

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	17	6/27/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: U.S. News Feature on McGovern's campaign strategies. 1 pg.
13	17	6/29/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Fred Malek. RE: How to approach the "Older American" voters in the campaign. 1 pg.
13	17	6/28/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Fred Malek. RE: The need for Republican lawyers for the President. 1 pg.
13	17	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: One of the President's campaign strategists quoted as saying, "I would doubt that you'll ever see him out on the stump," and other such political leaks. 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>
13	17	6/22/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Jeb Magruder. RE: The "George" Nixon incident at the General Conference of the African Methodist Episcopal Church. 1 pg.
13	17	6/20/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The high expenses incurred by 1701. 1 pg.
13	17	6/20/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: McGovern's Campaign Organization in the California primary, and the campaign's approach to counteract his efforts. 1 pg.
13	17	6/16/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The McGovern Biography, and possible usage of some of the footage. 1 pg.
13	17	6/15/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: The total eclipse of the sun on the day McGovern may be nominated, and political advantage that the Nixon campaign take advantage of as a result. 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>
13	17	6/13/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Fred Malek. RE: The re-evaluation of Nixon's campaign approach to older Americans. 1 pg.
13	17	6/10/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Fred Malek. RE: Flemming's campaign ideas to focus on registration, voter identification, and get out the vote for the next four and one-half months. 1 pg.
13	17	6/9/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Fred Malek. RE: The allocation of resources within certain voting bloc areas that cater to the older American age group. 1 pg.
13	17	6/21/1972	<input type="checkbox"/>	Personal	Memo	From Gordon Strachan to Pat McKee. RE: The China cup, and whether or not Mr. McKee has had a chance to replace it? 1 pg.
13	17	6/9/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Pat O'Donnell. RE: The Orange County Finance Chairman Request for Staff Speaker. 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>
13	17	6/24/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Bart Porter. RE: The discussion about Flip Wilson, and whether or not he should be one of the celebrities for the President. 1 pg.
13	17	6/12/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to The Record. RE: Haldeman's meeting with Peter Dailey, Phil Joanou, and Bob Taylor on June 2. 5 pgs.
13	17	6/20/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Hugh Sloan. RE: Muskie's reluctance to release the names of contributors on his latest campaign in California. 1 pg.
13	17	6/16/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Van Shumway. RE: Humphrey's California News Release System. 1 pg.
13	17	6/9/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Hugh Sloan. RE: The National Journal Article on campaign fundraising. 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>
13	17	6/6/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Hugh Sloan. RE: Robert Leslie, and his desire to raise money for Nixon's campaign on behalf of himself and the other members of the Marina del Rey, California, Chamber of Commerce. 1 pg.
13	17	6/28/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Ken Talmadge. RE: The Poll and Finance Mailing. 1 pg.
13	17	6/22/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Bob Teeter. RE: McGovern's pollster, Pat Caddell. 1 pg.
13	17	6/30/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Bill Timmons. RE: RNC Convention materials submitted by Peter Dailey along with comments/suggestions. 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 CHARLES M-Z 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-M-Z June 1972

<u>Document</u>	<u>Disposition</u>
116	Return Private/Political MEMO, STRACHAN TO MALEK, 6/29/72
117	Return Private/Political MEMO, STRACHAN TO MALEK, 6/28/72
118	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/28/72
119	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/27/72
120	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/27/72
121	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/20/72
122	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/20/72
123	Retain Open
124	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/16/72
125	Return Private/Political MEMO, STRACHAN TO MAGRUDER, 6/15/72
126	Return Private/Political MEMO, STRACHAN TO MALEK, 6/13/72
127	Retain Open
128	Return Private/Political MEMO, STRACHAN TO MALEK, 6/10/72
129	Retain Open
130	Return Private/Political MEMO, STRACHAN TO MALEK, 6/9/72
131	Retain Open
132	Retain Open
133	Return Private/Personal MEMO, STRACHAN TO INCKE, 6/21/72
134	Retain Open
135	Return Private/Political MEMO, STRACHAN TO O'DONNELL, 6/9/72
136	Retain Open
137	Retain Open
138	Return Private/Political MEMO, STRACHAN TO DOUGLAS, 6/20/72
139	Retain Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 238

140	Retain	Open
141	Retain	Open
142	Retain	Open
143	Retain	Open
144	Retain	Open
145	Return	Private/Political MEMO, STRACHAN TO THE RECORD, 6/12/72
146	Retain	Open
147	Retain	Open
148	Return	Private/Political MEMO, STRACHAN TO SLOAN, 6/20/72
149	Return	Private/Political MEMO, STRACHAN TO SHUINWAY, 6/18/72
150	Return	Private/Political MEMO, STRACHAN TO SLOAN, 6/9/72
151	Return	Private/Political MEMO, STRACHAN TO SLOAN, 6/6/72
152	Retain	Open
153	Retain	Open
154	Return	Private/Political MEMO, STRACHAN TO TIMMONS, 6/30/72
155	Return	Private/Political MEMO, STRACHAN TO TALMADGE, 6/28/72
156	Return	Private/Political MEMO, STRACHAN TO TESTER, 6/22/72
157	Retain	Open
158	Retain	Open
159	Retain	Open

ADMINISTRATIVELY CONFIDENTIAL

June 29, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

A review of general matters pending indicate two areas that Bob may still be expecting something from you.

First is the entire Older American program. I know you talked with Bob about this and have submitted a couple of brief memoranda. When you talked with Bob directly, did you get the impression that there should be a more substantial review of the entire Older American approach in the campaign?

Whatever happened to your memorandum analyzing the Colson p.r. outfit? I realize that you and Howard moved Rhatigan quickly into position, but was there something else that you were going to bring Bob up to speed on?

GS/jb

H - FU - 7/7

ADMINISTRATIVELY CONFIDENTIAL

June 28, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Lawyers for the President

I noticed Chuck Colson's recent memorandum to you indicating surprise that Covington & Burling and Arnold & Porter were represented on your Lawyers for Nixon Committee. I couldn't agree with him more. Law firms are notoriously political so why reward arch enemies? There also happens to be surprisingly distinguished group of Republican lawyers who should have the honor of serving on this Committee. We should not rely on the two big, powerful (Democratic) firms in Washington and several unknown firms that are relatively small time. I just don't see the advantage to having Oregon, Massachusetts and Washington lawyers. The legal clout today is exercised on Wall Street, in Chicago, Dallas and Los Angeles. All of those cities are crucial to us in November.

So much for my interjection in your business.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 28, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Political Leak

Someone is talking increasingly over at 1701 because as you probably noticed on page 12 of this morning's News Summary, one of the President's campaign strategists is quoted as saying, "I would doubt that you'll see him out on the stump. I don't think he'll have the time." As you know, there is considerable discussion about what the President should do during the campaign; however, no one has suggested that the line "I don't think he'll have the time" is the correct one. Would you please let us know who is pushing this line out?

cc: Fred Malek

GS/jb
FU - 7/6

ADMINISTRATIVELY CONFIDENTIAL

June 27, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

"U.S. News" Feature

You probably noticed in this morning's News Summary that there was an analysis on Page 20 of a "U.S. News" feature on the RN and McGovern campaign strategies. The Summary quote RN backers as projecting 337 electoral votes leaning to RN, 27 to McGovern and 174 in doubt; while McGovern backers project 265 leaning to McGovern, 147 leaning to RN, with 126 in doubt. It would be interesting to know the source of these projections from within your organization both in terms of whether it makes sense to release this type of information and what the background is for it.

On another matter in the News Summary, you probably should be aware that UPI says some of the 1701 aides indicated Mrs. Mitchell had "other problems" and wasn't disenchanted with the role of her husband. I obviously don't need any report on this story, but you should be aware of the fact that the notation was read by the recipients of the News Summary.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 22, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

Two items of considerable interest appeared in the News Summary today. The first concerned the "George" Nixon incident at the General Conference of the African Methodist Episcopal Church. Would you please give me a call concerning this matter.

The second concerned the Michigan Supreme Court decision regarding the state's voter registration law. Apparently, the decision will permit the registration of 600,000 voters in Detroit, most of whom are Democrats. I presume this decision is being factored into your assessment of our chances in Michigan.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

You probably noticed Jack Anderson's column on the high expenses incurred by 1701. He will probably blast us each time a report is filed. Are you planning on getting out the fact that you travel coach, use inexpensive rooms, and have some restrictions on luncheon expenses?

Just a thought.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Campaign Organization

Rick Fore's analysis of the McGovern campaign organization in the California primary was read with considerable interest. Several questions were raised. Basically, the questions are two. First, what does our campaign organization have which is analogous to this McGovern approach? Second, what is our campaign plan to get out the vote?

It might be best to respond to these questions by having Rick Fore do the same type of critique of our campaign organization as he did of the McGovern organization.

If you have any questions, please do not hesitate to give me a call.

It has been requested that your report be submitted by June 23.

GS/jb
FU - 6/23

ADMINISTRATIVELY CONFIDENTIAL

June 16, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: McGovern Biography

As you probably noticed in the McGovern biography, there are a few scenes with Senators Aiken and Mundt. It may be that Mr. Mitchell will want to have Mundt and Aiken complain about the use of that footage.

Bill Timmons has been advised.

Would you let me know of the decision.

GS/jb
FU - 6/20

ADMINISTRATIVELY CONFIDENTIAL

June 15, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

You may be interested to know that research has uncovered that there will be a total eclipse of the sun on the day George McGovern may be nominated. As I recall in A Connecticut Yankee in King Arthur's Court, the sun eclipse can be used to distinct political advantage.

Just a thought.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 13, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Older Americans

In light of the re-evaluation of the campaign approach to Older Americans, you might want to give special consideration to the RNC Older Americans report. Even if some of the facts are not absolutely correct, which the Domestic Council should be able to confirm, this strikes me as a potentially useful campaign document if packaged more appealingly.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 10, 1972

MEMORANDUM FOR: FRED MALEK
FROM: GORDON STRACHAN
SUBJECT: Flemming's Idea

In a long rambling conversation with Harry Flemming yesterday, he mentioned a "brilliant idea" that he will be developing over the next few weeks. Basically, he is concerned that the campaign doesn't have any field precinct organization. It is his belief that all efforts for the next four and one-half months should be aimed at registration, voter identification and get out the vote. He feels we have foundation of such an organization within all field directors of the Voter Blocs. The appeal should be changed from addressing campaign literature to particular voter blocs to his three step approach aimed at election day.

Obviously, this type of organization is what everybody has been trying to push Flemming and others to establish in the states. It is now clear that such an organization has not been established and so Flemming may take another tack and try and shift the Voter Bloc emphasis. In light of different assessment of the role of Voter Blocs, you may want to be prepared when Flemming starts pushing this idea.

On another matter, when will Jerry Jones' Comptroller Report of the California Campaign be ready. The Report can obviously be used as a starting point of the analysis of the California Campaign organization that has been discussed.

FU--6/15

GS:car

ADMINISTRATIVELY CONFIDENTIAL

June 9, 1972

MEMORANDUM FOR: FRED MALEK
FROM: GORDON STRACHAN
SUBJECT: Older Americans

As Bob discussed with you on the telephone yesterday, he is somewhat concerned about the allocation of resources within your voting bloc areas. His particular concern is Older Americans.

As we discussed on the telephone, he wants a specific description of the allocation of resources from other campaign divisions to the Older Americans. You mentioned that you were going to review the entire Older Americans campaign plan.

The other report Bob mentioned that he wanted from you concerned the result of your working with Colson on improving the p.r. efforts of his project managers. We had discussed the solution of upgrading Rhatican. You and Chuck might have developed other ideas.

Would it be possible to have these reports for Bob by Thursday, June 15?

GS/jb
FU - 6/15

ADMINISTRATIVELY CONFIDENTIAL

June 21, 1972

MEMORANDUM FOR:

PAT MCKEE

FROM:

GORDON STRACHAN

Have you had any luck replacing the china cup that was unfortunately broken? I truly prized that gift from Chapin and would very much like to have it replaced.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 9, 1972

MEMORANDUM FOR: PAT O'DONNELL
FROM: GORDON STRACHAN
SUBJECT: Orange County Finance Chairman
Request for Staff Speaker

Gavin Herbert, Jr., Chairman of the Orange County Finance Committee for the Re-Election of the President, called Bob Haldeman last night to ask if he would speak at a meeting of 50 business leaders and contributors in Orange County on July 6 or 7. Bob had to decline this event, for as you know, he does not accept speaking engagements. Herbert, however, is anxious to get another staff member to speak to this group which would be at the Newport Yacht Club. Herbert suggested Ron Ziegler, but might accept Dwight Chapin. Would you check schedules of staff members, who might possibly be in California during that period in July, and advise Mr. Herbert if we can get a speaker for his event.

Gavin Herbert's phone number is 714-833-8880.

GS/jb
FU - 6/12

June 24, 1972

MEMORANDUM FOR: BART PORTER
FROM: GORDON STRACHAN
SUBJECT: Flip Wilson

There was some discussion about the possibility of Flip Wilson being one of the celebrities for the President. Would you advise me of the status of Flip Wilson.

GS:dg

ADMINISTRATIVELY CONFIDENTIAL

June 12, 1972

MEMORANDUM FOR:

THE RECORD

FROM:

GORDON STRACHAN

SUBJECT:

Haldeman Meeting with
Peter Dailey, Phil Joanou,
Bob Taylor on June 2

At 11:30 on June 2 Bob met with the three top men from the November Group (Dailey, Joanou and Taylor) for a two hour discussion of the status of the campaign advertising and the documentary.

Dailey opened the meeting by informing Bob that the November Group now consisted of 25 advertising people based in New York with 5 here in the District. Dailey mentioned that the November Group had established its advertising and organizational credibility within the campaign and that in his opinion his relationship was smooth and amicable.

Dailey mentioned that he planned to control finances on a week by week basis as well as to challenge the developing interpretation of the law that requires the candidate's image and voice in the advertising. Dailey said this was their only hang-up with the law at the moment.

Phil Joanou turned the meeting over to Taylor to begin discussion of the creative strategy. Bob had read the creative strategy statement and had been through the large black book outlining their approach. Taylor made the following points:

- 1) The President is a man of action;
- 2) He has long-range vision and a master plan;
- 3) The President is a man who inherited a mess in 1968;
- 4) He has courage, decisiveness and dedication;

5) Issues -- Taylor posed the issue of whether the campaign should be run as a "man campaign" or whether as an "issue campaign". Bob indicated that he inclines toward the "man campaign" but believes that the issues should be used to sell a man. He does not believe you can get points only on the merits of the issues.

Most ads will not usually involve the President, rather people will be used to tell the President's story.

Bob also emphasized that the advertising men should not worry much about selling the President as a warm, lovable human being as this has been tried before, generally unsuccessfully. Rather use China trip pictures and don't become obsessed with personal profiles.

Bob also likes the use of video tape rather than film to give an appearance of immediacy. Dailey agreed.

The discussion shifted to the basic theme line for the campaign. Nine alternatives were offered. They are:

1) Re-elect the President. Bob mentioned that all the news referrals are to President Nixon which prompted Dailey to mention the second slogan,

2) Re-elect President Nixon. The third is,

3) It's Got to be Nixon. The fourth is,

4) President Nixon - He's Turned It Around. Bob was somewhat positive on this one.

5) Keep It Going, Re-Elect the President. Bob opposed this one because the opposition would use inflation, the War, etc., because "it" is too easily used against us. The sixth suggestion was,

6) President Nixon - Help Him Finish the Job

7) For America's Future Re-Elect the President, while the eighth was

8) AmericanNeeds Nixon or AmericanNeeds President Nixon. Bob believes these are too standard as campaign themes. The ninth suggestion was

9) President Nixon - Now More Than Ever which can be abbreviated to Nixon Now. Bob thought these slogans were good and should be considered the top candidate.

Taylor next reviewed the research on the campaign theme which was somewhat indecisive.

Taylor then shifted to the 60-second TV ads which he showed on boards. The first concerned China and Bob's comments were that:

- 1) These should be no toast to Mao picture;
- 2) There should be no picture of drink or toasting with Chou;
- 3) And there should be no troop review. Rather, the President's handshake with Chou should be emphasized along with the great differences between the countries. Also, footage of the President hard at work.

The second ad concerned 1968 problems which Haldeman thought was good.

The discussion shifted to the advantage of 60-second~~s~~ and Dailey mentioned that both networks are pushing the candidates toward 5-minute spots because there is an outstanding rate that the networks are preparing for this type of spot. Dailey is not too happy about the 5-minute spots because the issues become rather boring. In any event, Dailey will have both 30-seconds' and 15 spots in reserve for use should the negotiations with the networks over the 60s and 5-minute spots change. Bob agreed with Dailey that for the 5-minute spots it would be better to use existing footage and edit it rather than try to create footage. For example, on the environment a 5-minute spot could open with Ruckelshaus, cut to existing Nixon footage with Ruckelshaus' voice over, and then Ruckelshaus close.

The next ad concerned bureaucracy. Bob suggested that they might want to use the community disaster like the L.A. earthquake as well as the West Virginia mine disaster as an example of how the President has streamlined Government. Bob also suggested that on the bureaucracy subject, there would be

pretty good chance that Connally would be available after the Democratic Convention to do commercials and discuss his role on the Ash Commission.

On the Older American ad, Bob suggested that they drop the language on "take-off fixed incomes" as this would scare older Americans.

On the Vietnam ad using the chart of troops in Vietnam, Bob thought that the President's Inauguration should be made more obvious and that the years should be added at the bottom to emphasize the increase in troops pre-RN.

The negative ads on McGovern were considered very effective by Bob. The back and forth routine on amnesty, abortion and pot were particularly effective. Bob suggested that other negative ads might want to include McGovern's voice as well as other Democratic comments on McGovern. He thought an especially effective spokesman would be a non-candidate's voice like Mansfield.

Generally, Bob thought the types of ads presented were fine and that they make the points necessary. Bob directed Dailey to develop a program to utilize the "Nixon Now" chant for possible use in rallies.

Bob also suggested that Dailey obtain some footage of the Polish reception for advertisements in the Chicago area.

Although Bob was aware that Chapin did not want to discuss the documentary, Bob asked Chapin to join the group as he wanted to cover the notes that he had made on the documentary materials submitted by Chapin. It was Bob's view that the documentary on Pat Nixon was good, but suggested that there be more footage of the President and Mrs. Nixon together to emphasize the partnership point. He also questioned whether the suggested interview with Mrs. Nixon would be as effective as with a third party who could say better things about her.

Concerning The Presidential Years documentary, Bob thought that the theme of a man of thought and planning was too passive and suggested instead the use of courage and leadership, etc., to stimulate interest.

Concerning the Keogh script, the discussion of the war should make the point that the number of troops was escalating until Richard Nixon became President. The emphasis must be that Vietnam could have been much worse and that they may want to pick up the line that he would be a great President but couldn't get elected, so as to drop the "loser" language.

As to the roadblocks, Bob told him that he didn't think they should use the President alone in frustration because it makes him look ineffective. Instead, use the signing ceremony for the eighteen year old vote. There is some excellent footage of a Mexican girl crying that should be used. He also thought that footage of the phone call to the Moon was better than the footage of the President greeting the astronauts. More emphasis should be placed on the vision aspect, that is, so much remains to be done and the continuing challenges, instead of failure, frustration and disappointment. SALT should be used not as a solution but as a start.

Concerning the documentary, Portrait of a Man, Bob originally thought that it was a bad idea to use anecdotes, insights or reminiscences, but as he read the script he was coming around more to accept that theory. Dwight made the argument that we should at least try a long-term, Paul Keyes-type interview with the President on film as it would be worth the risk and was part of Wolper's suggestion. Bob indicated that it might be possible to do this with the President before the trip to California or out in California.

The meeting concluded at 1:30, and after they had left Bob mentioned to me that he did not want to show all the advertising to the Ehrlichman political group now but rather wait until further down the line. At that point he would plan on telling them what the campaign advertising is to be and just as a final check against any giant negatives that had not been thought of.

ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

HUGH SLOAN

FROM:

GORDON STRACHAN

SUBJECT:

Muskie Reluctance to
Release Contributors

For your files, it might be interesting to note that Muskie refused to release the names of his contributors on his latest campaign swing in California, according to NBC's Nessen.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

June 16, 1972

MEMORANDUM FOR:

VAN SHUMWAY

FROM:

GORDON STRACHAN

SUBJECT:

Humphrey California News
Release System

There has been a good deal of discussion about McGovern's news distribution system with special emphasis on his film crew and pilots to get material to TV stations. However, there is an interesting analysis in this week's National Journal on the Humphrey California news release system. Would you please send me a copy of the news release system established for the Re-Election of the President?

cc: Jeb Magruder

ADMINISTRATIVELY CONFIDENTIAL

June 9, 1972

MEMORANDUM FOR:

HUGH SLOAN

FROM:

GORDON STRACHAN

SUBJECT:

National Journal Fundraising
Article

On June 2 I talked with Ken Talmadge about the May 27 National Journal article on campaign financing. Ken mentioned that Secretary Stans had been quite interested in the article also since it violated an agreement which he thought he had with the author. Ken mentioned that Stans would have the article reviewed for possible sources of the leaked information.

Could you give me a progress report on this project?

cc: Ken Talmadge

bcc: Fred Malek

GS/jb

FU - 6/14

ADMINISTRATIVELY CONFIDENTIAL

June 6, 1972

MEMORANDUM FOR:

HUGH SLOAN

FROM:

GORDON STRACHAN

Robert Leslie called Bob after he had left with the President for Camp David. Among other things, Mr. Leslie wanted to arrange for contributions to the campaign on behalf of himself and other members of the Marina del Rey, California, Chamber of Commerce. Leslie is familiar with the right names in California, including John Krehbiel, Jack Baldwin, and Fred Russell. Will you or Lang Washburn contact him on behalf of Bob and Secretary Stans?

Also, would you advise me of the results of your conversation as Mr. Leslie will be in Washington during the week of June 18 and may discuss his offer with Bob.

GS/jb
F/U - 6/12

ADMINISTRATIVELY CONFIDENTIAL

June 28, 1972

MEMORANDUM FOR:

KEN TALMADGE

FROM:

GORDON STRACHAN

SUBJECT:

Poll and the Finance Mailing

My family recently received a fundraising letter from the Finance Committee for the Re-Election of the President which enclosed an IBM card poll. I would be very interested in seeing this full mailing and would like to know what plans there are for use of the poll. Would you send me the materials and advise me of the status of the project at your earliest convenience?

GS/jb
FU - 7/6

ADMINISTRATIVELY CONFIDENTIAL

June 22, 1972

MEMORANDUM FOR: BOB TEETER
FROM: GORDON STRACHAN
SUBJECT: Pat Caddell

You'll probably notice that McGovern's pollster, Pat Caddell, is quite a talkative individual. Recent news reports that we have seen indicate that he has disclosed the time he is taking the poll. In addition, on CBS AM news yesterday he indicated that the McGovern staff is in the process of deciding priority states for the fall. You should undoubtedly watch the CBS AM news (arrange through Mark Goode's office at Signal) and you will probably be able to receive a substantial amount of intelligence about McGovern and Caddell's plans. In addition to all his past news stories, you may want to watch him, particularly closely in the next several weeks. Needless to say, I assume you will not be talking to anyone in the press.

GS/jb
FU - 6/27

EYES ONLY

June 30, 1972

MEMORANDUM FOR: BILL TIMMONS
FROM: GORDON STRACHAN
SUBJECT: RNC Convention

Bob Haldeman reviewed the Convention materials that were submitted by Peter Dailey. Generally, he thought they were quite good but had four comments:

- 1) The cut down, pop art version of the flag is not to be used for billboards, placards, and visual displays, etc.;
- 2) Pink paper should not be used for handmade signs or other printed matter;
- 3) The building banners using the stars are acceptable but not as good as others that could be developed;
- 4) The blue in the balloons and on the delegates' ribbon is too dark.

As we discussed on the telephone, you should check with Don Kendall and BBD&O as to where this material stands. I realize the program may be quite far along. Chapin, correctly I believe, feels that you and he must have the final say over what the RNC produces.

cc: Peter Dailey

GS/jb