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8	48	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From RN to Haldeman RE: how to use the First Family in the campaign, and what states they should focus on. 3 pgs.
8	48	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Colson RE: Agnew's role in the campaign, as well as that of his surrogates. 2 pgs.

THE WHITE HOUSE
WASHINGTON

September 18, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

In view of recent poll results, I have ~~some revised thoughts with regard to the schedule for the family.~~

~~I think that~~ Mrs. RN, Tricia, Julie, Eddy Nixon and Eddy Cox should be scheduled into all of the smaller States including the southern States between now and the Election. Of course Hawaii and Alaska should be excluded unless it appears that a trip to Alaska might be essential for the purpose of shoring up Stevens.

~~I think~~ ^I It is also important that the family be heavily scheduled into Massachusetts, West Virginia, Wisconsin, ~~and any other doubtful States.~~

With regard to southern States, ~~I want to be sure that~~ ^{should} none of the southern States feel that they are being taken for granted. For example, ~~I want to be sure that~~ ^{must be} some member of the family ~~is~~ ^{is to} scheduled in the Mississippi/Alabama/Arkansas/Louisiana, as well as in the States where we have Senate contests we expect we have a good chance to win.

Whenever a member of the family goes into South Dakota, ~~I want a~~ ^{there must be a} particularly good advance job done to be sure that we get a good reception in that area.

^{Price} Also, I want the members of the family to be informed that they are to go all out in standing behind the Republican candidates for the Senate in those States where we think our Republican candidates have a chance to win.

^{Buckner}
^{Colson} ^{Need decision as to which these are} These comments apply of course to Agnew and the surrogates with Agnew having to play a somewhat more temperate role with regard to calling for the election of a Republican Senate for fear that we will stir up the animals too much among labor and conventional Democrats who are supporting us. Agnew of course cannot and should not stand aside from our Republican candidates but he should not make a great issue out of campaigning for a Republican Senate.

Colson
Beck

As far as other surrogates are concerned, those who are not too close to me can be more vocal in their calling for the election of Republican candidates to the Senate. People like Finch and Klein, on the other hand, should be somewhat more restrained because whatever they say will be attributed directly to the White House.

In the case of the family, the problem is not too difficult. It is expected that they will be supporting the Republican nominees and they will go it at a low key, personal way that will not raise the hackles of the Democratic politicians.

Mac
D.P.

Confirming our conversation earlier today, I think it is important to take the allocation of advertising for Texas and put it into Massachusetts and West Virginia. I believe that Rhode Island will go with the swing and, as far as Wisconsin is concerned, it probably also will be affected by the swing, although if there is a way to get some special attention paid to Wisconsin, it should be done.

Mac
Plunkett?

~~I particularly want to make sure that we don't overlook Senate contests in places like Montana, New Mexico and Louisiana where we might have a chance to win. Also having in mind the poll on Alabama, it is quite possible now I think that Blount could win. I think it is very important that at least one or two members of the family go to Alabama and be seen with Blount. Of course the other reason for going to Alabama is to make sure that the Alabamians do not consider that we are taking them for granted.~~

(B) C

The P.

As far as the southern States are concerned, ~~I~~^{The P.} will cover Atlanta and ~~I have~~^{has} already covered Florida. The others should all--except for Texas--be covered by members of the family, and the same is true of mountain States and farm States, and the New England States--Vermont, Maine, New Hampshire, Connecticut and Rhode Island--which are not on our target list.

Beck
D.P.
underway

On another subject, I would like for you to put somebody from Buchanan's shop on a special project entitled "What the Columnists and Commentators Would Like to Forget". Here what I would like to do is to pick up their predictions with regard to the election beginning right after the California primary and carrying through the Democratic and Republican Conventions up to election. I would pick up the major liberal columnists and of course virtually all of the television commentators where they have made predictions and statements which may well be proved wrong by the election results.

This will be very useful in the event I go forward with any writing about the campaign. I had great difficulty getting this material together for "Six Crises" and I am not sure I will want to use it, but in any event I want the material prepared so that if I do decide to write on this subject I will have it in my files.

Place in With further reference to the Senate contests, I think it is important that you very discreetly find out what contests really need more money and try to channel some of our major contributors into those contests rather than into the national campaign.

Mac Daily On the same subject, let us be sure that in all the Senate contests we plan the three weeks' blitz of a combined media play which will give the major possible coattail effect where there is a chance that would help.

A case in point is Wes Powell in New Hampshire. He probably has very little chance to win at this point because of the split in the Republican ranks. On the other hand, with the swing as big as it might be, if he hangs tight enough to us he could pull it off and we should not move away from him because, while he is somewhat of a cross to bear, we owe nothing whatever to MacIntyre.

C
(C) With regard to scheduling, both Tricia and Julie would like very much to work in tours to southern border States and also to the mountain States at this time. ~~I think that~~ we have been throwing them into the heavy media areas long enough and while, of course, we should not rule out such areas totally and particularly not rule them out for the last two weeks, it might be well to give them a respite from having to face the sharpies in the Press corps in New York, Chicago, Cleveland, Philadelphia, Los Angeles, et. al. and schedule them into States like Mississippi, South Carolina, Virginia, Kentucky, Arkansas, Oklahoma and others, as well as in the smaller towns in larger States like Texas where they will be particularly well received. The same can be said of Montana, New Mexico, Wyoming, Utah, Idaho, Kansas and Nebraska as well as of other States of that type. Also, ~~I want~~ *There should be* particular emphasis on their schedules to be ~~in~~ *in* towns that no national celebrity may have visited before.

THE PRESIDENT

September 21, 1972

MEMORANDUM FOR: CHARLES COLSON

FROM: H. R. HALDEMAN

Regarding the Vice President's role, he should not take McGovern on -- that's better for Connally to do this. The Vice President should compare the President and McGovern on the record, ~~and~~ cite our progress on Revenue Sharing and so forth, build the idea of the new American majority, not a Republican majority.

He should work for the election of Congressmen and Senators who will support the President, not who will support Republicans.

It's good for us to be positive in terms of all of our speakers -- positive and not irritating, except for Connally who should take McGovern on.

All surrogates and the Vice President should be a contrast to McGovern. They should be pro President and pro America. Things are good. The economy is looking up. We should quit running down this country, be proud of our President and our young people. Show your pride by voting on election day. Make this the biggest vote in history -- whichever side you vote on.

There should be a memo to all surrogates on this line. They should compare today to '68, how things have changed and enumerate this, spell it out.

We should use the line, "Don't let them take it away.",
peace, the economy, our progress on narcotics, on law
enforcement, Judges, the end of permissiveness, income,
etc.

Be sure we stop releasing surrogates' schedules. This
is counter-productive.

HRH:kb

cc: Buchanan
Chapin