey.

1. Reagan six to ten points ahead - which would be a victory margin of 500,000 to 800,000 votes. (Give a working equation of about 80 to 90,000 votes for a point in the rest of these rundowns).
2. Murphy four to six points behind.
3. Evelle Younger still favored but O'Brien closing fast. (Present margin looks like 200,000).
4. Great voter confusion over the two Flournoys. Incumbent Hugh Flournoy is still four points ahead in all polls in the Comptroller's Race. Pat Brown, Jr., is holding a slim two point lead over Jim Flournoy (he is the Black).
5. Rafferty is still ahead in the race for Superintendent of Public Instruction but Riles has come on strong and closed the lead from three to four percent.

(In this past week - when I have been in and out of here - I endorsed Rafferty and Jim Flournoy. (I felt I had to do this - endorse Jim Flournoy as well as I did not want to be in position of being anti-Black since Riles is a Negro.

II ISSUES

1. In all polls, unemployment leads other issues in California. Considerable television in this last few days of people lined up collecting unemployment insurance -- Unruh making this major issue.

Considerable coverage that over 800 people showed up (lined up) for 40 advertised jobs reading meters for the Metropolitan Water District in Los Angeles.

II ISSUES (Continued)

2. Closely following the economic-employment issue is the "social" issue -- crime/welfare. Has been highly accentuated by the murder of the Santa Cruz doctor and his family; the bombing of the church at the policeman's funeral in San Francisco; the burning yesterday of the Bank of America at the Irvine Campus, etc. etc.
3. The third item in all polls is pollution, environment and "quality of life."

III RECOMMENDATIONS:

1. In urging Murphy's re-election, come down hard on your personal relationship and longstanding friendship; your confidence in him as a man; as well as the fact that he supported you on the issues.; that you know him to be a man of integrity, compassion, a hard worker.
2. It is very important to refer to his family -- for the first time this last week they are bringing his daughter and his son into the campaign.

The Tricia Nixon spots have been most effective - she talks about having worked in his office, tells how she feels about him, etc. and this has had quite an impact.

3. The President should predict confidently that we will retain control of the Legislature and that he is "optimistic" about increasing our strength in the Congressional Delegation.
4. Unlike any other state I have been in (32 states) it appears we will have the highest turnout of voters in California. Estimates range from 70 to 80 percent. Our problem is to make sure it is our vote that turns out. The unions did the best job in the history of the state in increasing Democratic registration. Now they are trying to get that vote out with union dollars - they are paying precinct people to get their vote out. The President's remarks should be tailored to get out our vote; not encourage theirs.
5. Come down hard on peace in this generation theme -- and that Murphy has supported you -- this theme has gone over very well out here.

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