

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> |
|-------------------|----------------------|----------------------|--------------------------|-----------------|----------------------|--|
| 13 | 15 | 6/7/1972 | <input type="checkbox"/> | Domestic Policy | Newspaper | Article from the Washington Post entitled, "GOP Platform Unit Takes Issue Poll." 1 pg. |
| 13 | 15 | 6/16/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Van Shumway and Dick Howard. RE: "Statelines" Discontinuance. 1 pg. |
| 13 | 15 | 6/14/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Mark R. Harroff to Statelines Recipients. RE: The discontinuation of the weekly distribution of "Statelines." 1 pg. |
| 13 | 15 | 6/9/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Jeb Magruder and Peter Dailey. RE: The Suggested Advertising Slogan for Nixon's Campaign. 1 pg. |

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|-------------------|----------------------|----------------------|--------------------------|-------------------|----------------------|--|
| 13 | 15 | 6/7/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Ren Cole and Jeb Magruder. RE: GOP Platform-Issue Poll. 1 pg. |
| 13 | 15 | 6/27/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Chuck Colson. RE: A copy of Ken Khachigian's memorandum to Bob Haldeman concerning the youth lust for George McGovern. 1 pg. |
| 13 | 15 | 6/28/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Dwight Chapin. RE: The enclosed attachment of Bob's memo to Timmons concerning his '72 Convention materials. |
| 13 | 15 | 6/26/1972 | <input type="checkbox"/> | White House Staff | Memo | From George Collins to Haldeman. RE: Message that states, "This will be staffed to Colson." 1 pg. |
| 13 | 15 | 6/26/1972 | <input type="checkbox"/> | Campaign | Memo | From Ken Khachigian to Haldeman. RE: The disgust over the youth's obsession with George McGovern. 1 pg. |

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|-------------------|----------------------|----------------------|--------------------------|-----------------|----------------------|---|
| 13 | 15 | 6/26/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Dwight Chapin. RE: The Republican Delegate Percentages. 1 pg. |
| 13 | 15 | 6/22/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Chuck Colson. RE: Attachment of the column regarding McGovern's proposal for \$1,000 per person. 1 pg. |
| 13 | 15 | 6/8/1972 | <input type="checkbox"/> | Campaign | Newspaper | Article from the Washington Post entitled, "It's Money Day, Tra La La", in which it details McGovern's plan to give every man, woman, and child in the U.S. \$1,000 a year in cash. 1 pg. |
| 13 | 15 | 6/21/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Dwight Chapin. RE: The 1701 Clearance Procedure. 1 pg. |
| 13 | 15 | 6/19/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Phil Joanou to Gordon Strachan. RE: The final establishment of the clearance procedure. 1 pg. |

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|-------------------|----------------------|----------------------|-------------------------------------|-------------------|----------------------|---|
| 13 | 15 | 6/13/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Dwight L. Chapin to Gordon Strachan. RE: The clearance procedure for all of the pictures being used in Presidential brochures. 1 pg. |
| 13 | 15 | 6/13/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Phil Joanou to Gordon Strachan. RE: Attachment of the "Black Americans brochure." 1 pg. |
| 13 | 15 | | <input checked="" type="checkbox"/> | White House Staff | Other Document | Indecipherable handwritten notes. 2 pgs. |
| 13 | 15 | 6/20/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Chuck Colson. RE: The Media Monitoring System. 1 pg. |
| 13 | 15 | 6/20/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Dwight Chapin. RE: The RNC Convention, and the planning for the President and first family upon arrival. 1 pg. |

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| 13 | 15 | 6/19/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Dwight Chapin. RE: The RNC Convention, and the careful planning of events that aid in creating media impressions about the Convention. 1 pg. |
| 13 | 15 | 6/15/1972 | <input type="checkbox"/> | Campaign | Memo | From William E. Timmons to John Mitchell. RE: '72 Convention Events for the First Family. Attached are the proposals for the First Families' participation in the Miami Convention activities. 6 pgs. |
| 13 | 15 | 6/20/1972 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Dwight Chapin. RE: McGovern's schedule concerning his upcoming vacation to the Greek Islands. 1 pg. |
| 13 | 15 | 6/19/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Dwight Chapin. RE: The memo submitted to the RNC Convention entitled, "72 Convention Events for the First Family." 1 pg. |
| 13 | 15 | 6/15/1972 | <input type="checkbox"/> | Campaign | Memo | From William E. Timmons to John Mitchell. RE: '72 Convention Events for the First Family, and an attached proposal for participation in the Miami Convention activities. 13 pgs. |

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| 13 | 15 | 6/13/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Howard Cohen. RE: The RNC research analysis of young people. 1 pg. |
| 13 | 15 | 6/30/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Peter Dailey. RE: Campaign and Convention Materials. 2 pgs. |
| 13 | 15 | 6/30/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Peter Dailey. RE: Campaign and Convention Materials (hand copy). 2 pgs. |
| 13 | 15 | | <input checked="" type="checkbox"/> | White House Staff | Other Document | Indecipherable handwritten note. 1 pg. |
| 13 | 15 | 6/29/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Haldeman. RE: The advertising and promotional material for the President's briefing book. 1 pg. |

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| 13 | 15 | 6/29/1972 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Peter Dailey. RE: Suggestions for Nixon's campaign song that would counteract McGovern's possible adoption of "The Bridge Over Troubled Waters." 1 pg. |
| 13 | 15 | 6/27/1972 | <input type="checkbox"/> | Campaign | Memo | From Bill Safire to Haldeman. RE: The possibility of working "God Bless America" into the convention proceedings to contrast McGovern's plausible usage of "Bridge Over Troubled Water." 1 pg. |
| 13 | 15 | 6/29/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Peter Dailey. RE: The usage of the slogan "Sieze the Moment," as a means to get out the vote for Nixon. 1 pg. |
| 13 | 15 | 6/2/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Ken W. Clawson to Herbert G. Klein. RE: The plausible usage of the phrase "Sieze the Moment" to aid in Nixon's campaign for re-election. 1 pg. |
| 13 | 15 | 6/29/1972 | <input type="checkbox"/> | Foreign Policy | Memo | From Gordon Strachan to Peter Dailey. RE: The New York Times Chart on Troop Withdrawal. 1 pg. |

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| 13 | 15 | 6/20/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Peter Dailey. RE: A review of the campaign song written and sung by Scatman Crouthers. 1 pg. |
| 13 | 15 | 6/9/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to John Dean. RE: The Committee for the Re-Election of the President's creation of a White House Support List. 1 pg. |
| 13 | 15 | 6/9/1972 | <input type="checkbox"/> | Domestic Policy | Memo | From Gordon Strachan to Harry Dent. RE: Rollins' special assignment to head a special fundraising effort for Governors and Senators. 1 pg. |

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|-----------------|---------------|---------------------------------|------|-------------|
| | | NO WITHDRAWN ITEMS | | |

FILE GROUP TITLE

H.R. HALDEMAN

BOX NUMBER

238

FOLDER TITLE

STRACHAN (HILW) A-D JUNE 1972

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 238

Folder: Strachan Chron A-D June 1972

| <u>Document</u> | <u>Disposition</u> |
|-----------------|---|
| 31 | Retain Open |
| 32 | Retain Open |
| 33 | Return Private/Political mēmo, STRACHAN TO SHUMWAY/HOWARD, 6/6/72 |
| 34 | Retain Open |
| 35 | Retain Open |
| 36 | Return Private/Political mēmo, STRACHAN TO MAGUIRE/DALY, 6/9/72 |
| 37 | Return Private/Political mēmo, STRACHAN TO MAGUIRE, 6/7/72 |
| 38 | Retain Open |
| 39 | Return Private/Political mēmo, STRACHAN TO CHAPIN, 6/28/72 |
| 40 | Return Private/Political mēmo, STRACHAN TO WILSON, 6/27/72 |
| 41 | Retain Open |
| 42 | Return Private/Political mēmo, STRACHAN TO CHAPIN, 6/26/72 |
| 43 | Return Private/Political mēmo, STRACHAN TO WILSON, 6/22/72 |
| 44 | Retain Open |
| 45 | Return Private/Political mēmo, STRACHAN TO CHAPIN, 6/21/72 |
| 46 | Return Private/Political mēmo, STRACHAN TO WILSON, 6/20/72 |
| 47 | Return Private/Political mēmo, STRACHAN TO CHAPIN, 6/20/72 |
| 48 | Return Private/Political mēmo, STRACHAN TO CHAPIN, 6/20/72 |
| 49 | Return Private/Political mēmo, STRACHAN TO CHAPIN, 6/19/72 |
| 50 | Retain Open |
| 51 | Return Private/Political mēmo, STRACHAN TO WILSON, 6/13/72 |
| 52 | Retain Open |
| 53 | Retain Open |
| 54 | Retain Open |

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 238

| | | |
|----|--------|---|
| 55 | Return | Private/Political MEMO, STRACHAN TO DAILEY, 6/30/72 |
| 56 | Return | Private/Political MEMO, STRACHAN TO DAILEY, 6/29/72 |
| 57 | Return | Private/Political MEMO, STRACHAN TO DAILEY, 6/29/72 |
| 58 | Return | Private/Political MEMO, STRACHAN TO DAILEY, 6/29/72 |
| 59 | Retain | Open |
| 60 | Return | Private/Political MEMO, STRACHAN TO DAILEY, 6/20/72 |
| 61 | Return | Private/Political MEMO, STRACHAN TO DEAN, 6/9/72 |
| 62 | Return | Private/Political MEMO, STRACHAN TO DEAN, 6/9/72 |
| 63 | Retain | Open |
| 64 | Retain | Open |
| 65 | Retain | Open |

ADMINISTRATIVELY CONFIDENTIAL

June 16, 1972

MEMORANDUM FOR:

VAN SHUMWAY
DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

"Statelines" Discontinuance

Is this part of the media monitoring operation to cut back on the weekly distribution of "Statelines" from the RNC?

GS/jb
FU - 6/21

M E M O R A N D U M

June 14, 1972

To: STATELINES Recipients
From: Mark R. Harroff **MRH**

The regular weekly distribution of STATELINES has been discontinued. However, individual reports are available upon request. Any questions or requests should be directed to the RNC Research Division (484-6650).

MRH/s

ADMINISTRATIVELY CONFIDENTIAL

June 9, 1972

MEMORANDUM FOR:

JEB MAGRUDER
PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Suggested Advertising Slogan

Pursuant to our telephone conversations yesterday, would you please make arrangements to have the suggested advertising slogan (President Nixon - Now More Than Ever) tested? The concern is that the slogan may be too sophisticated for the average man.

As you know, Bob is aware of the previous tests that you ran but is concerned about adequate testing of the suggested slogans.

Would it be possible for you to advise me of the status of the testing project by Tuesday, June 13?

GS/jb
FU - 6/13

ADMINISTRATIVELY CONFIDENTIAL

June 7, 1972

MEMORANDUM FOR:

KEN COLE
JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

GOP Platform - Issue Poll

I was somewhat surprised to notice in this morning's Washington Post that John Rhodes described an issue poll that the GOP Platform unit had taken. It is my understanding that issue polls were not to be taken unless cleared here at the White House. If Rhodes' issue poll is programmed, the results may be what we want. If it is not, we probably should develop some plan to assess the results of this "semi-scientific" survey.

Jeb, I was also surprised to see Rhodes express his personal opinion that Senator Kennedy would be "the toughest opponent" for President Nixon in November. Does this correspond with Mitchell's political line?

cc: Bill Timmons

GS/jb

GOP Platform Unit Takes Issue Poll

By Spencer Rich

Washington Post Staff Writer

The Republican Platform Committee has sent 60,000 questionnaires to Republicans and Democrats all over the country to get their views on key issues as an aid in writing the GOP platform next August, Rep. John J. Rhodes (R-Ariz.) said yesterday.

Rhodes, who has been named to head the platform unit for the Republican National Convention, said he expects the platform to contain "some plank on busing" and to become involved in some disputes at the convention over "fiscal policy, the various welfare plans."

But he said the committee will try to make the platform as representative as possible by coding the responses to the questionnaires on such matters as amnesty for draft evaders, Vietnam, marijuana, crime and health insurance.

Rhodes said it was his personal opinion that Sen. Edward M. Kennedy (D-Mass.) would be the "toughest opponent" for President Nixon in November, but added that it appears Sen. George S. McGovern (D-S.D.) will get the nomination.

"If McGovern wins the California primary," he said, "I would think it would be a very

distinct upset if he's not nominated."

On the basis of that assumption, Rhodes said he expects the Democratic platform to be "a document loaded with false hopes and phony promises. George McGovern just isn't the man to be President of this country." In contrast, he said, "the Republican platform will be realistic, advocating programs and projects that won't strain the economy to the breaking point or endanger the country's national security."

Rhodes, at his press conference, introduced James J. Marshall, public affairs consultant and former public relations director for the Republican Governor's Conference. Marshall will be public affairs director for the platform committee, Rhodes said.

Rhodes also introduced Dr. Arthur L. Peterson, who will act as chief of staff of the platform committee, the same job he held in 1968. Peterson is chairman of the department of political science and director of the Arneson Institute of Practical Politics at Ohio Wesleyan University.

Republican platform hearings will be held Aug. 14 to 16 in Miami Beach, Rhodes said.

ADMINISTRATIVELY CONFIDENTIAL

June 28, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: GORDON STRACHAN
SUBJECT: RNC Convention

Attached is your copy of Bob's memorandum to Timmons on his '72 Convention materials. In addition to the complete authority he has given you over the TV coverage of the President and the First Family, Bob would like from you a report on the overall TV appearance of the Convention. This report would incorporate the celebrities, correct selection of nominators-keynoters, advertising materials in the Convention Hall, design and layout of the Hall itself, etc. When we talked about this general subject after my June 20 memorandum, you mentioned Timmons and Moore had such a plan. That may have been the detailed schedule Bob reviewed. What he wants now is a narrative description of the TV aspect of the Convention.

GS/jb
H - FU - 6/29

ADMINISTRATIVELY CONFIDENTIAL

June 27, 1972

MEMORANDUM FOR:

CHUCK COLSON

FROM:

GORDON STRACHAN

You received a copy of Ken Khachigian's memorandum to Bob Haldeman regarding the whole spate of articles about the youth lust for George McGovern. Bob is particularly interested in his suggestion and asked me to contact you about putting "some pressure" on this project as he believes that Khachigian is right.

This may be an excellent test of whether Cohen can or cannot deliver on anything.

GS/jb
FU - 6/29

THE WHITE HOUSE
WASHINGTON

Date 6/26/72

TO: H. R. HALDEMAN

FROM: GEORGE COLLINS

This will be staffed to Colson.

*OK - but
with some pressure.
He's right!*

THE WHITE HOUSE
WASHINGTON

HFU 6/29?

June 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: KEN KHACHIGIAN

The whole spate of articles about the youth-lust for George McGovern is enough to make anyone sick in light of the fact that RN has the youngest White House Staff in history -- and that many of us, like myself, were around four years ago and were younger still.

Is it possible to urge "U. S. News and World Report" or, if possible, TIME or NEWSWEEK to run thumbnail sketches on a dozen or so of the under-thirties around here? The idea is not so much to get the initial impact, but also to have the type of article which is so easy to make thousands of reprints of for use by our youth people.

There are a lot of young people around here with important responsibilities, and I confess to be more than a little bitter about the fawning over McGovern when I know so many of us had the same type of enthusiasm and energy directed towards RN's behalf in '68 and after.

Just a thought after seeing the umpteenth piece of crap on McGovern's "kids."

ADMINISTRATIVELY CONFIDENTIAL

June 26, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: GORDON STRACHAN
SUBJECT: Republican Delegate Percentages

Harry Flemming still has not completed the promised analysis of the Republican delegates to the Convention in August. He hopes to have these results from all states by the end of next week. However, some of the states, which he claims are typical, have been tabulated and you might want to consider these percentages as you plan for the television appearance of the Convention.

For example, in Maine there are 16 delegates of which 6 are youth and 4 are women. In Florida there are 80 delegates, 37 are women, 6 are youth, 2 black, 9 elderly, and 2 Spanish. In Vermont there are 24 delegates, 10 women, 5 youth, and 2 elderly. In New Hampshire there are 28 delegates, 6 women, 2 youth, 1 elderly and 1 ethnic. California's delegation will correspond exactly to the respective Republican percentages in the States. The net result will probably be somewhere near 33% of the Convention delegates will be women in 1972; this compares to 17% women in 1968. Flemming estimates that approximately 10% of the delegates will be youth.

I will forward results to you as soon as I get them from Flemming.

GS/jb
H - FU - 6/30

ADMINISTRATIVELY CONFIDENTIAL

June 22, 1972

MEMORANDUM FOR:

CHUCK COLSON

FROM:

GORDON STRACHAN

Attached is the Buchwald column on McGovern's proposal for \$1,000 per person.

GS/jb

Capitol Punishment

It's Money Day, Tra La La

By Art Buchwald

One of the most intriguing parts of Sen. George McGovern's tax reform plan is that he would give every man, woman and child in the United States \$1,000 a year in cash. The money would be taxable, and the majority of Americans would have to return it. But those in a low enough tax bracket or no tax bracket could keep the money as guaranteed income.

It blows one's mind to think what would happen if everyone in this country received a check for \$1,000. It is "check" day and Mr. and Mrs. Amberson and their three children—Robert, 17, Sarah, 14, and Todd, 9—have just received their \$1,000 allotments from the government with a short note:

"Dear American,

"Enclosed please find a \$1,000 check as part of my tax program. If you don't need it, please send it back to the Treasury, as we can use any surplus money you can spare.

"Sincerely,
"President George McGovern"

"Oh boy," Robert says, "I can now buy a new motorcycle."

"Wait a minute," Mr. Amberson says. "I want all those checks. I have to pay taxes on them, and since we're in the \$20,000 a-year bracket, it all must be returned to the government."

"I'm not giving back my check," Sarah says. "It's made out to me."

"What are you going to do with \$1,000 Sarah?"

"I'm going to buy record tapes with it. There are 200 Rolling Stone albums I want so badly I could die."

Little Todd shouts, "Hot dog, a thousand dollars. Mom, how much bubble gum can you get for a thousand dollars?"

"Too much," Mrs. Amberson replies. "You're not going to spend your thousand dollars on bubble gum."

"Sean Reilly's mom lets him spend a thousand dollars on anything he wants to. Last year he bought his own Coke machine."

"No one," Mr. Amberson shouts, "is spending any of his money on motorcycles, tapes or bubble gum!"

"Would you believe a new washer and dryer?" Mrs. Amberson asks.

"No, not even a new washer and dryer. This is not our money. It belongs to the government," Mr. Amberson cries. "Why can't you get that through your heads?"

"Why would the government send it to us if it didn't want us to have it?" Robert demands.

"Because President McGovern believes it's easier to give \$1,000 to everyone and then have them give it back. In this way you don't have a welfare mess."

"If I can't buy tapes with my \$1,000," Sarah says, "I'm going to buy an airplane ticket to Japan, and you'll never hear from me again."

Little Todd says, "I think I'll buy a color television set for my room with half of it, and with the other half I'll buy Sean Reilly's baseball cards."

"The children can do what they want with their checks," Mrs. Amberson says, "But I'm not giving this one back. I earned this \$1,000."

"How did you earn it?" Mr. Amberson asks.

"By working 18 hours a day, 365 days a year!"

"Please," Mr. Amberson begs, "endorse the checks and give them back to the government. Otherwise, I'll wind up going to jail."

There is dead silence in the dining room. Suddenly Sean Reilly comes in waving his check. "Hey Todd, I'll buy your roller skates for \$1,000."

"Sold," Todd says.

"Hurry up," Sean yells, "Before my dad finds out where I am."

ADMINISTRATIVELY CONFIDENTIAL

June 21, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: GORDON STRACHAN
SUBJECT: 1701 Clearance Procedure

Pursuant to your request regarding the clearance procedure for advertising materials developed at 1701, Phil Joanou submitted the attached memorandum. You will notice that it does not answer the specific question you asked -- what the clearance procedure is for all the pictures being used in Presidential brochures and materials produced at the Committee.

I checked with Peter Dailey, Phil Joanou and Bill Parrish. Parrish, who was placed in his position as Committee film editor by Ollie Atkins to fill the campaign picture requirements, was the only one who knew. Parrish receives a request from the November Group - usually Novelli - for a particular type of picture (e.g. President with blacks). Parrish reviews the pictures taken and approved by Ollie Atkins' office. He then checks the particular picture with Ollie. In case of doubt, Parrish will check Gerry Warren or Bruce Whelihan. However, Parrish and Ollie frequently defer to November Group judgment as they understand that the November Group has a much freer rein than almost all other groups requesting pictures. Of the pictures finally used in any publication, 90% of the pictures have already been cleared for release.

If this system is not what you think it should be, please advise so we can meet with Magruder and Dailey soon. As you probably know, there is a substantial number of publications about to become final.

cc: Jeb Magruder

GS/jb
H - FU - 6/26

Committee for the Re-election of the President

MEMORANDUM

June 19, 1972

TO: GORDON STRACHAN
FROM: PHIL JOANOU
SUBJECT: Clearance Procedure

The clearance procedure for materials has been established as follows:

Copy and layout is sent to Len Garment, with copies to Ed Harper and Ken Cole for checking accuracy and policy. They, in turn, send copies to appropriate White House personnel dependent upon subject matter. Once cleared and returned, materials are then sent to Jeb Magruder for final clearance with Mitchell, or approval by Jeb depending upon the nature of the material.

Photographs are obtained through the Committee photo editor, Bill Parrish, who has them cleared at the White House.

Film using the President will be cleared with Mark Goode's office.

When everyone has cleared an item, it is sent to you for a final check.

The above procedure does not include the many other groups that review material (such as Alex Armendaris for Mexican-Americans, etc.)

If at any time your office feels a project should be modified, or stopped, this may be done by contacting anyone of three people: Pete Dailey, me, or Bill Novelli.

You asked specifically who checked the Black Americans brochure. The original material was supplied by Stan Scott. The draft was checked by Bob Brown's office and by Paul Jones. Final copy was sent to the Domestic Council by Fred Malek. Ed Harper assigned Peter Michael to coordinate the check. He worked directly with Bill Novelli. Fred Malek, Jeb Magruder, and Paul Jones approved the end product. Five thousand were printed for the dinner.

If you have any additional questions, please advise.

cc: Pete Dailey



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 13, 1972
12:00 p. m.

MEMORANDUM FOR: GORDON STRACHAN 
FROM: DWIGHT L. CHAPIN 

Would you please advise me as to what the clearance procedure is for all the pictures being used in Presidential brochures and materials produced by the Committee.

Thank you.

Committee for the Re-election of the President

June 13, 1972

MEMORANDUM

TO: GORDON STRACHAN
FROM: PHIL JOANOU
SUBJECT: Black Brochure

Attached is a press proof of the Black Americans brochure. A small quantity was run for use at last Saturday's dinner. Unless we hear from you to the contrary, we will begin printing the balance on Thursday, June 15.

cc: Pete Dailey

Phil Joanou
- Bob Brown
- Domes Council - ?
-

Bill Parish

- clear pic's thru Oddie - memo
for H/GK clear in most cases
- Gerry Warren + Bruce Whelan
- Don't clear pic's for Nov. Group.
before its published -
but believes Nov. Group has
a carte blanche clearance
- Primaries + photostats by Nov.
90% is used: already cleared.
- Parish clear

Charles
Guggenheim Prod's
Wash D.C.

Bill Parise - ~~atties~~, Warren + Clauser

copy of Research - will cover w/ JM
today for final go.

CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

CHUCK COLSON

FROM:

GORDON STRACHAN

SUBJECT:

Media Monitoring System

As part of the media project, you have established a method to counter inaccuracies. Occasionally, AIM is used. When Schurz is fully operational, the system hopefully will work fairly well.

One aspect of the media plan that is a disaster is the media monitoring system. Dick Howard apparently ran into considerable opposition from Van Shumway at 1701 about sending you copies of their monitoring reports. That was of course ridiculous. I talked to Shumway, obtained copies of the reports, and instructed him to send them directly. Unfortunately, the disaster is not limited to the flow of information to the man responsible for the entire media plan.

The real disaster is in the lack of direction and poor quality of reports. The lack of direction is most recently indicated in the RNC's discontinuing of their Stateline reports. These were fairly good summaries of newspaper coverage in the states. Both the RNC and 1701 have people in the field who are anxious to submit reports (see attachment). For example, the reports should cover how the local stations and newspapers covered the RNC break-in story.

As you develop the media plan, would you include this media monitoring aspect and advise Bob of how it is organized and operating by July 1?

If you think it would be helpful for me to talk with Magruder, Shumway, or whoever, I will do it to get this project back on track. I have not sent 1701 a copy of this memorandum, however, as you may want to get Mitchell's concurrence before assuming direction of the 1701 media monitoring operation.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: GORDON STRACHAN
SUBJECT: RNC Convention

Concerning the planning for the President and First Family at the Convention, Bob asked that I send you a copy of the Timmons report which includes his notes. He asked that you submit your plan and ideas on the First Family by 5 p.m., Wednesday, June 21, 1972.

On a related matter, I talked with Bill Timmons about the television planning for the Convention. He mentioned that you were on a program committee with Carruthers, Goode, Rheinstein, and other TV-oriented people. Bob wonders where the report is from this group. He is particularly concerned about what is being done about getting our stars on TV; whether you have personally taken a close look at the public presentation of what's going to be on television at the Convention; and when decisions will be made regarding these matters.

These specific questions relate to the general question in the second paragraph of my June 19 memorandum (copy attached).

Is Friday, June 23 still a good target day for your final creative plan for the Convention?

GS/jb
atts.

ADMINISTRATIVELY CONFIDENTIAL

June 19, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: GORDON STRACHAN
SUBJECT: RNC Convention

Although there was no discussion of Presidential or First Family activities at the meeting with Bill Timmons on Friday, June 16, Bill submitted a memorandum entitled '72 Convention Events for the First Family. Bob read it in Florida this weekend. He thinks the First Family part is okay but the recommendations on the President's participation must be re-done by you.

As you know, Bob wants you fully involved in the planning of events that will result in TV or other media creating impressions about the Convention. He does not want to have to be worried about rooms, telephones, transportation, etc. but he does want you to have substantial creative planning responsibility.

When Bob returns with his copy of the attached memorandum with his comments, I will give you a copy so that you can incorporate the materials in your final creative plan for the Convention.

GS:car

SENSITIVE

June 15, 1972

See my notes
BT

MEMORANDUM FOR: JOHN MITCHELL
FROM: WILLIAM E. TIMMONS
SUBJECT: '72 Convention
Events for 1st Family

Attached is a proposal for First Family participation in the Miami Convention activities. Also inclosed is a rough draft of all events that are in the process of being scheduled.

Please give me your thoughts and I'll follow up.

POSSIBLE EVENTS
FOR FIRST FAMILY

EVENT NO. 1 - "ARRIVAL"

good
Date: Sunday, August 20
Time: 1:00 p. m.
Place: Miami International Airport
Sponsor: Campaign Committee (Martyr)
Attendance: Large crowd
Purpose: Rally to Welcome
Participants: Mrs. Nixon, Mr. and Mrs. Edward Cox,
Mr. and Mrs. David Eisenhower

EVENT No. 2 - "VOLUNTEERS RECEPTION"

good if PN agrees
Date: Sunday, Aught 20
Time: 3:00 p. m.
Place: Key Biscayne Hotel - *Better at Miami Beach?*
Sponsor: Women-for-Nixon Campaign (Hutar)
Attendance: 500 invited guests
Purpose: Inspire Women's Campaign
Participants: Mrs. Nixon, Tricia Cox and Julie Eisenhower

EVENT NO. 3 - "GOP GALA"

good
Date: Sunday, August 20
Time: 8:00 p. m.
Place: Fontainebleau Hotel
Sponsor: Senate, House, RNC & Re-Elect Finance Com. (Star
Attendance: 1,500
Purpose: Fund raiser. Celebrities in attendance
Participants: Mrs. Nixon, Mr. and Mrs. Edward Cox and
Mr. and Mrs. David Eisenhower

EVENT NO. 4 - "BREAKFAST HONORING FIRST LADY & CABINET WIVES"

good
Date: Monday, August 21
Time: 9:00 a. m.
Place: Fontainebleau Hotel
Sponsor: National Federation of Republican Women (Armitag
Attendance: About 200 invited guests - State leaders
Purpose: To honor First Lady and Cabinet Wives
Participants: Mrs. Nixon, Tricia Cox and Julie Eisenhower

EVENT NO. 5 - "TRIBUTE TO GENERAL & MRS. EISENHOWER"

good
Date: Monday, August 21 (First Session of Convention)
Time: 3:00 p. m.
Place: Convention Hall
Sponsor: Republican National Committee
Attendance: 14,000 seated in Hall
Purpose: Special tribute to General and Mrs. Eisenhower
Participants: Julie and David Eisenhower to participate in honors.
Suggest Mrs. Nixon and Tricia not attend this session. *Agree*

EVENT NO. 6 - "SALUTE TO VICE PRESIDENT"

?
Date: Monday, August 21
Time: 4:30 p. m.
Place: Vizcaya Estate
Sponsor: Campaign Host Committee (Davidson)
Attendance: 500 invited guests
Purpose: Tribute to the Vice President
Participants: Mrs. Nixon, Mr. and Mrs. Cox, Mr. and Mrs. Eisenhower *What do they do?*

EVENT NO. 7 - "YOUNG VOTERS FOR THE PRESIDENT"

Good
Date: Monday, August 21
Time: 7:00 p. m.
Place: Pirates World Amusement Park
Sponsor: Youth-for-Nixon Campaign (Rietz)
Attendance: 3,000 Young voters
Purpose: Tour amusement park, speeches and music.
Participants: Coxes and Eisenhowers to participate briefly.

EVENT NO. 8 - "TRIBUTE TO FIRST LADY"

if have a way for them to do something
great
Date: Monday, August 21 (Second Session of Convention)
Time: 9:45 p. m.
Place: Convention Hall
Sponsor: Republican National Committee
Attendance: 14,000 seated in Hall
Purpose: Special film tribute to First Lady with Jimmy Stewart narrating.
Participants: Tricia Cox to participate; brief remarks by Mrs. Nixon. The David Eisenhowers to be in Presidential box.

EVENT NO. 9 - "BRUNCH HONORING MRS. NIXON & WOMEN OF ACHIEVEMENT:

good

Date: Tuesday, August 22
 Time: 9:30 a.m.
 Place: Fontainebleau Hotel
 Sponsor: Republican National Committee (Armstrong)
 Attendance: 2,000 invited guests - Women
 Purpose: A brunch to honor Mrs. Nixon and Presidential Appointees
 Participants: Mrs. Nixon, Julie & Tricia.

EVENT NO. 10 - "ARRIVAL"

?

Date: Tuesday, August 22
 Time: 4:00 p.m.
 Place: Miami International Airport
 Sponsor: Campaign Committee (Martyr)
 Attendance: Very large crowd
 Purpose: Rally to Welcome
 Participants: The President

Don't know who P will come down. This is probably OK.

EVENT NO. 11 - "NOMINATION RALLY"

? - drop-in by helo on way to Conv. Hall?

Date: Tuesday, August 22
 Time: 10:00 p.m.
 Place: Miami Marine Stadium (on Key Biscayne Causeway)
 Sponsor: Youth-for-Nixon Campaign (Rietz)
 Attendance: 3,000 young people plus Miami area residents
 Purpose: Nomination Party
 Participants: President, Mrs. Nixon, Coxes & Eisenhowers

EVENT NO. 12 - "NOMINATION"

good - have to sell P.

Date: Tuesday, August 22 (4th Session of Convention)
 Time: 10:30 p.m.
 Place: Convention Hall
 Sponsor: Republican National Committee
 Attendance: 14,000
 Purpose: President and Mrs. Nixon briefly appear on podium after nomination to answer chant "We Want Nixon."
 Participants: President and Mrs. Nixon

or outside per our TV plan

*No P'd events on Weds
except acceptance
speech*

EVENT NO. 13 - "UNSCHEDULED APPEARANCE ON MIAMI BEACH"

Date: Wednesday, August 23
Time: 10:00 a.m.
Place: Doral Hotel (Campaign Headquarters)
Sponsor: Campaign Committee (Mitchell)
Attendance: 300 spontaneous
Purpose: To meet with John Mitchell; trip will demonstrate President's ability to move about Miami Beach even though there may be demonstrators. Possibility of news conference from Doral.
Participants: The President

bad idea

no what?

EVENT NO. 14 - "DELEGATE CAUCUSES"

Date: Wednesday, August 23
Time: 11:00 a.m. and 12:00 noon
Place: Two Miami Beach Hotels
Sponsor: Two delegations from states important to general election
Purpose: Only possibility to mingle with delegates; good publicity; President unscheduled.
Participants: The President

NO

EVENT NO. 15 - "NEW RNC LUNCHEON"

Date: Wednesday, August 23
Time: 1:00 p.m.
Place: Americana Hotel
Sponsor: RNC (Dole)
Attendance: About 300 people, including spouses.
Purpose: Luncheon to honor new RNC Members.
Participants: President and Mrs. Nixon

*not w/ speech
that nite*

EVENT NO. 16 - "ACCEPTANCE ADDRESS"

Date: Wednesday, August 23 (Fifth session of Convention)
Time: 10:00 p.m.
Place: Convention Hall
Sponsor: RNC
Attendance: 14,000
Purpose: Acceptance Address by President.
Participants: First Family in box from 8:45 p.m. when Roll Call starts for Vice Presidential nomination. Family to join President on podium at conclusion of speech

OK

EVENT NO. 17 - "VICTORY PARTY"

Date: Wednesday, August 23
 Time: 11:00 p.m.
 Place: Key Biscayne Hotel
 Sponsor: Campaign Committee (Mitchell)
 Attendance: Approx. 250 people involved in campaign
 Purpose: To thank supporters
 Participants: President and First Family to drop by briefly.

*had to get every
to KB that late*

*could do
that few*

7

EVENT NO. 18 - "CABINET BRUNCH"

Date: Thursday, August 24
 Time: 10:00 a.m.
 Place: Aboard Yacht in Biscayne Bay
 Sponsor: The President
 Purpose: Cabinet Brunch with Vice President and selected staff.
 Participants: The President

No

*shouldn't P. meet w/ new RNC
Thurs A.M.
best to avoid if poss. —
cause P. will have to go to
Am Legion Conv. that day
in CBD*

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Schedule

You probably noticed that George McGovern will vacation for a week at the end of August and cruise the Greek Islands.

Thought you might want to consider that in your planning.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 19, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

RNC Convention

Although there was no discussion of Presidential or First Family activities at the meeting with Bill Timmons on Friday, June 16, Bill submitted a memorandum entitled '72 Convention Events for the First Family. Bob read it in Florida this weekend. He thinks the First Family part is okay but the recommendations on the President's participation must be re-done by you.

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When Bob returns with his copy of the attached memorandum with his comments, I will give you a copy so that you can incorporate the materials in your final creative plan for the Convention.

GS:car

SENSITIVE

June 15, 1972

MEMORANDUM FOR: JOHN MITCHELL
FROM: WILLIAM E. TIMMONS *BT*
SUBJECT: '72 Convention
Events for 1st Family

Attached is a proposal for First Family participation in the Miami Convention activities. Also inclosed is a rough draft of all events that are in the process of being scheduled.

Please give me your thoughts and I'll follow up.

POSSIBLE EVENTS
FOR FIRST FAMILY

EVENT NO. 1 - "ARRIVAL"

Date: Sunday, August 20
Time: 1:00 p.m.
Place: Miami International Airport
Sponsor: Campaign Committee (Martyr)
Attendance: Large crowd
Purpose: Rally to Welcome
Participants: Mrs. Nixon, Mr. and Mrs. Edward Cox,
Mr. and Mrs. David Eisenhower

EVENT No. 2 - "VOLUNTEERS RECEPTION"

Date: Sunday, Aught 20
Time: 3:00 p.m.
Place: Key Biscayne Hotel
Sponsor: Women-for-Nixon Campaign (Hutar)
Attendance: 500 invited guests
Purpose: Inspire Women's Campaign
Participants: Mrs. Nixon, Tricia Cox and Julie Eisenhower

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Date: Sunday, August 20
Time: 8:00 p.m.
Place: Fontainebleau Hotel
Sponsor: Senate, House, RNC & Re-Elect Finance Com. (Star
Attendance: 1,500
Purpose: Fund raiser. Celebrities in attendance
Participants: Mrs. Nixon, Mr. and Mrs. Edward Cox and
Mr. and Mrs. David Eisenhower

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Date: Monday, August 21
Time: 9:00 a.m.
Place: Fontainebleau Hotel
Sponsor: National Federation of Republican Women (Armitage
Attendance: About 200 invited guests - State leaders
Purpose: To honor First Lady and Cabinet Wives
Participants: Mrs. Nixon, Tricia Cox and Julie Eisenhower

EVENT NO. 5 - "TRIBUTE TO GENERAL & MRS. EISENHOWER"

Date: Monday, August 21 (First Session of Convention)
Time: 3:00 p.m.
Place: Convention Hall
Sponsor: Republican National Committee
Attendance: 14,000 seated in Hall
Purpose: Special tribute to General and Mrs. Eisenhower
Participants: Julie and David Eisenhower to participate in honors.
Suggest Mrs. Nixon and Tricia not attend this session.

EVENT NO. 6 - "SALUTE TO VICE PRESIDENT"

Date: Monday, August 21
Time: 4:30 p.m.
Place: Vizcaya Estate
Sponsor: Campaign Host Committee (Davidson)
Attendance: 500 invited guests
Purpose: Tribute to the Vice President
Participants: Mrs. Nixon, Mr. and Mrs. Cox, Mr. and Mrs. Eisenhower

EVENT NO. 7 - "YOUNG VOTERS FOR THE PRESIDENT"

Date: Monday, August 21
Time: 7:00 p.m.
Place: Pirates World Amusement Park
Sponsor: Youth-for-Nixon Campaign (Rietz)
Attendance: 3,000 Young voters
Purpose: Tour amusement park, speeches and music.
Participants: Coxes and Eisenhowers to participate briefly.

EVENT NO. 8 - "TRIBUTE TO FIRST LADY"

Date: Monday, August 21 (Second Session of Convention)
Time: 9:45 p.m.
Place: Convention Hall
Sponsor: Republican National Committee
Attendance: 14,000 seated in Hall
Purpose: Special film tribute to First Lady with Jimmy Stewart narrating.
Participants: Tricia Cox to participate; brief remarks by Mrs. Nixon. The David Eisenhowers to be in Presidential box.

EVENT NO. 9 - "BRUNCH HONORING MRS. NIXON & WOMEN OF
ACHIEVEMENT:

Date: Tuesday, August 22
Time: 9:30 a.m.
Place: Fontainebleau Hotel
Sponsor: Republican National Committee (Armstrong)
Attendance: 2,000 invited guests - Women
Purpose: A brunch to honor Mrs. Nixon and Presidential
Appointees
Participants: Mrs. Nixon, Julie & Tricia.

EVENT NO. 10 - "ARRIVAL"

Date: Tuesday, August 22
Time: 4:00 p.m.
Place: Miami International Airport
Sponsor: Campaign Committee (Martyr)
Attendance: Very large crowd
Purpose: Rally to Welcome
Participants: The President

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Date: Tuesday, August 22
Time: 10:00 p.m.
Place: Miami Marine Stadium (on Key Biscayne Causeway)
Sponsor: Youth-for-Nixon Campaign (Rietz)
Attendance: 3,000 young people plus Miami area residents
Purpose: Nomination Party
Participants: President, Mrs. Nixon, Coxes & Eisenhowers

EVENT NO. 12 - "NOMINATION"

Date: Tuesday, August 22 (4th Session of Convention)
Time: 10:30 p.m.
Place: Convention Hall
Sponsor: Republican National Committee
Attendance: 14,000
Purpose: President and Mrs. Nixon briefly appear on
podium after nomination to answer chant "We
Want Nixon."
Participants: President and Mrs. Nixon

EVENT NO. 13 - "UNSCHEDULED APPEARANCE ON MIAMI BEACH"

Date: Wednesday, August 23
Time: 10:00 a.m.
Place: Doral Hotel (Campaign Headquarters)
Sponsor: Campaign Committee (Mitchell)
Attendance: 300 spontaneous
Purpose: To meet with John Mitchell; trip will demonstrate President's ability to move about Miami Beach even though there may be demonstrators. Possibility of news conference from Doral.
Participants: The President

EVENT NO. 14 - "DELEGATE CAUCUSES"

Date: Wednesday, August 23
Time: 11:00 a.m. and 12:00 noon
Place: Two Miami Beach Hotels
Sponsor: Two delegations from states important to general election
Purpose: Only possibility to mingle with delegates; good publicity; President unscheduled.
Participants: The President

EVENT NO. 15 - "NEW RNC LUNCHEON"

Date: Wednesday, August 23
Time: 1:00 p.m.
Place: Americana Hotel
Sponsor: RNC (Dole)
Attendance: About 300 people, including spouses.
Purpose: Luncheon to honor new RNC Members.
Participants: President and Mrs. Nixon

EVENT NO. 16 - "ACCEPTANCE ADDRESS"

Date: Wednesday, August 23 (Fifth session of Convention)
Time: 10:00 p.m.
Place: Convention Hall
Sponsor: RNC
Attendance: 14,000
Purpose: Acceptance Address by President.
Participants: First Family in box from 8:45 p.m. when Roll Call starts for Vice Presidential nomination. Family to join President on podium at conclusion of speech.

EVENT NO. 17 - "VICTORY PARTY"

Date: Wednesday, August 23
Time: 11:00 p.m.
Place: Key Biscayne Hotel
Sponsor: Campaign Committee (Mitchell)
Attendance: Approx. 250 people involved in campaign
Purpose: To thank supporters
Participants: President and First Family to drop by briefly.

EVENT NO. 18 - "CABINET BRUNCH"

Date: Thursday, August 24
Time: 10:00 a.m.
Place: Aboard Yacht in Biscayne Bay
Sponsor: The President
Purpose: Cabinet Brunch with Vice President and selected staff.
Participants: The President

CONVENTION SCHEDULE

Friday August 18, 1972

Time

1:00 p. m.

Charter Arrival (Campaign)

1972-1973
1972-1973

CONVENTION SCHEDULE

Saturday August 19, 1972

Time

1:00 p.m.

Charter Arrival (Government Officials)

Campaign/Finances

7:00 p.m.

Heritage Gala, Fountainbleau

RNC

CONVENTION SCHEDULE

Sunday August 20, 1972

| Time | | |
|------------|---|--------------------|
| 10:00 a.m. | Church Service for Delegates/Alternates | RNC |
| 11:00 a.m. | | |
| 12:00 noon | | |
| 1:00 p.m. | First Lady's Arrival | First Family Event |
| 2:00 p.m. | | |
| 3:00 p.m. | Volunteers' Reception, Key Biscayne Hotel | Campaign/Finances |
| 4:00 p.m. | Campaign units to dry run at Convention Hall Reserve Hall - Test outfit Review Command Post | Convention Hall |
| 5:00 p.m. | | |
| 6:00 p.m. | Campaign Reception for Nixon State Chairmen Doral | Campaign/Finances |
| 7:00 p.m. | | |
| 8:00 p.m. | GOP Fund Raising Gala, Fountainbleau | RNC |

CONVENTION SCHEDULEMonday August 21, 1972

| <u>Time</u> | | |
|-------------|--|---------------------|
| 9:00 a. m. | NFRW Breakfast Honoring First Lady and Cabinet | RNC |
| 10:00 a. m. | Press Briefing - Doral | Campaign/Finances |
| 10:30 a. m. | State Caucuses | Delegation Caucuses |
| 11:00 a. m. | | |
| 12:00 noon | | |
| 1:00 p. m. | YVP Speakers Program, Flamingo Park | Youth |
| 1:00 p. m. | First Convention Session | Convention Hall |
| 2:00 p. m. | | |
| 3:00 p. m. | Tribute to Eisenhower at Hall | Convention Hall |
| 4:00 p. m. | Press Briefing - Doral | Campaign/Finances |
| 4:30 p. m. | Nixon Host Committee Reception, Vizcaya | Campaign/Finances |
| 6:00 p. m. | | |
| 7:00 p. m. | YVP Pirates World Amusement Park | Youth |
| 8:30 p. m. | Second Convention Session | Convention Hall |
| 9:45 p. m. | Tribute to First Lady | First Family Event |
| 10:30 p. m. | | |
| 11:00 p. m. | Finance Dinner - Doral Starlight | |

CONVENTION SCHEDULETuesday August 22, 1972

| Time | | |
|------------|--|---------------------------------|
| 9:30 a.m. | RNC Brunch Honoring First Lady and Women of Achievement, Fountainbleau | RNC |
| 10:00 a.m. | Press Briefing - Doral | Campaign/Finances |
| 10:30 a.m. | State Caucuses | Delegation Caucuses |
| 12:00 noon | | |
| 1:00 p.m. | YVP Speakers Program, Flamingo Park | Youth |
| 1:00 p.m. | Third Convention Session | Convention Hall |
| 2:00 p.m. | | |
| 3:30 p.m. | President's Arrival | Presidential |
| 4:00 p.m. | Press Briefing - Doral | Campaign/Finances |
| 5:00 p.m. | | |
| 6:00 p.m. | | |
| 7:00 p.m. | | |
| 8:30 p.m. | Fourth Convention Session | Convention Hall |
| 10:00 p.m. | YVP Nomination Rally, Marine Stadium | Youth |
| 10:30 p.m. | President's Appearance on Podium at Hall | Presidential Convention Hall |

CONVENTION SCHEDULEWednesday August 23, 1972

| Time | | |
|------------------------|---|--------------------------------|
| 10:00 a.m. | Press Briefing - Doral | Campaign/Finances |
| 10:00 a.m. | Unscheduled President's Appearance at Doral Hotel | Presidential Campaign/Finances |
| 10:00 a.m. - 4:00 p.m. | Florida Host GOP "CALYPSO DAY" Americana | RNC |
| 10:30 a.m. | State Caucuses | Delegation Caucuses |
| 12:00 noon | New RNC Luncheon & Meeting President drop by | RNC Presidential |
| 1:00 p.m. | YVP Speakers Program Flamingo Park | Youth |
| 2:00 p.m. | Nixon Navy Pass By, Indian Creek | Campaign/Finances |
| 3:00 p.m. | | |
| 4:00 p.m. | Press Briefing - Doral | Campaign/Finances |
| 5:00 p.m. | | |
| 6:00 p.m. | | |
| 7:30 p.m. | Fifth Convention Session | Convention Hall |
| 8:00 p.m. | YVP Victory Party, Americana | Youth |
| 9:00 p.m. | | |
| 10:00 p.m. | President's Acceptance Speech at Hall | Convention Hall |
| 11:00 p.m. | Victory Party at Key Biscayne Hotel | Campaign/Finances |

CONVENTION SCHEDULE

Thursday August 24, 1972

Time

10:00 a.m.

Cabinet Brunch Aboard Yacht, Key Biscayne

Campaign/Finances

SECRET
CONFIDENTIAL

ADMINISTRATIVELY CONFIDENTIAL

June 13, 1972

MEMORANDUM FOR:

HOWARD COHEN

FROM:

GORDON STRACHAN

SUBJECT:

Youth

You probably received the RNC research analysis of young people, but just in case, another copy for you is attached. Would it be helpful for Ken Rietz to sit in on our meeting on Friday?

GS/jb
FU - 6/16

EYES ONLY

June 30, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: GORDON STRACHAN
SUBJECT: Campaign and Convention Materials

Bob Haldeman reviewed the campaign and Convention materials that you submitted and thought that most of them were very well done. He had some specific comments as follows:

1) The side view picture of the President on the various layouts is not acceptable as is. If Ollie Atkins can make the eyes lighter, and make other complexion changes then the picture will be reconsidered. The picture itself and angle are good, but cannot be used until it is submitted on various layouts to demonstrate that the quality of the Atkins-corrected picture can be maintained;

2) The use of part of the flag is disapproved. The modified flag can be used on the hats but not on placard boards or other visuals in the Convention Hall. The flag cannot be desecrated by such modifications;

3) The black backgrounds behind the President's picture and the slogan are disapproved and not to be used. The white backgrounds are considered much better;

4) The blue button with the President's picture is disapproved and not ~~to~~ be used. The idea is excellent, but the execution is not satisfactory;

5) The blue part of the ribbon for the delegates is too dark as is the blue selected for the balloons. These should be lighter;

6) In Bob's opinion the Youth Poster is poor and is nothing like the 1968 poster. He realizes, however, that it was not done for his audience but young people. He disapproved two pictures. The picture of the President and Chou smiling on the bottom cannot be used. The

President shaking hands or in a serious situation would be acceptable. But there cannot be a picture of the President and Chou toasting or smiling together. Similarly, the picture of the President smiling with Mao is disapproved. You can use the picture of the President and Mao where Mao looks dull and the President serious. The line at the bottom of the poster on "sludge" must be dropped;

7) He disapproved the use of pink paper for handmade signs in Miami Beach. Nothing should be done on pink paper..

To summarize, he likes the mockups of the slogan, the borders on the bumper stickers, most of the buttons, and the Convention posters. He disapproves, not merely expresses his opinion, on: 1) the side view picture of the President as is; 2) any use of part of the flag; 3) the layouts with black backgrounds; 4) the blue button with picture; and 5) the picture of the President and Chou smiling and the picture of the President and Mao smiling..

GS/jb

bcc: Dwight Chapin

~~Eyes Only -~~

Hard Copy

~~SECRET~~

~~ADMINISTRATIVELY CONFIDENTIAL~~

June 30, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Campaign and Convention Materials

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Carroll's (and some) suggested by Carroll. Be specific

2) The use of part of the flag is disapproved. The modified flag can be used on the hats but not on placard boards or other visuals in the Convention Hall. The flag cannot be desecrated by such modifications;

3) The layouts with black backgrounds behind the President's picture and the slogan are disapproved. The white backgrounds are considered much better;

and not to be used.

4) The blue button with the President's picture is disapproved. The idea is excellent, but the execution is ~~terrible~~ cannot be used

not satisfactory

5) The blue part of the ribbon for the delegates is too dark as is the blue selected for the balloons. These should be lighter;

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He suggested however that it was not done for his audience but young people.

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cc: Dwight Chapin
~~Bill Timmons~~
Jeb Magruder
Ken Rietz
Dick Moore

cc: Dwight Chapin

9/30
No pink paper for anything in MR,
esp use for
No use of flag

no picture of P + Ave smiling

Can use pic of P if Ollie can
lighten + make changes; no
approval until H approve
pic.

No black background

Dislikes! the Youth poster - drop
sludge remark on bottom

Blue button w/ pic unaccept - Idea
good, execution terrible

Blue on ribbon too dark
balloons

Pic of P serious + no idea
not smiling P w/ Mac
on back of Youth Poster,

likes border on banner + but

THE WHITE HOUSE
WASHINGTON

June 29, 1972

MEMORANDUM FOR : H.R. HALDEMAN
FROM : GORDON STRACHAN

Since the President is working on his briefing book, you might be interested in reviewing some of the advertising and convention promotion material. According to Dailey it is in "layout" form. The "final art" will not require your approval for two weeks, but Dailey believes you would get a general idea by reviewing some of the materials now. Dailey left for California this morning, but Phil Joanou could review the materials with you in 20 minutes or I could just bring the materials up from my office for your review, without Joanou.

Review with Joanou
 Review without Joanou
 Don't review

Chapin has reviewed these materials, but thinks you should also because he is concerned about the picture of the President. He likes the lines around the eyes, but believes that upon reproduction, the eyes themselves will be black.

ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Song

As you probably know, McGovern may adopt "The Bridge Over Troubled Waters" as his theme song in much the same way Bobby Kennedy used "This Land is Your Land".

One suggestion that has been made is that we try to work "God Bless America" into an appropriate song as it would be an excellent contrast.

I know you have probably received several suggestions about campaign songs, but would you advise me of the status of the campaign song project - when the options will be ready, possible recording artists, and any problems?

GS/jb
FU - 7/7

THE WHITE HOUSE

WASHINGTON

June 27, 1972.

MEMORANDUM FOR: H. R. HALDEMAN
FROM: BILL SAFIRE
SUBJECT: Songs

Appears that McGovern may adopt "Bridge Over Troubled Water" as his theme song, the way that Bobby Kennedy used "This Land Is Your Land."

Is there any way we can work "God Bless America" into the convention proceedings or in any other rally-type occasion? Would make a good contrast.

(The writer of "Bridge Over Troubled Water" is Paul Simon, of Simon & Garfunkle, who also wrote "Mrs. Robinson" and "Feelin' Groovy," neither of which would be quite suitable for us.)

ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

Another suggestion for possible use for advertising material regarding the President is "Seize the Moment" Vote Nixon. It is not suggested that this replace the final slogan but rather that you use it as appropriate in your advertising campaigns.

GS/jb
FU - 7/7

THE WHITE HOUSE

WASHINGTON

June 2, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: HERBERT G. KLEIN
FROM: KEN W. CLAWSON *KC*
SUBJECT: Slogan

This excerpt from the President's speech seems to me appropriate as a slogan in campaign materials:

"SEIZE THE MOMENT"

V O T E N I X O N

bcc: H. R. Haldeman

ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

New York Times Chart
on Troop Withdrawal

The New York Times has prepared another advertisement for us. In this morning's paper they had a chart of the troop withdrawal rate beginning at President Nixon's Inauguration. It is really quite impressive and when placed beside the chart they ran on the front page and which we used in Wisconsin, this could make an effective series of ads.

cc: Jeb Magruder

GS/jb =

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Song

Have you had a chance to review the campaign song written and sung by Scatman Crothers?

Where do we stand on a campaign song?

GS/jb
FU- 6/22

ADMINISTRATIVELY CONFIDENTIAL

June 9, 1972

MEMORANDUM FOR:

JOHN DEAN

FROM:

GORDON STRACHAN

SUBJECT:

White House Support List

The Committee for the Re-Election of the President sent a test mailing of a Price approved letter to a random 5,300 names on the White House Support List (the 300,000 people who have written supporting the President on various issues in the last 3 1/2 years). The fundraising response was fairly substantial.

Stans and Nunn are now anxious to use the full 300,000 list after the Democratic Committee Convention. The text of the letter would of course be approved here. Stans and Nunn now seek to key punch the addresses, which are currently on 3x5 cards, in order to have the mailing ready to go immediately after the Democratic National Committee Convention.

Before this is done, Bob wants your reaction to this project. If you have questions concerning the facts of the situation, please give me a call.

Would it be possible to have your approval or disapproval of this project by June 14?

GS/jb
FU/ 6-14

EYES ONLY
ADMINISTRATIVELY CONFIDENTIAL

June 9, 1972

MEMORANDUM FOR: HARRY DENT
FROM: GORDON STRACHAN
SUBJECT: Rollins' Special Assignment

To confirm our telephone conversation this morning, would you keep me posted as to Mitchell's reaction to your suggestion that John Rollins head a special fundraising effort for Governors and Senators?

Also, would you review with Mitchell and Parker the possible number of requests for candidate picture taking that will go to the President? You are aware of Bob's view, but I'm sure some overall plan must be developed or the ad hoc requests will be handled poorly to the disadvantage of the President and the candidates.

GS/jb
FU - 6/15