

Richard Nixon Presidential Library
Contested Materials Collection
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3	55	7/5/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to MacGregor RE: strategies for RN to use to win Massachusetts. 2 pgs.
3	55	5/19/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Mitchell RE: a meeting with Lou Harris on key electoral counties around the country. 1 pg.
3	55	4/5/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Mitchell RE: problems with "Monday." 1 pg.
3	55	2/4/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Magruder RE: speechwriting advice prompted by a poorly-written piece to be delivered by Rog Morton. 1 pg.

July 5, 1972

MEMORANDUM FOR: CLARK MACGREGOR
FROM: CHARLES COLSON
SUBJECT: Massachusetts Polling

Based on the latest Becker poll which was published in yesterday's Boston Globe, Massachusetts is a real battleground. McGovern leads Nixon, 47 to 44. It is true that as the campaign heats up the Democratic strength might increase, but one shouldn't overlook the fact that Ed Brooke will be running on the ticket and should win by at least 2 to 1, perhaps even better. If this is the case, there would be enough rub-off for us to carry the state if the situation remains as it is today. Also, McGovern's anti-Catholic issues can hurt him very badly in a state that is 60% Catholic.

If we are running this well in Massachusetts, then we probably won't need the state because we'll have enough electoral votes elsewhere. On the other hand, it would be a damn shame not to make some effort in the state. So far as I know, we do not even have a chairman appointed yet which is a situation that I know you will quickly remedy. If you want any help in this area, I know the personalities up there, as do Richardson and Colpe. I would not appoint the Governor, who wants the job. He is very unpopular, in a lot of trouble and he will from time to time during the campaign badmouth us which puts him, it seems to me, in quite an awkward position. Believe me, the Governor is not worth a damn, even for fund-raising and he has alienated most of the Republican Party. Ed Brooke would make a superb campaign chairman but Ed may not be able to do it in view of the fact he is running for the Senate. Peggy Heckler may have no opponent in which case she would be first rate. Silvio Conte may have no opponent and a combination of Heckler and Conte would be tremendous. Also, there is a gal by the name of Malone who is very, very effective and was a co-chairman, I believe, in the '68 campaign.

From my previous experience in Massachusetts politics, I can make one observation. The polls will never be completely accurate. The Republicans can be gotten out to vote, whereas the Democratic turnout will not be as heavy as it should be. This is just the way things are and, therefore, a poll which shows a two or three point spread can be overcome at election time by getting the Republican areas well organized. We learned this in 1960. We were running only two points ahead in the polls in Saltonstall's campaign, but we won 56-44 simply by virtue of better organization. That was even in a year when Kennedy was heading the ballot on the Democratic side.

The conclusion of this is that I would put some effort, make a show, work hard on organization and we might have fourteen electoral votes that we haven't been counting on. Also, the impact of our campaigning there rubs off in Connecticut which is a state that we, in my opinion, should make a major effort to carry.

May 19, 1972

MEMORANDUM FOR: JOHN MITCHELL
FROM: CHARLES COLSON

Lou Harris offered today to spend some time with us analyzing key counties around the country that can be influenced by specific issues. Lou said that he has spent years studying poll data in specific areas and he could possibly give us some advise and help in this area. I suggested that he meet with Teetor. Lou said in view of his great concern with not compromising his position publicly, he would prefer to meet with me and one or two other trusted, closed-mouthed political operatives. He, by the way, has a very high regard for Teetor.

Therefore, if you think he could be helpful, perhaps you would like to suggest someone he might want to sit down with who could pick his brains. For whatever it is worth, in passing he observed that McComb County can swing the entire state of Michigan. It is always over 60% Democratic in Presidential elections. On the busing issue, Harris believes it can be flipped the other way and if we get a majority in McComb County, we would win the balance of the state. As Lou puts it, he has a very good feel of the political map of the country. He may not know any more than we know and perhaps he knows even less, but on the other hand, we might get some benefit from listening to his views. It also doesn't hurt in our effort to keep Harris friendly. To have him feel helpful, the more vested interest, the better.

April 5, 1972

MEMORANDUM FOR:

JOHN MITCHELL

FROM:

CHARLES COLSON

As we discussed this morning, you might find the attached from Tom Evans of some interest. I was pressing Lofton for two things:

1. Get the attack in Monday off Muskie and spread it around to some other Democrats, a position which I know you and I strongly felt to be correct. You remember we discussed it on a couple of occasions.
2. To defend Kleindienst and attack the Democratic smear campaign being waged against him. I just can't understand Monday making the unilateral decision that they wouldn't defend the Administration and Kleindienst's nomination without at least calling us to discuss it.

All that this points up is what has been a continuing problem: refusal from time to time to deal with the issues we ask them to deal with, but much more important than that, a tremendous need for professionalism in the communications operation. One good man would be better than the 30 half-wits they have sitting around right now.

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By js NARS, Date 10/22/80

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February 4, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: CHARLES COLSON
SUBJECT: Attached Speech

I don't know who you have writing political material for people going into key states, but I have just read Rog Morton's speech for tonight in New Hampshire. It's awful. It wouldn't get a single line of press anywhere except in the Concord Monitor which I suppose would have to cover the speech because he is speaking in Concord. The basic trouble is that it is pure fluff. It says nothing except a lot of political platitudes that could be written in any campaign about anyone at anytime.

The particular speech tonight has been rescued by a speech insert dealing with Muskie's upsetting of our peace negotiations which conceivably will make it newsworthy. What bothers me is if the first draft is an example of what we're giving to people who go into states, we aren't going to make political points and we aren't going to make news. Maybe the problem here is Morton who I know has to be pushed hard and cranked up hard.

On major speeches like Morton's we would be glad to help and now have some writers who have been producing some good substantive material. This is not intended as criticism but rather as a constructive suggestion. I think if you yourself read the original Morton speech you will see that it is a total zero.

Also, it is going to be very important, and I know Van Shumway understands this, that major speeches like this be released here in Washington as well as in Concord, New Hampshire and at the top of the release the contact should not only be the New Hampshire press person, but the Washington press person as well. A Rogers attack on Muskie moving out of Washington news bureaus will get a hell of a lot more play around the country than if it moves only on the wires out of New Hampshire.

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