

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>
12	7	10/29/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: ORC analysis of Demographic changes in approval of the President. 2 pgs.
12	7	10/28/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Klein's Campaign Communications Plan. 2 pgs.
12	7	10/26/1971	<input type="checkbox"/>	Campaign	Memo	From Jeb Magruder to the Attorney General. RE: The review of Herb Klein's Campaign Communications Plan. 12 pgs.
12	7	10/28/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The recommendation that Dr. David Derge be fired from his post as an RNC Consultant. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
12	7	10/26/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Senator Brooke Fund Raiser/Tricia and Ed Cox. 1 pg.
12	7	10/20/1971	<input type="checkbox"/>	White House Staff	Memo	From Charles Colson to Gordon Strachan. RE: Clarification of Mr. Colson's statement that he "encouraged Senator Brooke in his efforts to have Tricia and Ed Cox attend his fund raiser." 1 pg.
12	7	10/18/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Colson's encouragement of Senator Brooke to have Tricia and Ed Cox attend his fundraiser in Framington, Massachusetts on October 26. 1 pg.
12	7	10/26/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Strachan's misuse of the word "encouraging" when speaking about Colson's opinion of Senator Brooke's fundraiser. 1 pg.
12	7	10/26/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Strachan's clarification of Colson's statement regarding Senator Brooke's fundraiser. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
12	7		<input checked="" type="checkbox"/>	White House Staff	Memo	To G.S. from Larry Higby. RE: Message of "Don't dig the hole deeper." The rest of the message is indecipherable. 1 pg.
12	7	10/18/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Senator Brooke's Fund Raiser, and Haldeman's suggestion that Colson should not get involved. 1 pg.
12	7	10/20/1971	<input type="checkbox"/>	White House Staff	Memo	From Charles Colson to Gordon Strachan. RE: Colson's correction of the term "encouragement" that Strachan had misused when speaking about Colson's viewpoint on Senator Brooke's Fund Raiser. 1 pg.
12	7	10/26/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Strachan's clarification to Haldeman regarding the previous memo in which he misspoke about comments that Colson had made concerning Senator Brooke's Fund Raiser. 1 pg.
12	7	10/26/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Interview with Bob Teeter for the possible position of being hired as Campaign Research Director. 4 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>
12	7	10/26/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: The meeting with Peter Dailey, and whether or not Cliff Miller should attend. 1 pg.

October 29, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: ORC Analysis of Demographic
Changes in Approval of the
President

ORC compared four surveys between March and May 1971 when the President's approval was approximately 50% with five surveys between June and August when the President's approval moved to 56%. Sufficient data (8,000 interviews) enabled Tom Benham and Harry O'Neill to reach several conclusions:

- 1) The President is weakest among educated youth. This group not only hasn't "come around", it is not even increasing it's support with the rest of the public. Benham believes Vietnam is still an issue among this group even though it is not on the front page of the nation's newspapers. The drop in the President's popularity among the college educated youth is attributable to disagreement on all issues. The President cannot rely on the Peking trip to bring them around. Benham believes that the President is particularly weak in the Ecology and Consumerism areas.
- 2) Benham believes there will be a 50% youth turnout to vote, but since the President has a 48% approval rating and will get Republican and Independent youth support he is not in as bad a position as the media portrays.
- 3) The President is doing better outside the South than in the South. The upward move in the Midwest is attributable to our very low starting point.
- 4) Benham believes that the best voting bloc for the President to go after is the Catholics. Although they are traditionally Democratic they can be pursued on two basic issues - abortion and aid to parochial schools. Muskie and other moderate-liberal Democrats are trapped on both of these issues.

5) The old people have increased their support of the President by 7%. However, they are historically a very volatile group. The biggest issue for them is inflation.

6) This polling information and Benham's experience still cannot give us the answer to whether Wallace helps or hurts the President.

Benham and Kehrli discussed the televised appearances of the President and their relationship to Gallup approval ratings. They decided that: the "conversation with TV networks" format seems to improve ratings. On July 1, 1970 the President held a conversation with the three TV networks and the next Gallup poll (July 10-12) showed a jump of 6 percentage points to 61% approval. The effect of the conversations seemed to wear off as the July 31 - Aug. 2 poll was back at 55%. Also, at the time of the conversation with four TV networks on July 1, 1971 the approval rating was 52% and a Gallup poll taken on Jan. 10 showed an increase to 56%. The next Gallup poll (February 19-21) showed a drop to the 51% level. It has remained close to 50% since then.

The attached binder contains the detailed demographics with cross breaks. The yellow pages are commentary.

Specific groups with interesting changes in their standing include:

Largest increase in approval - High GS:elr School incomplete		40-51
Next Largest increase in approval - nonwhite		25-35
Only drop in approval - Under 30	(18-20)	48-46
	(21-29)	51-49

October 28, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Klein's Campaign Communications Plan

Herb Klein prepared a 67 page campaign communications plan which Jeb Magruder and Cliff Miller abbreviated for the Attorney General's review. A copy is attached with the Attorney General's decisions.

Several items require your review. If you concur with the Attorney General's decisions, you will have to authorize the changes in White House Staff personnel and functions.

The 10 decisions which will cause problems include:

- 1) The designation of a full-time liaison officer on Ziegler's staff to coordinate White House and Campaign press information (Tab A, #1) pg 1);
- 2) The establishment of a Communications Policy and Planning Board to advise on "communications" policy. The board would be chaired by the Campaign PR/Media Director and not Klein (Tab B, #1) pg. 2);
- 3) That the Buchanan-Allen Presidential news summary be available to top-level campaign staff (Tab B, #4) pg 3);
- 4) The designation of the Domestic Council, Klein's staff and Ray Price's office as the groups responsible for written articles and interviews during the campaign (Tab B, #7) pg 4);
- 5) The transfer of White House mailings (currently done by Colson's office) to the Committee after Feb. 1 (Tab C, #1, page 4);
- 6) The preparation of an issues "Red Book" by the Committee (Tab C, #4, page 5);
- 7) The centralization of the Truth Squad and audio spots at the Committee (Tab D, #4, page 6);

- 8) Van Shunway would be the Deputy Director of PR at the Committee (Tab E, #2, page 7);
- 9) That the Committee use an independent mailing house as well as RNC facilities (Tab E, #6, page 8);
- 10) The Middle Level Strategy Group controls communication plans in the primary states (Tab F, #1, page 9).

GS:elr

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

October 26, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065. Section 6-102

By MP rise NERS, Date 1-16-80

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Review of Herb Klein's Campaign Communications Plan

Herb Klein and his staff have prepared a thorough and thoughtful communications plan for the coming campaign which we feel can provide the basis for a very effective PR/Media effort in 1972. Because the plan runs to 67 pages, we thought it might be helpful to you if we presented, in somewhat briefer form, Herb's various recommendations, and our thoughts concerning each. His memorandum is organized in such a way that key recommendations for each area of the campaign communications effort are summarized at the end of each tab, and this memorandum briefly reviews those recommendations, and our thoughts on them:

TAB A -- THE WHITE HOUSE PRESS OFFICE

1. Klein recommendation: That a full-time liaison officer be designated on Ron Ziegler's staff to coordinate information between the White House press office and the campaign press section.

Our recommendation: Concur -- but he would not need to begin until January.

Approve Disapprove _____ Comment _____

2. Klein recommendation: That a full-time photo editor be hired during Phase Two, which is the time from the President's announcement to the convention, (paid by the campaign committee and working from there) to work with the White House photo office to make maximum use of Presidential and First Family photographs in the campaign.

Our recommendation: Decide in January if such a photo editor is necessary. Perhaps he might work with Leonard at the RNC.

Approve Disapprove _____ Comment _____

CONFIDENTIAL

3. Klein recommendation: That a photographer be added to the campaign staff prior to the convention to work under the photo editor.

Our recommendation: Concur -- tentatively. A photographer would be helpful for taking non-Presidential pictures. Also, we might use ~~a free lancer~~ to save money.

Approve X Disapprove _____ Comment _____

4. Klein recommendation: That early during Phase Two, key representatives of the various communications offices and other offices requiring immediate and frequent access to the campaign plane and to each other (through telex, etc.) meet to determine the need for facilities and equipment beyond that already available. (General Redman has requested that he be brought into any such discussions involving the President's travel as early as possible since he has the responsibility for this aspect.)

Use Colson office for this

Our recommendation: Concur.

Approve X Disapprove _____ Comment _____

TAB B -- DIRECTOR OF COMMUNICATIONS

1. Klein recommendation: That a Communications Policy and Planning Board be instituted at the beginning of Phase Two (primary stage) with Klein as chairman and that this board meet regularly to coordinate top-level communications policy and planning throughout the campaign.

Our recommendation: Concur -- in part only. This Communication Policy and Planning Board is basically Klein's Saturday morning planning group, which can be most effective in an advisory capacity. With Klein and other members of this group frequently on the road, it would not be possible for such a group to "coordinate" communications policy throughout the campaign. It would, however, be possible for the group to make recommendations, most of which ought to be approved by you.

However, a group should be put together to coordinate and plan communications policy, and this group would include many of the members of the Saturday group such as Klein, Ziegler, Nofziger, and perhaps Colson (or their alternates). Since Klein does travel frequently, it is our recommendation that this group be chaired by our campaign PR/Media Director and include the above three or four members.

Approve X Disapprove _____ Comment _____

2. Klein recommendation: That Klein's responsibility for administration media liaison be expanded to include coordination of the media liaison activities of all campaign-related offices.

Our recommendation: Disapprove. It would be inappropriate for a major government official such as Klein to have such a direct campaign role. Also, it is not practical to expect that the Klein office could assume the role of "coordinating" Lyn Nofziger's operation at the RNC and the press/PR operation here. While, again, it could act in an advisory role, we do not believe that Klein's travel and other duties would permit him the time necessary to effectively coordinate and approve all the major decisions which the campaign communications office will have to make.

Approve X Disapprove _____ Comment _____

3. Klein recommendation: That the Republican National Committee research office serve as the backbone of all campaign-related research offices and, further, that the RNC be instructed to increase its subscriptions so as to monitor all newspapers with 100,000 circulation, increase its staff to ensure these papers are clipped promptly and xeroxed for all offices it services, and be fully operational by the beginning of Phase Two.

Our recommendation: Concur. The National Committee's research division is the proper place for these activities to be centrally housed.

Approve X Disapprove _____ Comment _____

4. Klein recommendation: That no additional campaign press summary be instituted but that the Buchanan-Allin Presidential news summary be available to top-level campaign staff and be supplemented with regular campaign news supplements.

Our recommendation: Concur. The quality of the Buchanan-Allin Presidential news summary could not be duplicated at a campaign office. And it would be pointless to try.

Approve X Disapprove _____ Comment _____

5. Klein recommendation: That a full-time person be assigned to Klein's staff during Phase Two to monitor all editorial endorsements, prepare Presidential thank-you letters for endorsements, and circulate weekly lists of editorial endorsements to campaign staff.

Our recommendation: Concur. The White House is the proper place for this kind of activity. Klein's staff did this in 1968.

Approve X Disapprove _____ Comment _____

6. Klein recommendation: That the Klein research office service all other campaign-related offices as the central repository of information concerning editorial opinion throughout the country and that an additional research assistant be hired at the beginning of Phase Two to assist with the media monitoring effort during the campaign.

Our recommendation: Disapprove. The Buchanan-Allin office at the White House has demonstrated many times during the last two years that its editorial collecting activities are far superior to those of any other office. Therefore, the central repository of information concerning editorial opinion throughout the country should be in the Buchanan-Allin office, backed up by the RNC research operation.

Approve X Disapprove _____ Comment _____

7. Klein recommendation: That an Articles Editor be assigned to Klein's staff at the end of Phase Two to coordinate all media requests for written articles and interviews during the general election campaign.

Our recommendation: Concur -- in part. The people who did this in 1968 are presently on Klein's staff, and would be in a good position to supervise much of this activity once again. Also, some of this activity should be at the White House rather than the campaign, since requests of these kind will normally come to the President at the White House rather than the candidate at campaign headquarters. This activity will need to be closely coordinated with Ray Price's office. However, while the Klein-Price offices can handle much of the non-political work in this area, a great deal of the election-oriented political work should be done here in our PR/Media office.

Price
Concur

Approve X Disapprove _____ Comment _____

TAB C -- MR. COLSON'S OFFICE AND OTHER WHITE HOUSE OFFICES

1. Klein recommendation: That White House mailings continue to be coordinated through the Colson staff and handled by the RNC.

Feb 1 move over to Comm. Feb

Our recommendation: Concur. This mechanism has been built very carefully during the last three years and has proven to be very effective. We are working to improve it and add new lists.

Approve _____ Disapprove X _____ Comment _____

2. Klein recommendation: That key campaign spokesmen continue to be scheduled through the White House and that their media arrangements continue to be coordinated through Klein's office.

Our recommendation: Disapprove. Campaign spokesmen should be scheduled through the campaign operation and their media arrangements made through both the media office here and that at the White House. You have already decided that the scheduling should be here under the direction of Bart Porter.

Approve X _____ Disapprove _____ Comment _____

3. Klein recommendation: That, assuming that a separate Speakers Bureau is established under the Campaign Committee, a speakers media coordinator be added to the Committee's communications staff to arrange media schedules for other speakers.

Our recommendation: Concur.

Approve X _____ Disapprove _____ Comment _____

4. Klein recommendation: That, to ensure all speakers are fully briefed on issues and political related subjects, consideration be given to having the RNC prepare (1) an issues briefing book, and (2) a condensed version of the so-called 1968 "Red Book."

Our recommendation: Concur -- in part. This should be supervised and directed from campaign headquarters under the direction of Bob Marik. This is in Peter Flanigan's research proposal.

Approve X _____ Disapprove _____ Comment _____

TAB D -- THE REPUBLICAN NATIONAL COMMITTEE

1. Klein recommendation: That the RNC activate an Answer Desk operation to provide daily summaries of both answers to the opposition's

charges and lines of attack against the opposition, and that this be fully operational at the beginning of Phase Three (after the convention).

Our recommendation: Concur -- tentatively. Perhaps we will see in the next few months that the proper location for this is here at committee headquarters. But this decision need not be made now.

Approve X Disapprove _____ Comment _____

2. Klein recommendation: That the Truth Squad program be coordinated through the RNC and that a full-time press/PR man be assigned to handle advance media contacts and provide briefing and speech material.

Our recommendation: Concur -- again tentatively. It may be that we will feel later on that the proper location for the Truth Squad program is at this committee, working closely with our scheduling operation.

Approve X Disapprove _____ Comment _____

3. ~~See #1 under Tab E.~~

4. Klein recommendation: That the RNC continue to handle its video operation but that the spotmaster system for audio cuts for radio stations be placed under the control of the campaign committee.

Our recommendation: Concur. This is very important. The video operation films Administration officials and Congressmen for use on local TV stations. The audio spotmaster system should be moved here.

Approve X Disapprove _____ Comment _____

TAB E -- COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT -- PRESS/PR

1. Klein recommendation: That a strong PR director, with a news background and abilities as an administrator, be hired as soon as possible.

CONFIDENTIAL

Our recommendation: Concur -- but December or January would be soon enough.

Approve X Disapprove _____ Comment _____

2. Klein recommendation: That a Deputy PR Director, able to back up the Director in all areas, be on board by the beginning of Phase Two, and that this person also head the News Bureau.

Our recommendation: Concur -- see recommendation at the end of this memorandum. The need here is immediate -- November 1.

Approve X Disapprove _____ Comment _____

3. Klein recommendation: That a Radio-TV Director be hired early in Phase Two to coordinate campaign-related uses of national and regional television and radio, including appearances for speakers and surrogates, working closely with the Klein operation (Snyder).

Our recommendation: Concur. Snyder would handle the "non-political" appearances and our man the political.

Approve X Disapprove _____ Comment _____

4. Klein recommendation: That a Campaign Photo Office be established early during Phase Two including a photo editor and one photographer (see earlier recommendation).

Our recommendation: Concur -- tentatively. It probably will be necessary to have a photographer at this office for non-Presidential needs as well as a photo editor.

Approve X Disapprove _____ Comment _____

5. Klein recommendation: That an efficient and adequate support/operations staff be hired early in Phase Two -- administrative assistant, research assistant, printing and production staff, telecommunications staff, typists, messengers, receptionists -- under the direction of the PR Director. Klein's suggested organization chart is attached.

Our recommendation: Concur. But some of the support staff can be shared by the entire campaign staff.

Approve X Disapprove _____ Comment _____

6. Klein recommendation: That, as has been recommended earlier, the campaign committee rely on the RNC mailing operation but also have access to a direct mailing house for specialized mailings or crash mailings which the RNC cannot handle.

Our recommendation: Concur.

Approve X Disapprove _____ Comment _____

7. Klein recommendation: That a publications director be hired at the beginning of Phase Two and that he be directed to immediately develop a long-range plan for committee publications and staff need.

Our recommendation: Concur -- in part. We should call upon the talents of Frank Leonard for this on a part-time basis at first, and later on, full-time.

Approve X Disapprove _____ Comment _____

8. Klein recommendation: That a plan be developed for a broad utilization of PR support in key states or regions -- a national PR network -- to make maximum use of regional and local media (see also next section on primaries.).

Our recommendation: Concur.

Approve X Disapprove _____ Comment _____

9. Klein recommendation: That a weekly press media coordinator be hired during Phase Two to expand coverage and support from weekly press.

Our recommendation: Concur -- maybe not necessary until after the convention.

Approve X Disapprove _____ Comment _____

10. Klein recommendation: That a high-caliber PR/newsman be hired early enough during Phase Two to prepare a detailed communications

plan for an effective media operation for the Citizens/Interest Group Division during the General Election Campaign.

Our recommendation: Concur. This will be necessary in order to keep the citizens operation identified in the public mind as a separate entity from the campaign organization, even though in reality the citizens operation will be a division of the campaign.

Approve X Disapprove _____ Comment _____

11. Klein recommendation: That contacts with the foreign press and foreign language press covering the campaign be handled by Klein's and Ziegler's offices, with the help of a volunteer such as Pier Talenti.

Our recommendation: Concur -- in part. Part of the liaison with the foreign language press should be handled by the ethnic staff in this office. Klein and Ziegler's offices can also assist in this effort. Talenti could not run the entire operation, but could be helpful, especially with the media abroad.

Approve X Disapprove _____ Comment _____

TAB F -- THE PRIMARY ELECTIONS -- COMMUNICATIONS STRATEGY

1. Klein recommendation: That the Campaign PR Director develop preliminary communications plans for each of the primary states in ample time to have these reviewed and approved by the Communications Policy and Planning Board (as well as the Campaign Director and/or appropriate strategy board).

Our recommendation: Concur -- in part. Klein's Communication Policy and Planning Board should advise, if possible, the campaign PR Director and the Campaign Director on strategy for the primary states, but we do not feel that it would be practical to require that plans be approved by the Klein group. Our strategy group would do this.

Approve X Disapprove _____ Comment _____

2. Klein recommendation: That a full-time PR/Press Representative be designated in each primary state (with a few exceptions) well in advance of each primary.

Our recommendation: Concur -- in part. Where appropriate and possible, this would be helpful, but it will not be possible in all states. Hopefully, they will be volunteers.

Approve X Disapprove _____ Comment _____

TAB G -- THE CONVENTION

Klein outlines on pages 60-62 of his memorandum general plans for the convention, and suggests that a more detailed plan be submitted in the spring. We agree with the general thrust of his thoughts, and will work with him in developing this more detailed plan.

ACTION REQUEST

Much of the above need not be decided right away, but there is a pressing need to bring on the staff by November 1, the Deputy Director -- not the overall PR/Media Director -- who will head up the news bureau and ultimately report to the Director of the entire operation when he signs on later. This Deputy Director would be our liaison with the media and would assist in responding to press inquiries, helping state chairmen launch their state committees, planting stories, etc.

We would submit three names for your consideration:

1. Van Shumway. Formerly Senator Murphy's press/PR man, Van has done an outstanding job at the White House in the press area. He would be an ideal candidate and we recommend him very highly. If you select him, we would need your permission for Cliff Miller to act for you in arranging with Colson and Klein for Van to join us. Van has been such an asset to them that they might be reluctant to see him leave, although we believe this could be arranged by Cliff. Shumway wants the job and would be good at it. (Incidentally, Van played a very major role in the preparation and drafting of the Klein memo, so he is most familiar with our media plan).
2. Jack Hushen. If you decide on him, there would also be the consideration of whether he would be almost immediately available for the job. Hushen would also be an ideal candidate. (We also feel Powell Moore would be excellent in the PR/Media office, but that his talents should be utilized later in the writing end of the operation rather than in this particular job.)

CONFIDENTIAL

-11-

3. Jerry Warren. An excellent man for this job, but there would be problems with Ron Ziegler if he left the Press Office. Such problems might well rule Jerry out.

JEB S. MAGRUDER

CLIFFORD A. MILLER

Attachment

bcc: Mr. H. R. Haldeman

JSM/CAM:RCO:jcm

ODLE CHRON.

ODLE OFFICE

MAGRUDER CHRON.

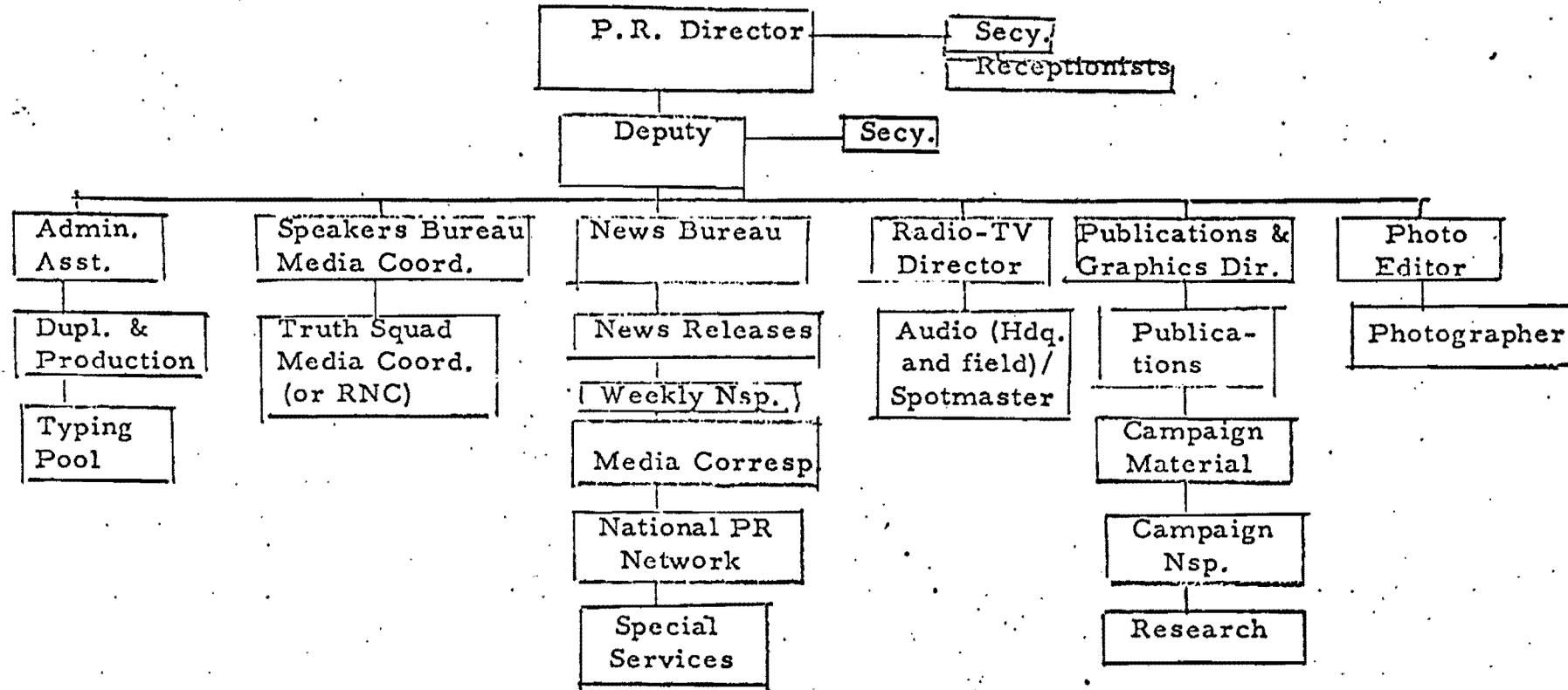
✓MAGRUDER WORK

MAGRUDER SUBJECT

MILLER COPY

CONFIDENTIAL

ORGANIZATION CHART -- CAMPAIGN COMMUNICATIONS OFFICE



October 28, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Dr. David Derge

Dr. David Derge is currently listed as a Consultant to the RNC at \$1,200 per month. A check with the RNC (Ed DeBolt), Domestic Council (Ed Harper), OMB (Bill Gifford), and the Committee for the Re-Election of the President (Jeb Magruder) indicates that Derge is no longer being used as a consultant on polling or research matters.

Peter Flanigan recommended to the Attorney General in the research memorandum that Bob Teeter of MOR be the polling consultant for the Campaign. The Attorney General met with Bob Teeter and was favorably impressed. After you indicated that you did not need to see Teeter, Magruder offered him the job of Polling Consultant. Teeter accepted at the per diem equivalent of \$38,000 per year.

Jeb Magruder believes that Dave Derge "sees the handwriting on the wall" (e.g., he will not be the polling consultant for 1972).

Recommendation:

That we inform the RNC that we no longer need Derge's services and that unless they want to keep him they can go ahead and terminate his consultantship.

Approve _____ Disapprove _____

Comment _____

If you approve, we'll inform Peter Flanigan of this decision - he may prefer to tell Derge directly.

GS:elr

THE WHITE HOUSE

WASHINGTON

October 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN **G**
SUBJECT: Senator Brooke Fund Raiser/
Tricia and Ed Cox

Colson asked that I clarify my memorandum to you which stated that "Colson is encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fundraiser." Colson says "he passed the request (for Tricia and Ed's attendance) through in the most routine fashion ..."

Connie Stuart, who originally informed me of Colson's interest reports that Coral Schmid received the request from Dave Parker and then learned that Colson's former law firm was hosting the Brooke dinner. She assumed there was considerable interest in the success of the dinner.

My failure to check with Colson personally or Howard indirectly resulted in my misuse of the word "encouraging." In the future, the views of both the person asking for your decision and the person who initiated the request will be checked and included in my memoranda.

File

Never
Sent
-CAC
drop it
decision

THE WHITE HOUSE

WASHINGTON

October 20, 1971

MEMORANDUM FOR: GORDON STRACHAN
FROM: CHARLES COLSON *WC*
SUBJECT: Senator Brooke Fund Raiser/
Tricia and Ed Cox

I have now just read your memorandum of October 18 to Bob Haldeman and I can clearly understand why Haldeman said I should not get further involved.

Your memorandum states that I am "encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fund raiser". I wish if you are going to use my name in memoranda to Mr. Haldeman that you would get your facts straight. I was not "encouraging" Senator Brooke. Senator Brooke asked me to find out if Tricia and Ed would be willing to attend. I passed the request through in the most routine fashion and had nothing further to do with it until I was notified this morning that Tricia and Ed, in fact, would attend. I merely relayed Brooke's request to the appropriate people on the staff.

Would you please clarify this?

Connie Stuart

Parker

Coral Schmid

*- CUC call
firm footing to
pushing.*

THE WHITE HOUSE
WASHINGTON

Administratively Confidential

October 18, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN **G**

SUBJECT:

Senator Brooke Fund Raiser/
Tricia and Ed Cox

Colson is encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fund raiser in Framington, Massachusetts on October the 26th.

The Coxes would sit at the head table with Senator Brooke and would probably be asked to say a few words on his behalf.

The question is whether Tricia and Ed Cox should attend the Senator Brooke fund raiser.

 Yes, both attend.

 No, neither attend.

Up to them — Other

*Colson shld not get
further involved*

G → D Howard 10/19

G → Connie Stuart 10/19

October 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Senator Brooke Fund Raiser/
Tricia and Ed Cox

Colson asked that I clarify my memorandum to you which stated that "Colson is encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fundraiser." Colson says "he passed the request (for Tricia and Ed's attendance) through in the most routine fashion ..."

Connie Stuart, who originally informed me of Colson's interest reports that Coral Schmid received the request from Dave Parker and then learned that Colson's former law firm was hosting the Brooke dinner. She assumed there was considerable interest in the success of the dinner.

My failure to check with Colson personally or Howard indirectly resulted in my misuse of the word "encouraging." In the future, the views of both the person asking for your decision and the person who initiated the request will be checked and included in my memoranda.

GS;erl

cc: Chuck Colson

65-
as a good lawyer, you
should get your facts
straight - a former partner
of mine, not an entire
law firm - let's
forget it
use

October 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Senator Brooke Fund Raiser/
Tricia and Ed Cox

Colson asked that I clarify my memorandum to you which stated that "Colson is encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fundraiser." Colson says "he passed the request (for Tricia and Ed's attendance) through in the most routine fashion ..."

Connie Stuart, who originally informed me of Colson's interest reports that Coral Schmid received the request from Dave Parker and then learned that Colson's former law firm was hosting the Brooke dinner. She assumed there was considerable interest in the success of the dinner.

My failure to check with Colson personally or Howard indirectly resulted in my misuse of the word "encouraging." In the future, the views of both the person asking for your decision and the person who initiated the request will be checked and included in my memoranda.

GS;erl

cc: Chuck Colson

THE WHITE HOUSE
WASHINGTON

Date: _____

To :

MS

From : L. Higby

Don't obj to ~~the~~ what
deeper - either he
was interested -
or only passed it
on in routine fashion
L.

THE WHITE HOUSE
WASHINGTON

Administratively Confidential

October 18, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Senator Brooke Fund Raiser/
Tricia and Ed Cox

Colson is encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fund raiser in Framington, Massachusetts on October the 26th.

The Coxes would sit at the head table with Senator Brooke and would probably be asked to say a few words on his behalf.

The question is whether Tricia and Ed Cox should attend the Senator Brooke fund raiser.

 Yes, both attend.

 No, neither attend.

Up to them — other

*Colson shld not get
further involved*

G. H. Howard 10/19

G. H. Connie Grant 10/19

THE WHITE HOUSE
WASHINGTON

October 20, 1971

MEMORANDUM FOR: CORDON STRACHAN
FROM: CHARLES COLSON
SUBJECT: Senator Brooke Fund Raiser/
Tricia and Ed Cox

I have now just read your memorandum of October 18 to Bob Haldeman and I can clearly understand why Haldeman said I should not get further involved.

Your memorandum states that I am "encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fund raiser". I wish if you are going to use my name in memoranda to Mr. Haldeman that you would get your facts straight. I was not "encouraging" Senator Brooke. Senator Brooke asked me to find out if Tricia and Ed would be willing to attend. I passed the request through in the most routine fashion and had nothing further to do with it until I was notified this morning that Tricia and Ed, in fact, would attend. I merely relayed Brooke's request to the appropriate people on the staff.

Would you please clarify this?

Connie Stewart

Palter

*Cord Schmidt - CC C have
him getting to
pushing.*

201
October 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Senator Brooke Fund Raiser/
Tricia and Ed Cox

Colson asked that I clarify my memorandum to you which stated that "Colson is encouraging Senator Brooke in his efforts to have Tricia and Ed Cox attend his fundraiser." Colson says "he passed the request (for Tricia and Ed's attendance) through in the most routine fashion ..."

Connie Stuart, who originally informed me of Colson's interest reports that Coral Schmid received the request from Dave Parker and then learned that Colson's former law firm was hosting the Brooke dinner. She assumed there was considerable interest in the success of the dinner.

My failure to check with Colson personally or Howard indirectly resulted in my misuse of the word "encouraging." In the future, the views of both the person asking for your decision and the person who initiated the request will be checked and included in my memoranda.

GS;erl

cc: Chuck Colson

October 26, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Research Director

Peter Flanigan's task force on Polling, Computers, and Research recommended to the Attorney General that the Committee hire Bob Teeter of Market Opinion Research of Detroit as the Polling Consultant for the Campaign. The Attorney General interviewed Teeter and was favorably impressed. The Attorney General asked that you interview Bob Teeter.

Teeter will be in Washington tomorrow, October 27.

___ Set appointment 11:00 a.m., Wednesday

___ Set meeting later

___ Other

Teeter's resume and talking points are attached.

GS;erl

BIOGRAPHICAL DATA

ROBERT M. TEETER
Vice President

Market Opinion Research
327 John R - Detroit, Michigan 48226

Education

Michigan State University MA

Albion College AB

Background

Graduate Assistant at Albion College
Albion, Michigan 1961-64

Fieldman for the Romney for Governor
Campaign 1966

Instructor at Adrian College,
Adrian, Michigan 1964-66

Field Representative for Republican
State Central Committee working on
organization and strategy of three
successful Congressional Campaigns
and several legislative campaigns 1966

Campaign Manager for Marvin L. Esch
in successful election to Congress
from the Second District of Michigan 1966

Market Opinion Research 1967-Present

Affiliations

Member of AAPOR - American Associ-
ation for Public Opinion Research

American Political Science
Association

Research
Interests
and Politi-
cal Background

Mr. Teeter has been involved in politics at virtually every level - advance man, fieldman, organization, fund raiser, campaign manager, and now research and strategy. Now he is working on political research and strategy in terms of a total political system.

Since joining Market Opinion Research Mr. Teeter has been involved in several mayoral elections including Cleveland and Gary in 1967, and Cleveland and Pittsburgh in 1969 and several special issues elections (both state-wide and municipal). In 1968 he was involved in 11-12 state statewide elections as well as 49-50 Congressional races in all regions of the United States.

Personal
Background

Born: Coldwater, Michigan 1939
Residence: 880 Colliston Drive, Ann Arbor, Michigan

301
TALKING PAPER FOR BOB TEETER

RE: Research in Campaign '72

1. What do you consider to be the best issue for the President in 1972?
2. What type of polling should be done for the President?
 - Standard Field Interviews?
 - Telephone Interviews?
 - Panel re-interviewing?
3. How should your polling results be translated into advertising decisions?
4. What is your professional evaluation of Opinion Research Corporation?
 - Childon Research?
5. Which field and telephone interview vendors do you consider the best?
6. Are you satisfied that Simulation is not feasible for 1972?

GS:elr
10-26-71

October 26, 1971

MEMORANDUM FOR H. R. HALDEMAN

FROM : GORDON STRACHAN

Peter Dailey's resume' is attached. You are scheduled to see him for 10 minutes today.

Cliff Miller is anxious to join you and Dailey in the meeting.

Approve Miller to attend

Disapprove Miller to attend

Other

Should I attend the meeting whether Miller attends or not?

Yes, Strachan attend

No, Strachan not attend

Other

Attachment

GS:pm