

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>
27	7	12/11/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: recommendations from the Republican National Committee's DO Committee. 1 pg.
27	7	12/7/1971	<input type="checkbox"/>	Campaign	Memo	From Timmons to Bob Dole RE: recommendations from the Delegates and Organizations Committee. 3 pgs.
27	7	12/13/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: office space for the CRP. Detailed floor plans of 1701 Pennsylvania Avenue attached. 8 pgs.
27	7	12/15/1971	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes relating to campaign issues such as CRP matters and RN's formal announcement that he will seek a second term. 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>
27	7	12/15/1971	<input type="checkbox"/>	White House Staff	Memo	From Magruder to Higby RE: a letter for "The National Observer." 1 pg.
27	7	12/14/1971	<input type="checkbox"/>	Campaign	Letter	From Magruder to Henry Gemmell RE: a recent editorial criticizing "Admen on Pennsylvania Avenue." 2 pgs.
27	7	11/26/1971	<input type="checkbox"/>	Campaign	Letter	Letter to the editor from Magruder for "The Evening Star" defending RN's campaign apparatus. 1 pg.
27	7	12/11/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: Democratic funding and Kennedy's role in the 1972 election. 1 pg.
27	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Cover of "The Nixon Yearbook 1968." 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>
27	7	12/10/1971	<input type="checkbox"/>	Campaign	Photograph	Handwritten notes relating to the layout and photographs of a document. 1 pg.
27	7	12/6/1971	<input type="checkbox"/>	Campaign	Memo	From Dailey to Strachan RE: coming up with a good campaign agency name. 1 pg.
27	7	12/10/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE: critiques of the first 1972 campaign materials. 1 pg.
27	7	11/20/1971	<input type="checkbox"/>	Campaign	Form	Haldeman action memorandum asking for action on the New Hampshire primary. 1 pg.
27	7	11/20/1971	<input type="checkbox"/>	Campaign	Memo	From Huntsman to Haldeman RE: RN's entrance into the New Hampshire primary. 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>
27	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Thirteenth page of a document relating to important political issues, such as foreign affairs, defense, and the 1972 presidential campaign. Handwritten notes added by unknown. 1 pg.
27	7	11/29/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE: Governor Peterson and Stewart Lamprey's roles in the New Hampshire primary. 1 pg.
27	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Note relating to RN's entrance into the New Hampshire primary and stating that Mitchell should silence Senator Cotton and the Governor of the state. 1 pg.
27	7	11/22/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: efforts by Magruder and Flemming to change New Hampshire Governor Peterson's message with regard to RN. Handwritten note added by unknown. 1 pg.
27	7	12/7/1971	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign roles of the CRP and the Republican National Committee. 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>
27	7	12/7/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE: results of a meeting with the Attorney General, Flemming, LaRue, and Evans. Handwritten note added by Higby. 1 pg.
27	7		<input checked="" type="checkbox"/>	Campaign	Report	"Responsibilities of the Republican National Committee and the Committee for the Re-Election of the President in the Forthcoming Presidential Campaign." 6 pgs.
27	7	12/7/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE: changes made to a report on the Committee for the Re-Election of the President and the RNC. 1 pg.
27	7	12/7/1971	<input type="checkbox"/>	Campaign	Report	Revised edition of "Responsibilities of the Republican National Committee and the Committee for the Re-Election of the President in the Forthcoming Presidential Campaign." 5 pgs.
27	7	11/24/1971	<input type="checkbox"/>	Campaign	Memo	From Rietz to Magruder RE: a poll at the University of New Hampshire. 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>
27	7	11/20/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder for the Attorney General RE: attached information. Copy of fifth page of a report on the CRP and RNC, with handwritten edits, attached. 2 pgs.
27	7	11/30/1971	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes relating to different states and Republican state chairmen in the 1972 presidential campaign. 4 pgs.
27	7	11/23/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: an attached weekly report from the CRP. Attached report covering campaign topics such as key voting groups marked up by unknown. 7 pgs.
27	7	11/16/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to the Attorney General RE: the CRP's weekly report. Report with information on polls and key voter groups attached. 8 pgs.
27	7	11/10/1971	<input type="checkbox"/>	Campaign	Memo	From Danny Boggs and Gordon Wade to Odle RE: the 1971 Kentucky gubernatorial election and its implications for the 1972 presidential campaign. 3 pgs.

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27	7	12/15/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Higby RE: an attached letter to "The National Observer." 1 pg.
27	7	12/14/1971	<input type="checkbox"/>	Campaign	Letter	From Magruder to Henry Gemmill responding to a recent editorial in "The National Observer." 2 pgs.
27	7	11/26/1971	<input type="checkbox"/>	Campaign	Letter	"Letter to the Editor" of "The Evening Star" sent by Magruder refuting the idea that RN's campaign advisers were simply "ad men." 1 pg.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 11, 1971

CONFIDENTIAL

DEPARTMENT OF JUSTICE
ADMINISTRATIVE SERVICES
E.O. 12812, 8-102
By J. S. Magruder, 12/13/71

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Additional Recommendations of the RNC's DO Committee

At our last meeting with you on the subject of the convention, Bill Timmons, Rob Odle, and I went over with you some of the recommendations which the RNC's DO Committee has made with respect to the 1972 Republican National Convention. The second part of the DO Committee's recommendations were made on July 23, 1971, and consist of ten issues. These are recommendations, however, which would be made to the 1972 Republican National Convention, which, if adopted, would bind the 1976 convention. With your permission, we will pass the attached memorandum to Chairman Dole and Representative Cramer, who is Chairman of the Rules Committee.

Approve _____ Disapprove _____ Comment _____

JEB S. MAGRUDER

Attachment

bcc: Mr. H. R. Haldeman

CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

December 7, 1971

MEMORANDUM FOR: HONORABLE BOB DOLE
FROM: BILL TIMMONS
SUBJECT: DO COMMITTEE RECOMMENDATIONS

The RNC special Delegates and Organizations Committee has been engaged in studies and reports on three GOP activities: convention, delegate selection and party structure.

Phase two recommendations were made on July 23, 1971 and consist of ten issues. There follows a list of the proposals and where necessary an analysis and recommendation.

RECOMMENDATION NO. 1: It is recommended that in those States where delegates are elected through the convention system or a combination of convention and primary systems, the precinct, ward, township or county meetings should be open meetings and all citizens who are qualified shall be urged to participate.

Recommendation: Concur

RECOMMENDATION NO. 2: To increase participation by all Republicans in the delegate selection processes, it is recommended that those States using the convention method consider a system whereby district conventions are held on a different day in a different community than where the State convention is held.

Recommendation: Concur

RECOMMENDATION NO. 3: It is recommended that alternate delegates, who are an important and essential part of each State delegation, be elected in the same manner and under the same rules as delegates.

Recommendation: Concur

RECOMMENDATION NO. 4: It is recommended that no delegates or alternate delegates shall be required to pay an assessment as a condition of serving as a delegate or alternate delegate to the Republican National Convention.

Recommendation: Concur

RECOMMENDATION NO. 5: It is recommended that there shall be no proxies at a convention held for the purpose of selecting delegates to the Republican National Convention. If alternate delegates to a convention are selected, the alternate delegate shall vote in the absence of the delegate, and no delegate shall cast more than a single vote and his alternate shall cast no more than a single vote in the absence of the delegate.

Recommendation: Concur

RECOMMENDATION NO. 6: It is recommended that there shall be no automatic delegates at any level of the delegate selection procedures who serve by virtue of Party position or elected office.

Recommendation: Concur

RECOMMENDATION NO. 7: It is recommended that Rule No. 14(a) of the Rules adopted at the 1968 Republican Convention be amended to read as follows: The Delegates from each State, elected to the National Convention, immediately after they are elected shall select from the delegation their members of the Resolutions, Credentials, Rules and Order of Business and Permanent Organization Committees of the National Convention, one (1) man and one (1) woman, one (1) Delegate under the age of 25, and one (1) Delegate who is a member of a minority ethnic group for a total of 4 members for each committee, and shall file notice of such selection with the Secretary of the National Committee; provided, however, that no Delegate may serve on more than one (1) Committee of the National Convention. Alternates may not serve as members of Convention Committees.

Recommendation: Reject suggested change. This provision discriminates against the 20 small states that have less than sixteen delegates (4 members from each state on each of 4 convention committees = 16 total). Since no Delegate may serve on more than one committee and Alternates may not serve, as a practical matter, this Rule would probably deny committee representation to at least another 9 states with delegate strength between 16 and 21. Therefore over half of the states would be forced to give up seats on several of the convention committees.

RECOMMENDATION NO. 8: It is recommended that each State endeavor to have equal representation of men and women in its delegation to the Republican National Convention.

Recommendation: Concur

RECOMMENDATION NO. 9: It is recommended that each State include in its delegation to the Republican National Convention delegates under 25 years of age in numerical equity to their voting strength within the State.

Recommendation: Change "include" to read "endeavor to have" to make the provision consistent with No. 8. If Delegates are to be freely elected GOP officials cannot guarantee to include any group of individuals. However, the Party can endeavor to have special groups by encouraging them to become candidates for Delegate.

RECOMMENDATION NO. 10: It is recommended that the Republican National Committee assist the States in their efforts to inform all citizens how they may participate in delegate selection procedures and it is further recommended that the Republican National Committee in cooperation with the States shall prepare instructive material on delegate selection methods and make it available to all.

Recommendation: Concur

"RECOMMENDATION NO. 11: It is recommended that each State endeavor to have in its delegation to the Republican National Convention delegates who represent minority ethnic groups in numerical equity to their voting strength within the State."

While not binding, this provision puts the RNC on record encouraging State organizations to cultivate candidates for election as delegates from minority ethnic groups. This is interpreted to include racial groups as well.

Recommendation: If the recommended deletion is made in No. 7 regarding convention committee participation it may be advisable to include a new Recommendation regarding minority ethnic groups patterned after Nos. 8 and 9.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 13, 1971

CONFIDENTIAL

By *[Handwritten Signature]*
E.O. 12812-1

MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Office Space

In line with the procedure outlined in the memorandum on office space dated October 15, which you approved, we now occupy Suites 272 and 472 of this building. The second floor space is used basically for the Finance and Political divisions, and is adequate to house their needs through November of 1972. The fourth floor suite, on the same floor as Mudge Rose, houses all other staff and is ultimately designed for all campaign division heads not in the finance or political areas.

Thus far in the campaign we have taken space only as the need arose, thus saving considerable amounts of money. This memorandum asks approval to take three "chunks" of additional space since we are now again at the point where each office is taken.

1. First, additional space is needed for Paul Kayser's Business and Industry Committee, since Don Kendall's plan calls for four professionals and two secretaries by January. While this group wants to have its own area, we agree it should be physically accessible to us. A suite is available on the ninth floor of this building beginning January 6, which would accommodate this group as well as a few other staff members initially. This suite consists of 1100 square feet (See Tab A) and would rent at the same rate we are paying for the space we are in, \$7.50 per square foot. It would be leased from January 15 until November 15 for \$6,875.

Approve _____ Disapprove _____ Comment _____

CONFIDENTIAL

2. Space is also needed now for those who are joining us in January to direct the "horizontal group" activity, e.g., Clayton Yeutter in the farm area, and the executive directors of the various vote bloc groups. A 1600 square foot suite (See Tab B) is available on the eighth floor for these activities initially. (After February 1, additional staff in these areas would go to the third floor -- see #3 below). It would be leased from January 1 until November 15, at the same rate, for \$10,500.

Approve _____ Disapprove _____ Comment _____

3. Initially, as you know, we planned to take a floor of the new building at 1730 Pennsylvania Avenue on March 1. However, for security and logistical reasons it was always our hope to keep the entire campaign in one building. Last week I met with General Olmstead, and he has agreed to rent us the entire third floor of this building beginning in February. The floor consists of 16,000 square feet and 40 private offices plus secretarial space, mail-room facilities, a large conference room for our advertising group, etc. We feel this space would house the entire campaign staff through November. It would give us, for example, more floor space in one building than we had in New York in 1968 at three separate locations.

This floor would cost less than the one at 1730 Pennsylvania Avenue both in terms of the rate per square foot and the cost for improvements to the space. Since all the partitioning is done, and all the telephone and electrical outlets are in, we would not have to spend anything to move in, whereas it could cost as much as \$14,000 at 1730 to get that space in shape. Also, we would have space in this building a month earlier, and it can be used then.

Our security advisors strongly recommend that everything be put under one roof, and it would also save telephone costs (our new telephone system, installed last month, will easily service these new spaces and a staff of 200 or more).

It is recommended that this space be leased from February 1 until November 15 for \$95,000. A floor plan of the third floor is at Tab C. (The space at 1730 would have been \$118,896 plus \$14,000 to get it ready).

Approve _____ Disapprove _____ Comment _____

CONFIDENTIAL

-3-

4. Note: Floor plans of our present space, Suites 272 and 472, are attached at Tab D.

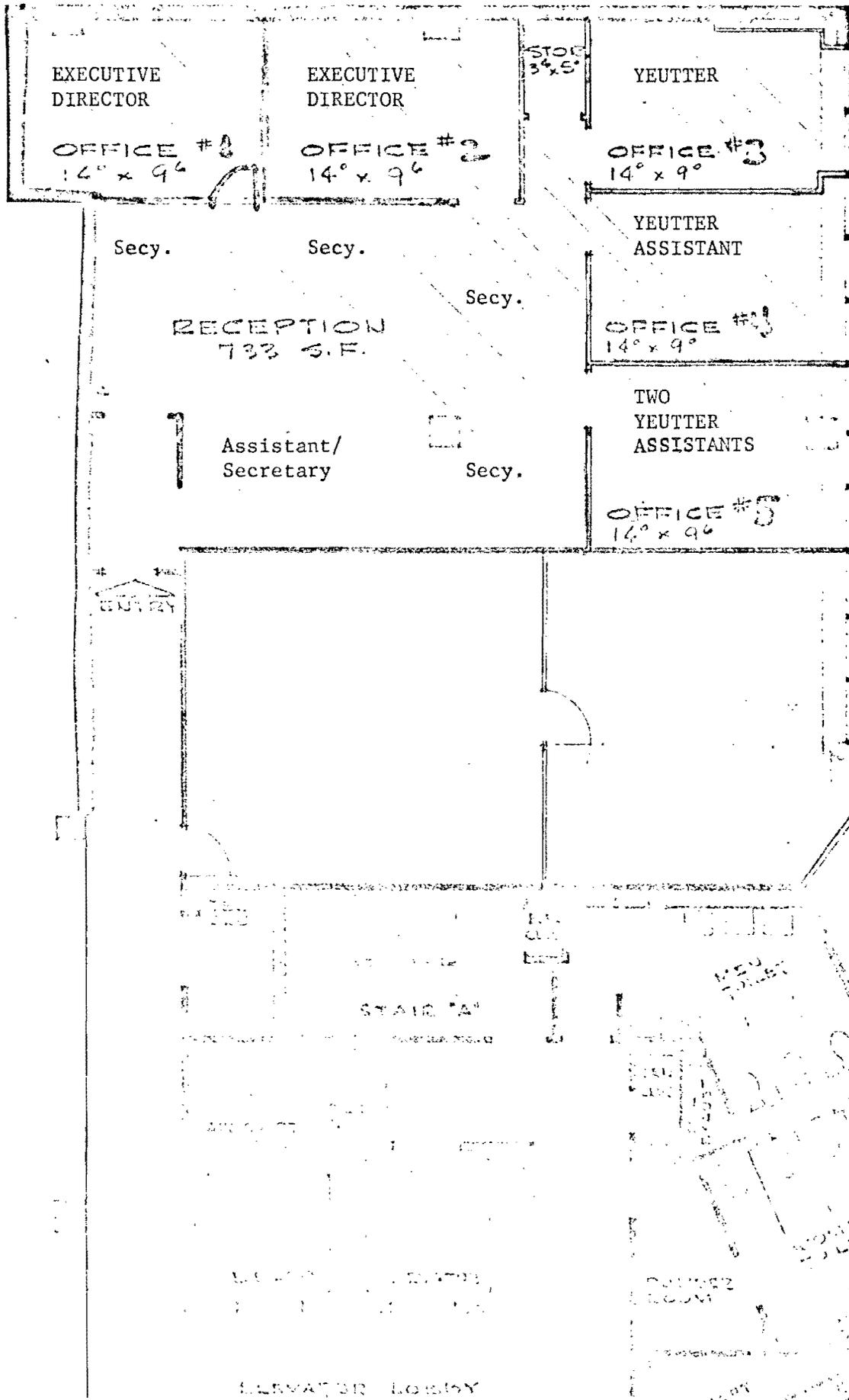
ROBERT C. ODLE, JR.

Attachments

~~✓~~ bcc: Mr. H. R. Haldeman

CONFIDENTIAL

EIGHTH FLOOR, 1701 Pennsylvania Ave., N. W.



THIRD FLOOR, 1701 Pennsylvania Avenue, N. W.



SEVENTEENTH STREET

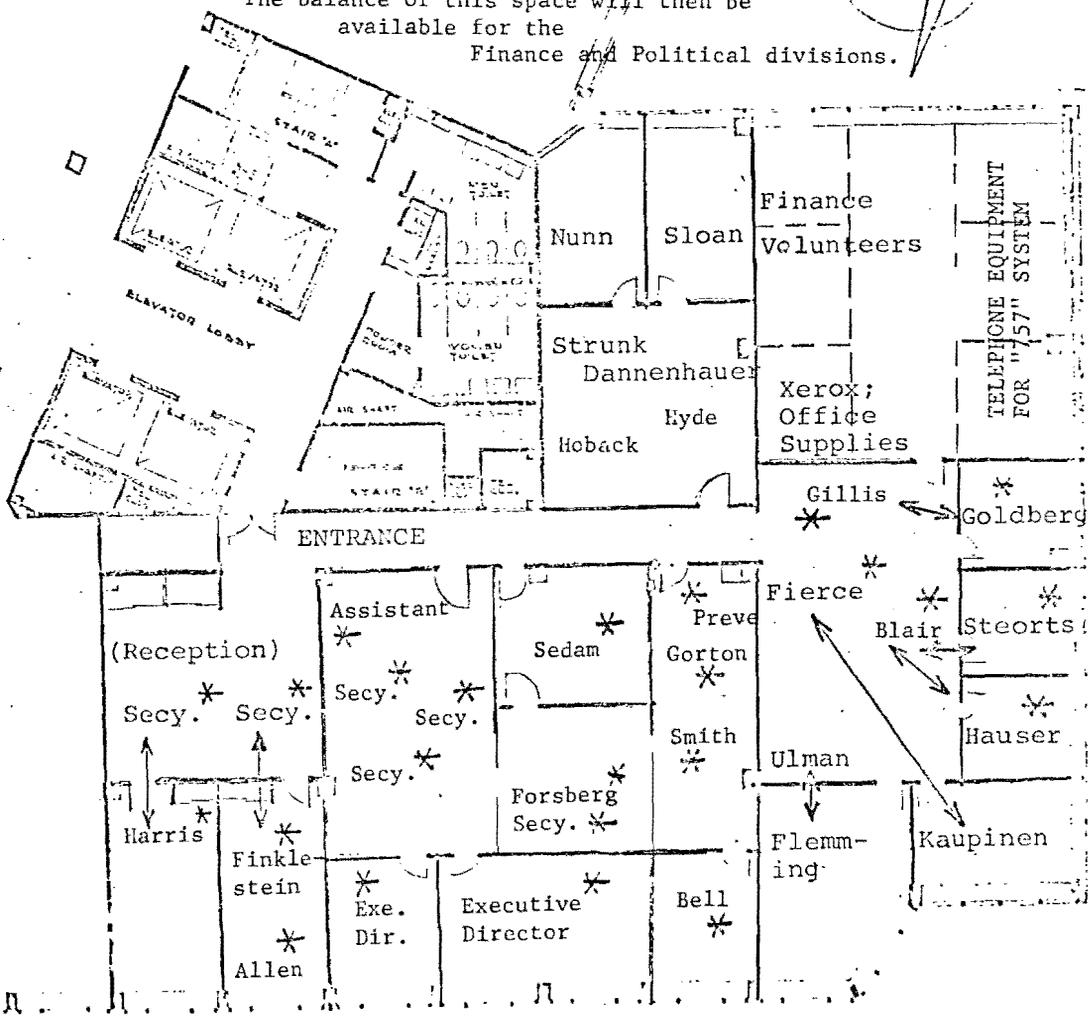
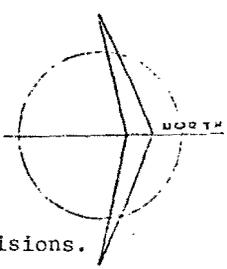
INTER-AMERICAN DEVELOPMENT BANK
3rd FLOOR

SECOND FLOOR

SUITE 272
1701 PENNSYLVANIA AVENUE, N. W.

(Approximately 6000 Square Feet)

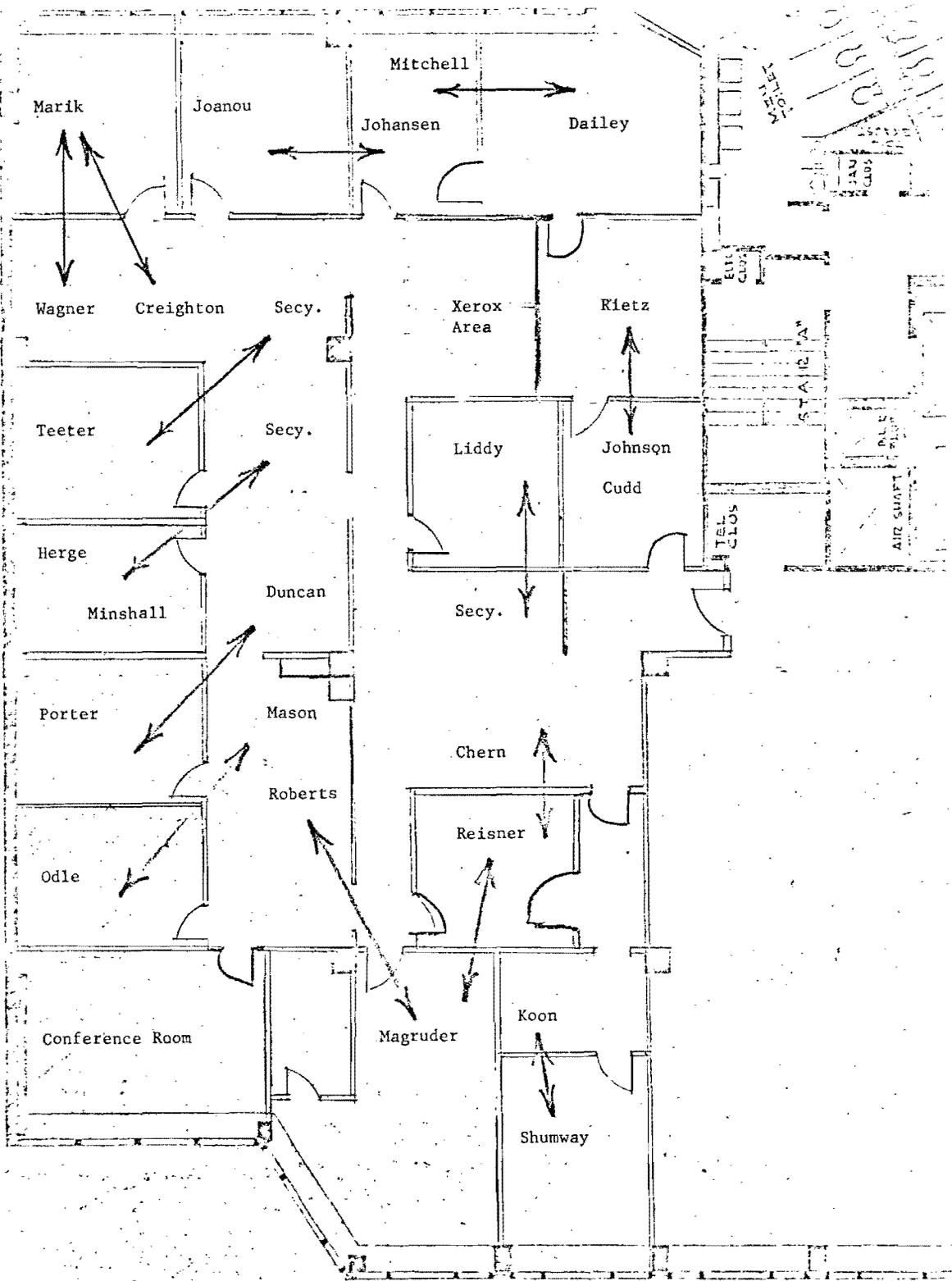
PLEASE NOTE: An asterisk * means that this individual will move to the Third Floor on or about February 1. The balance of this space will then be available for the Finance and Political divisions.



SEVENTEENTH STREET, NORTHWEST

TYPICAL FLOOR PLAN

FOURTH FLOOR, 1701 Pennsylvania Avenue, N. W.



L.

Clear Peter Bailey access to polls? prob.

G → H

- Re-Elect the P — cooler, abstract
- Pete Bailey + people outside | reject | less pers + better repres
- acquired the 3rd floor. | decision + opposition
- Bumper sticker on N.H 1/3

D.C.? Date of announce.

12/23

AG favors P announce 1/6-16

Blanket news 1/4 w/ P. efforts

under CDC direction, must be natural but big splash
Moore, Garment, Miller

1/9 - P. biday 1/9 - 1/13 best

1/20 - SOTU 1/16 - 1/17 - Sat

~~1/20~~ - Sun. 1/2 - Radio Spe

Announce - some feel step fwd + make brief spe instead of state.

- Possib w/ whole family - Dent.

- Very short letter → NH Chmn

- RZ release letter no P partic.

Get Mauld summary.

AG →
let
MMA
bring
the work.

1/3 - Miller, ~~DATE~~

1/5

1/8

1/10, 1/11, 1/12

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 15, 1971

MEMORANDUM FOR: LARRY HIGBY
FROM: JEB S. MAGRUDER

Attached is a copy of the letter to the National Observer
in response to their editorial, "Agency Men on Pennsylvania
Avenue," which you brought to my attention.

cc: Mr. Gordon Strachan

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 14, 1971

Mr. Henry Gemmell
Editor
The National Observer
11510 Columbia Pike
Silver Spring, Maryland 20910

Dear Sir:

It was a disappointment to see your recent editorial "Admen on Pennsylvania Avenue" because of the similarity which it bore to an earlier misleading editorial in the Evening Star ("The Agency Men"). What was particularly depressing was the fact that your editorial did not take into account the subsequent letter to the editor which I wrote correcting the Evening Star's misstatement of facts and misleading conclusions. I hope that the problem was only that Daniel Henninger merely did not see the enclosed letter. Since all too often a specific misstatement of fact in one newspaper can lead to a series of mistaken impressions which are given more general coverage, I would hope that you will give as much attention to this clarification as to your editorial.

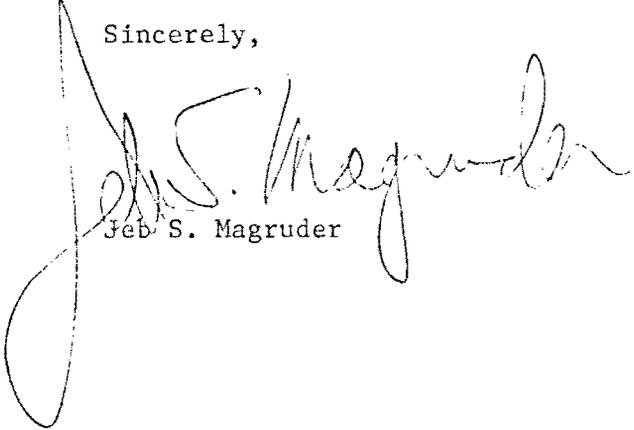
It is my earnest hope that your editorial was written without knowledge of the later clarification and not in spite of it. Without question, your editorial, "Admen on Pennsylvania Avenue," is misleading in its assumptions and conclusions.

The editorial clearly implies that President Nixon was somehow more "managed and processed" than the other candidates. In fact, as my earlier letter points out, virtually all candidates for major statewide and national office in recent years have used filmed television commercials as well as ads in newspapers, billboards, etc. This is true of the candidates of both major political parties and it's hard to imagine any reason for criticizing the candidates for using this highly effective method of carrying their message to the people.

The creation of the in-house agency task force is a practical and sound approach to the difficult problems which are posed by the communications requirements of national campaigns and is not unique to the Nixon campaign. In fact, the major advertising agencies use an "anchor and loan" program which encourages their people to participate in the political process. Under this arrangement their regular employer is reimbursed by the campaign agency for the cost of the individual's compensation and fringe benefits so that the regular employer will not be in the position of making corporate contributions to a political campaign by providing personnel. On the other hand, it enables the campaign agency to seek personnel who are committed to the candidate and who want to work on the campaign. And, the campaign agency is set up only for the duration of the campaign.

"Anchor and loan" has been part of the advertising business for fifteen years and is considered by most knowledgeable people in the advertising business to be a very good solution to what has been an extremely difficult problem. The creation of the agency will certainly not have the effect of altering the performance of the President or shielding people from his policies but, instead, it represents an important step toward achieving a more effective form of communication.

Sincerely,



Jeb S. Magruder

Enclosure

Letter to the Editor

'The Agency Men'

SIR: The false premise, the misstatement of facts, and the unfounded conclusion in The Star's editorial, "The Agency Men," are all cause for considerable concern.

Most disturbing, probably, is the fact that The Star has fallen into the increasingly common trap of building a case on the supposed facts in a news story, even though they have more been clearly refuted.

This is a reflection of the shocking case of the reported retraction plan for genocide of the Black Panthers, which was based on a news story alleging that a certain member of Panthers had been killed by the police. A lot of times of articles, editorials, etc., grew out of the original false story without anybody bothering to check the actual facts until an enterprising New Yorker writer did so to the consternation of the journalistic fraternity. The Star seems to have done the same thing — believing its own story about advertising agency plans for the 1972 political campaign — in spite of the fact that most newspapers later carried the denial of that story and the statement of actual facts. This tendency to build a series of conclusions based on a false story is extremely regrettable.

The first two paragraphs of the editorial developed the theme of "going against the odds" in order to make the case that President Nixon was "unpacked, market-tested" and "sold to the electorate like a new brand of cigarettes or shampoo through a cleverly concocted series of 15-second television commercials. . . ." This, at best, is a rather cheap shot, since a staple check of the facts will disclose that in recent years virtually all political candidates for any major statewide or Federal office have paid hired television commercials, as well as bought their papers, magazines, etc. This is one of the candidates of both major political parties and is hard to imagine any person or committee the candidates for using this highly effective method of carrying their messages to the public.

Not Set Up by White House

The editorial then went on to claim that "the administration (is) coming it one step further with the establishment of the White House's own agency for 1972. Headed by Robert Zimmerman, a presidential aide. . . ." The name of the leader mentioned in the article for the Re-election of the President has been identified and intends to set up a task force advisory agency for the 1972 campaign. This agency is not being set up by the White House. The White House has no interest in having nothing to do with the operation of the agency of this nature. The agency was set up by the White House already, established by Presidential Press Secretary Ron Ziegler.

That this "non-profit group will buy time and space in the media, thus saving the candidate normally paid a regular agency" should be clearly a false premise to anyone who understands the advertising business. It's somewhat similar to saying that a company might save the cost of legal fees by hiring house lawyers rather than retaining a law firm. It's not a matter of saving the fees, it's a question of whether to pay them to a law firm or to employees of the organization. In this case, the commission usually paid by the media to the regular agency will be paid to the campaign agency and will be used by that agency for reimbursing the costs of personnel, operating expenses, etc.

The implication in the editorial that this plan is considered "a cheap trick" by Madison Avenue is totally misleading. As a matter of fact, the American Association of Advertising Agencies is very much in favor of the concept of a special agency being set up to handle a political campaign. There is a very difficult problem for any existing agency in taking a political account, especially one as large as a presidential campaign. First, it is totally disrupting for a short period of time to the agency's normal client service. Secondly, it creates the problem of asking agency personnel, who may not believe in a candidate, to work on the development or placement of his advertising, and third, it is usually a heavy financial proposition for the agency because it requires the commitment of such a large number of people over such a short period of time.

Ad-Men "Borrowed"

In order to deal with these difficulties, the concept of a campaign task force agency was developed. In this type of organization, as will be the case with the one planned by the Committee for the Re-election of the President, personnel are "borrowed" from various advertising agencies. Their regular employer is reimbursed by the campaign agency for the cost of the individual's commutation and fringe benefits so that the regular employer will not be in the position of making a corporate contribution to a political campaign by providing personnel. On the other hand, it enables the campaign agency to seek personnel who are committed to the candidate and who want to work on the campaign. And the campaign agency is set up only for the duration of the campaign. This is considered by most knowledgeable people in the advertising business to be a very good solution to what has been an extremely difficult problem. I would venture to say that The Star, with a fact checking, would find that this is not despised by Madison Avenue as a cheap trick but rather, highly regarded by Madison Avenue as a very sound and practical move.

The last paragraph of the editorial, suggesting that the next logical step would be for the administration to set up its own television network, does not deserve comment.

Job S. Magruder,
Committee for the Re-election
of the President.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0320

December 11, 1971

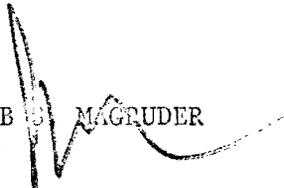
CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Ken Rietz has given me the following information which I thought you would be interested in.

1. He has been informed that Kenny O'Donnell has been raising money for whoever wins the nomination. There is some concern that all the Democratic candidates are using up available funds and O'Donnell has set out to establish a special fund for the nominee.
2. Also, a close associate of Senator Kennedy has informed him that the chances of the Senator seeking the nomination are almost zero. The staff pressure he was under to get into the race has become much less severe during the past several months, and there is a lot less "in the family" talk about it.

JEB B. MAGRUDER



CONFIDENTIAL

\$100

THE

YEARBOOK



12/10

G → H w/ binders to review quickly
5th to determine where H wants to read on plane

Position stat's + will use better
pic's but rather just general
themes.

- layout Material
- Experimentation
- will come back w/ "finished
art" for final ~~pro~~ approval.
- likes pic of P w/ hand in pocket.
- Colors - love key, just
enuf to make workers
happy, not "overkill"

H - Sun 12/13.

Don't give a damn what they
call it - terrible ~~non~~ name,
indicative of prob's we will
have

Always use P Nixon, never
nixon alone.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 6, 1971

MEMORANDUM FOR: GORDON C. STRACHAN
FROM: PETER H. DAILEY
SUBJECT: Agency Name

We are looking for a name which is innocuous to those outside our immediate campaign group, but means something to the members of the team. It should not be sloganeering, nor gimmicky, neither should it be contrived.

Campaign Associates, the name of the 1960 agency, was considered. For a number of reasons (including confusion and superstition), it was discarded.

The consensus is that the name should lend a feeling of dedication, purpose, thrust, and pride to those who will be working on the team.

Names such as Ad Com, Campaign '72, Advertising Associates, and many other were eliminated.

"November Group Inc.", is the name that most people believe accomplishes our needs best. Cliff Miller, Jeb Magruder, Dick Moore, and others concur. If you agree we will proceed.

cc: Jeb S. Magruder
Clifford A. Miller
Richard A. Moore



COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 10, 1971

CONFIDENTIAL

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12958, Section 6-102
By SP RECORDS, Date 3-26-82

MEMORANDUM FOR: MR. H. R. HARDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: Initial Campaign Materials

We have taken the first cut at our campaign materials, and hope to have our first shipment ready for New Hampshire by the beginning of the year. This shipment will include bumper stickers, buttons, and one brochure. We will use these materials in our initial primary states as well as in the headquarters in other states as we announce our state chairmen. They will also be made available for Republican headquarters.

Pete Dailey has come up with three approaches. The Attorney General has reviewed them and his feeling, and ours, is that we should go with "Re-Elect the President" as against ~~"Re-Elect Our President"~~ because "our" is too exclusive. He also feels that "President Nixon for President" would be acceptable and he would particularly like to use this phrase in our brochure even if we use "Re-Elect the President" on bumper stickers and buttons.

We have also agreed that we will not lock into a firm pattern until we have more information from our research and field activities. He would like your comments and feelings on this first cut so that we can begin production immediately.

CONFIDENTIAL

Date: November 29, 1971

Time: 12:00 Noon

FOR ACTION: H.R. Haldeman

at (or in connection with)

FROM THE STAFF MEMORANDUM

DUE DATE: November 29, 1971

Time: 2:00 pm

SUBJECT:

New Hampshire Primary

ACTION REQUESTED:

For Necessary Action

For Your Recommendation

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

FOR THE STAFF SECRETARY:
Patricia Bradford

THE WHITE HOUSE

WASHINGTON

November 20, 1971

DESIGNED TO BE AN
ADMINISTRATIVE ORDERING

E.O. 12958, Section 6-102

CONFIDENTIAL

By , date 3-26-82

MEMORANDUM FOR: H. R. HALDEMAN
FROM: JON M. HUNTSMAN
SUBJECT: New Hampshire Primary

The President noted in the November 20 News Summary that it was reported RN will be entered in the New Hampshire primary and the State's GOP Governor is urging him to campaign there in person GOP sources told AP.

It was suggested that Attorney General Mitchell must silence both the Governor and Senator Cotton on this immediately and in other primary states as well (referring to the President's need to campaign personally in those states).

Please submit your response to the Office of the Staff Secretary.

Thank you.

CONFIDENTIAL

cc: Alexander P. Butterfield

OTHER FOREIGN
NEWS

The Secy. of the Pakistani Foreign Affairs Ministry, said that India has a 5-1 advantage in troop strength and that there could be no question of Pakistan starting a war with such heavy odds.... US officials say they are concerned over reports that the IRA is getting arms from the US, but at same time they claim no knowledge of any specific shipments of military equipment and State that no licenses have been issued that would allow arms sales.... La Monde reported that the Chief US narcotics agent in Europe is being transferred from his post because French police and Govt. were angered by US criticism of their efforts to halt international drug smuggling.... E. German determination to prevent the flight of refugees has slowed German negotiations to implement the Big Four accord on Berlin, W. German officials said.... Japanese students continue to riot over Okinawa conversion treaty. Thousands arrested. This noted on all nets with film of guerrilla-type operations on CBS.

DEFENSE

In four-minute report Brinkley resurrected A. Ernest Fitzgerald who told Hill of C-5A cost overruns -- as Brinkley intimated he was supposed to do -- and was soon fired by AF. Case now in court and he is working for Proxmire and writing a book. Fitzgerald expressed concern shared by Brinkley -- are we in such grip of M-I-C that we'll never be able to stop weapons purchases? Sat. nite Brinkley will tell us what's happened to another ordinary citizen from that embarrassing experience for Wash. -- the C-5A.

DOMESTIC NEWS

ADMINISTRATION

Note by NBC of Calif. poll with RN cutting EMK pre-freeze lead by 11 points to only 3 and turning Muskie's pre-freeze lead into a 2-point RN advantage.... RN will be entered in the NH primary and the State's ~~GOP Gov. is urging him to campaign there in person~~ GOP sources told AP. Gov. Peterson said RN has

*H - Mitchell must silence
him + Cotton on this
immediately and in other
primary states*

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

November 29, 1971

CONFIDENTIAL

MEMORANDUM FOR:

MR. GORDON C. STRACHAN

FROM:

JEB S. MAGRUDER

With reference to the notation on the November 20 news summary, I have discussed with both Governor Peterson and Stewart Lamprey the need not to comment on whether the President should personally campaign in New Hampshire. I also asked Lamprey to make this point with Senator Cotton as well as the Governor.

Peter Flanigan has also been asked to mention this to Governor Peterson since Pete has a good relationship with him.

This has also, as requested, been brought to the attention of the Attorney General.

cc: Mr. Alexander P. Butterfield

CONFIDENTIAL

SUBJECT:

New Hampshire Primary

The noted in the November 20 News Summary that it was reported RN will be entered in the New Hampshire primary and the State's GOP Governor is urging him to campaign there in person GOP sources told AP.

It was suggested that Attorney General Mitchell must silence both the Governor and Senator Cotton on this immediately and in other primary states as well (referring to the President's need to campaign personally in those states).

Please submit your response to the Office of the Staff Secretary.

Thank you.

CONFIDENTIAL

RECEIVED TO BE
ADMINISTRATIVE
E.O. 12011
BY

cc: Alexander P. Butterfield

- 2 -

THE WHITE HOUSE

WASHINGTON

November 22, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY *h*
SUBJECT: Governor Peterson --
New Hampshire Primary

Jeb Magruder reports that he talked to Governor Peterson about the New Hampshire primary situation and tried to steer him in a direction differently than what he was putting out in the article you saw in the STAR.

In addition, Harry Flemming is going to have lunch with Peterson tomorrow to try to straighten him out. Magruder says Mitchell has not talked to Peterson, nor does he think he should at this point in time.

*Well some one better
do it - instead of
trying.*

G → JSM

*11/23
3:15 P*

May
THE WHITE HOUSE
WASHINGTON

Paul
with
slipset

Date Dec. 7, 1971

NOTE TO: H. R. HALDEMAN

FROM: GORDON STRACHAN ✓

The Attorney General has defined the roles of the Committee and the RNC for the Campaign in the attached document prepared by Magruder.

Evans will explain the decisions to the RNC on December 9.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MS

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

December 7, 1971

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: JEB S. MAGRUDE

Attached is the document which was discussed on Monday, December 6, 1971, at a meeting held in the Attorney General's office attended by Harry Flemming, Fred LaRue, Tom Evans, and myself.

Attachment

*It is incredible that what
is really the most important item —
i.e. # 13 has not been settled.
I hope there is no signature for the
Number.*

L.

CONFIDENTIAL

RESPONSIBILITIES OF THE
REPUBLICAN NATIONAL COMMITTEE
AND THE
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
IN THE FORTHCOMING PRESIDENTIAL CAMPAIGN

1. CONVENTION RESPONSIBILITIES

The RNC will be in charge of running the convention. The Committee will have an advise and consent role in determining the convention program, key committee chairmanships, and any other activities deemed appropriate. *

2. ADVERTISING

The Committee will be responsible for placing and funding all advertising for the national campaign. The RNC will have an advisory role.

3. DIRECT MAIL

Vendor selection, funding and control will be done by the Committee, and the Committee's Director of Research will be in charge of the direct mail operation. The RNC Deputy Chairman for Research and Political Organization will play a key advisory role in this effort.

4. TELEPHONE OPERATIONS

The Committee will conduct a telephone operation similar to the neighbors program in 1968. This program should have better accountability than in 1968.

The RNC is planning a broader party-oriented telephone operation in conjunction with its proposed "TARGET '72" voter turnout program.

It is generally felt that there should be only one effective telephone operation for the entire campaign. This should be planned jointly by the Committee and the RNC with implementation by the Committee.

5. VOTER BLOC PROGRAMS

The Committee feels that four voter blocs are particularly important in this election. They are the farm, youth, elderly and transient voter groups. Because of this importance, the Committee will develop, fund and control these programs separately from the normal citizens activity and they will receive guidance from and report directly to the Campaign Director.

* Throughout this report, the term "The Committee" refers to the Committee for the Re-election of the President.

Since the Committee's programs are candidate-oriented, and the RNC programs are primarily party-oriented, they will supplement each other. This division of labor and concentration of effort, will assure maximum effectiveness for the entire range of voter bloc programs.

6. CITIZEN'S GROUPS

Unlike the 1968 campaign when the citizen's groups were separate, autonomous, uncontrolled, and in some instances abrasive in certain states when dealing with party people, they will be closely coordinated, strictly controlled and funded by the Committee and will report to the Campaign Director.

7. SPEAKERS BUREAU

The Committee will determine political speaking engagements of White House staff, Cabinet members, celebrities, athletes, etc., on behalf of the President.

The RNC now handles political speaking engagements for Senators, Congressmen, and prominent Republican Governors on behalf of the President. The RNC suggests that these should be centralized and coordinated within the Committee. The RNC plans to expand its speakers activity which is oriented to state and local races.

8. WOMEN'S ACTIVITIES

There will be individual funding of Committee and RNC women's activities. The Committee will work with the new emerging women's groups on a continuing basis.

Volunteers for Nixon will be a joint Committee/RNC effort under Committee direction. It is suggested that the women's RNC co-chairman work with the Committee in this area. The RNC feels that people on the RNC payroll should make up some of the Committee's staff.

9. POLLING

The polling effort will be funded and controlled by the Committee. Results of the polls will go directly to the Campaign Director. He will determine how the information is disseminated. The RNC Chairman and Co-Chairman will be kept informed of polling results on the same basis as selected key members of the Committee.

The RNC stresses the importance of including the party in this effort and feels that state party organizations should be given an opportunity to jointly fund or piggy-back on the Committee's polling operations. In light of this, it has been suggested that the RNC mail letters to the party chairmen in these 11-12 states under consideration, indicating that if they are interested in joint polling, they should establish contact with the Committee.

10. GENERAL RESEARCH

It has been suggested that:

a. The Committee have direct access to the RNC clipping service and MIRACODE.

b. The Committee needs to receive timely action on opposition research information requests. The RNC intends to add two people to the opposition research staff.

c. The principal RNC research staffer will maintain daily contact with the Committee's Director of Research.

d. Issue development is solely the responsibility of the White House and the Committee. The RNC will advise on issue development and, in turn, the RNC will be advised on all issues as they develop.

e. The Committee will be able to depend on the data base and software capabilities of the RNC in the areas of demographics and past voter behavior. It is hoped that the RNC can serve as the Committee's computer facility, and that RNC funding is sufficient in this area. The Committee's demographic staffer will work with the head of the RNC Data Processing Section.

11. COMMUNICATIONS

It has been suggested that there be a dual effort. The RNC will continue the hard attack in Monday and First Monday. The RNC has an obligation to its contributors not to distribute Monday free until after the convention, at which time the RNC plans to expand its circulation and information content.

It was suggested that the Committee should consider doing something similar to the Nixon Nominator or Nixon Elector in 1968. This program will begin after the President has become an official candidate.

12. PRESS ACTIVITY

It has been suggested that:

- a. The Committee will handle all candidate press activity.
- b. The RNC will concentrate on party-oriented press activity.
- c. All state press activity in behalf of the President will be handled by the Nixon Committees with coordination by the state party organization.

Both the RNC and the Committee agree on the need for party people to be involved in these state efforts.

13. ACTIVITIES IN THE STATES

The following activities are under consideration:

Voter Registration

Voter Identification

Get-Out-The-Vote

Ballot Security

Absentee Ballot

Transient Voter

It has been suggested that:

- a. An intensive voter registration activity, funded and controlled by the state party organizations, should begin in all states immediately. The Committee will be available to provide guidance and advice where necessary.
- b. After this initial voter registration activity, any further activity in any of the above programs that are developed by the RNC will be submitted to the Committee for approval.
- c. The Committee will provide funding through state Nixon Committees to those key states designated as "target" states.

d. Determination of target states will be made by the Committee in consultation with the RNC.

e. The relationship between state party organizations and state Nixon Committees will be determined by the Committee on a state-by-state basis.

f. It is generally felt that the current RNC Deputy Chairman for Research and Political Organization should be assigned exclusively to assist in overseeing these programs as a RNC staffer under the direction of the Committee's Director of Field Operations.

g. The Committee concurs in the RNC proposal to increase the current field force for the exclusive purpose of implementing these programs. The precise amount of this increment will depend on the development of these activities in the states and, consequently, the exact number of additional fieldmen will be jointly determined according to the requirements of the Committee. The field force will concentrate solely on the implementation of these activities and will receive guidance from and report directly to the Deputy Chairman for Research and Political Organization, who will in turn coordinate with the Committee's Director of Field Operations.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 7, 1971

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: JEB S. MAGRUDER

Attached is the document which was discussed on Monday, December 6, 1971, at a meeting held in the Attorney General's office attended by Harry Flemming, Fred LaRue, Tom Evans and myself.

This document was then revised in a subsequent meeting between Fred LaRue and Tom hvans and the changes were approved by the Attorney General.

Attachment

CONFIDENTIAL

RESPONSIBILITIES OF THE
REPUBLICAN NATIONAL COMMITTEE
AND THE
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT
IN THE FORTHCOMING PRESIDENTIAL CAMPAIGN

Approved
Dec 7, 1978 by:
Fred La Rue
for the Campaign Director
Thomas B. Adams
for the RNC - J.

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Director.

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c. The Committee will provide funding through ~~state Nixon Committees~~ to those key states designated as "target" states.

Campaign Director
Appropriate Committees to

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

November 24, 1971

MEMORANDUM FOR: JEB S. MAGRUDER
FROM: KEN RIETZ *KR*
SUBJECT: New Hampshire Campus Poll

The New Hampshire campus poll described in the President's news summary was not a mock election of the type we can control but a door-to-door canvass of dormitories at the University of New Hampshire in conjunction with a nonpartisan mass registration drive conducted by the student government organization. Our people knew of the registration drive and decided not to participate because it was a mass effort rather than a targeted drive.

Each person contacted was asked which primary he would vote in and then who he would vote for. Thus, while the article indicated the President was matched against McGovern and Muskie, this was not true.

I have asked our people to participate in the next canvass planned by the student government in an effort to control the results. This is currently unscheduled but planned for early December.

George Gorton still feels we could easily win a mock election against McCloskey and is planning one for February. We will carefully evaluate the situation and be certain of the results before scheduling such an election in New Hampshire or anywhere else.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

November 29, 1971

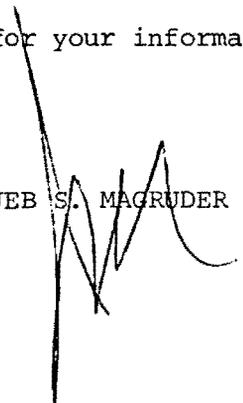
CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: New Hampshire Campus Poll

The attached memorandum is submitted for your information.

JEB S. MAGRUDER



CONFIDENTIAL

d. Determination of target states will be made by the Committee in consultation with the RNC.

e. The relationship between state party organizations and state Nixon Committees will be determined by the Committee on a state-by-state basis. *After consultation with the RNC*

f. It is generally felt that the current RNC Deputy Chairman for Research and Political Organization should be assigned ~~exclusively~~ to assist in overseeing these programs as a RNC staffer under the direction of the ~~Committee's~~ *CAMPAIGN* ~~Director of Field Operations.~~ *DIRECTOR.*

g. The Committee concurs in the RNC proposal to increase the current field force for the exclusive purpose of implementing these programs. The precise amount of this increment will depend on the development of these activities in the states and, consequently, the exact number of additional fieldmen will be jointly determined according to the requirements of the Committee. The field force will concentrate solely on the implementation of these activities and will receive guidance from and report directly to the Deputy Chairman for Research and Political Organization, who will in turn coordinate with the ~~Committee's Director of Field Operations.~~ *CAMPAIGN DIRECTOR.*

11/30

H F / JSM → A G Sat on RNC
H Flemming

NH - Bunnell announced.

Ready to announce

- Wisc - John McJuer - Van Pelt
- Neb - George Cook - 68 Am
- Ore - Wendall Wyatt
- N.C. - Jonas + Smith
- Ill - Houser
- Me - Harding
- Colo - Kohl
- S D - W E O'Brien
- Mo. - Harry Roos
- Utah - Dick Richards
- Nev - Cliff Young - 68 Am

Gov
Stan
Hathaway
will run.

Paul Bakalt will run
behind scenes ^{wife of Congressman}

- ~~Conn~~ Wyo. - Barbara Gosman
- Md. - Ed Thomas - St Sen
fr / Frederick. UP
- So Car - Hal Byrd
- Okla - Rita Moore (Henry
Bellmon →
Brew Mason, AA)
- Ariz. - Sam Mardian

Ready to set up - AG ap but
 not locked by Flemming,
 Ohio - Ray, Bliss - AG will handle
 meet next week w/ AG, Anne
 Idaho - Bill Campbell, advertising pr.

Final stages - AG aware of name
 but Flem still checking.

~~Miss.~~

Ala

Cal - AG, P. - set ? names 3-6 ^{mo's.}

D.C. - announced + then use around

N.D.

Fla.

N.Y. - AG on Rock

G.a.

R.I.s -

Mass

Tenn

Vt.

Contact but no name	Mich.	Keen.	Wash
	Ala.	Ky.	W.Va.
	Minn.	La.	
	Va.	Miss	
	Ark	Mont	
	Del	AG N.J. *	
	Flt	N.M.	
	Hawaii	Pa.	
	Ind	Pa.	
	Iowa	AG TX	

G → W
 re Arthur
 Fleming
 as aging
 in Camp.

25

St Amn as instructed by Flem

~~Not wrong about:~~

- ① pol discuss in st - status
- ② Structure of st - if not using '68 Nixon Amn on
- ③ Relationship w/ st party org.
- ④ Priorities -

Finance Amn + Fin Comn
only operating expenses

Delegates to Conven
Youth, Women Min's

- ⑤ How Camp programs
→ Women, Youth

Amn
told he has
final say

Flem doubts a pol +
told Camp people that
St Amn is top man +
can call Flem.

- ⑥ Press - announce piece,
Press contacts at minimum
at this time.



Get Raupinen schedule for Mail +
NH Chart - in NH

Deal
to Amn

AG has cc of mus 20 pp spe

Sun NT Times on EMK.

X Dent on Butz - either support or disapproval
G memo → H. - "withdraw"
confirmation tomorrow. ↑
quiet

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

*A
needn't
see
Q*

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

November 23, 1971

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Attached is our weekly report.

JEB S. MAGRUDER

~~✓~~ bcc: Mr. H. R. Haldeman

CONFIDENTIAL

POLITICAL

During the week we confirmed state chairmen in the states of Missouri and Colorado. Larry Roos, St. Louis County Executive, will handle Missouri, and Governor John Love will be our chairman in Colorado.

To date we have announced our Chairman in New Hampshire, and are ready for announcements in Wisconsin, Nebraska, South Dakota, North Carolina, Oregon, Illinois, Maine, Colorado, and Missouri. In the states of Arizona, Ohio, and Utah we have nearly finalized all details and should be able to announce these in the very near future. In Connecticut, the District of Columbia, Idaho, Nevada, and Wyoming we are close to a final decision on a chairman.

We attended the Republican Governor's Association meeting in French Lick, Indiana this past week. The Governors universally expressed strong support for the President and indicated a willingness to help actively in the re-election effort. They emphasized to us the importance of a strong communications link between our Committee and them, so that they may be best prepared to promote the President's programs and interests and to properly defend the Administration where necessary. Two Governors raised questions concerning patronage matters. They feel that all must pay greater attention to the political significance of appointments.

At French Lick, Governor Francis Sargent, who has previously been somewhat critical of the Administration, took a strong stance for the President, and publicly endorsed Vice-President Agnew as the President's running mate in 1972.

Visits to South Dakota and Minnesota both produced strong negative comments from party people on the selection of Earl Butz as Secretary of Agriculture. Mr. Butz's identification with agri-business, Ezra Taft Benson, and the academic community precipitated the reaction.

MOVIE INDUSTRY COMMITTEE

Dick Zanuck has agreed to be the chairman of the committee being formed within the movie industry for the President. The group is going ahead and lining up personalities to be on the committee and is awaiting word from campaign headquarters regarding the timing of a formal press conference and announce-

ment. In addition, Mike Maitland, who was present at a planning meeting in Los Angeles, is moving forward with his contacts in the record industry, particularly those in the country music field out of Nashville. Support for the President in this industry runs high.

ATHLETES

We are moving forward on organizing a sports figures committee. Our present thinking is to structure it along the same lines as the committee now being formed within the movie industry. We have been in contact with Sam Schulman, Vice-Chairman of the Board and Chairman of the Executive Committee, National General Corporation and the major stock holder of the San Diego Chargers. Mr. Schulman was present at the movie industry meeting in California which the Attorney General attended. He has indicated that he is very interested in helping us, and is reviewing the situation. We also have been going over the 1968 sports operation and will have a proposal on how we believe this area should be organized by December 3.

SCHEDULING

Cabinet Officers have now designated the person in each Department who will be the key contact for campaign scheduling. We are having a meeting of these people at campaign headquarters next week to work out all scheduling details. Scheduling activity is picking up with emphasis being placed on primary states and Lincoln Day dinners.

JEWISH

The furor over the planned construction of a large low income housing project in a heavily Jewish area of Forest Hills, New York has significance in several important aspects. The opposition to the location of this project came late in the day and when construction was about to begin. The controversy has generated wide discussion and coverage has been extensive in New York newspapers.

The significance lies in the following factors:

- A. Criticism is geared toward the issue of fear of a rising incidence of crime being generated by a large

low income project in the middle of a middle class neighborhood. Comments quoted in the newspapers point out that people's fear of crime changes the way in which they think of their neighborhood and the manner in which they live there.

- B. The neighborhood which is involved is different from the areas in New York where confrontation first occurred. The neighborhoods previously involved were deteriorating areas of the city. Forest Hills is a classic New York middle income area and The New York Times pointedly stated that the leader of the opposition to the project lived in a \$41,000 home. Thus, the great middle class of the Jews can identify with the confrontation.

YOUTH FILM

A film on youth ("Within the System") is being produced by Copley Publications. The film's purpose is to present the positive side of young people and their reaction to the President and the Administration. Copley will pay the entire cost.

Since the people we met with from Copley were determined to produce the film whether or not we participated, it was our feeling that we should get involved in order to influence the result as much as possible. Dean Coffin, the director of the film, has therefore agreed to let us recommend people and view the results before the film is finalized. He also agreed that anything we found objectionable would be taken out.

The format of the film will be based around the "rap" technique. People will be interviewed and asked questions about their situation, the country, the Administration, etc. Those responding positively will be matched with those responding negatively so the viewer will get a feeling that young people are responding to the complaints of other young people.

Many of the young people who worked in the Pete Wilson San Diego campaign will be used. In addition, Jack Kemp was filmed in a rap session at Kansas State, and we have recommended other Members of Congress and attractive pro-Administration young people.

It is important for the film to include a young person who is familiar with the President's private life, personality, etc. The proper kind of discussion of what the President is really like could lead to a very favorable reaction by young viewers. Dwight Chapin would seem to be the ideal person.

The film is scheduled for completion in early January.

YOUTH

Rietz
break.

The total number of new voters registered continues to be relatively small, with the exception of California where the totals have passed the 30% level. (In Los Angeles County more than 40% of the eligible new voters have registered.)

Our voter registration drive in Orlando, Florida, has completed its third weekend with 6,000 new voters uncovered who support the President. We are now registering these new voters. We plan to expand our voter registration activity in Florida, although the Republican National Committee has not cooperated in selecting a site or contacting GOP leaders.

The New Hampshire petition drive for new voters' signatures is at a standstill because so few young people have registered to vote. In the largest county we found only 10 registered Republicans 18-21 years old. We have, therefore, stepped up our mass signature and voter registration drive conducted by the youth organization. Our workers are going door-to-door in the major metropolitan areas seeking signatures and registering new voters.

Rietz has met with MacIver in Wisconsin, and that youth organization is beginning to take shape. It will help staff a voter registration drive in conjunction with the Wisconsin Republican Party in the spring.

Ken Smith is currently preparing a short briefing book for our speakers with emphasis on issues and accomplishments of the Administration. Also included will be some suggested speech outlines for relating what the President has done and how that favorably affects the individual young voter.

Our speakers bureau is in full operation; arrangements are underway for hooking Buchanan into a telephone question and answer session on how the President is briefed with several hundred students at Washington State University and students at the University of Idaho. A White House speechwriter

(probably Huebner) will attend the Associated Collegiate Press Convention (high school editors) in Chicago on Friday, November 26. Congressman Bill Steiger has agreed to speak at the University of Wisconsin at Madison about two weeks before the primary, and we will be placing a speaker (perhaps Richardson) into the Texas State Convention of Junior College Teachers in February. (These are all situations that the White House originally turned down as a matter of course and that we felt should be covered, so by use of both the White House and our personnel a call was made and speakers placed.)

A plan is currently being developed for placing our top level speakers (Morton, Kissinger, Rogers, Rumsfeld, Richardson) before a youth audience at least once a month for the next three months.

We have cultivated the vocational education groups and every indication is that there is a vast potential to be tapped here. We are developing a program to assemble in Washington 100 or so of their main organizers who support the President to outline to them the kind of organization we want to build and what help we can provide.

To highlight our whole effort and to show beyond any discussion the President's concern and respect for vocational education we will be recommending he attend the Distributive Education Club's national convention in Los Angeles in May or the Vocational Industrial Club's national convention in July at Roanoke, Virginia. We will recommend the Vice President attend the one the President is unable to address. In an effort to continue the personal identification of the President with vocational education, we will recommend Julie, Tricia and Mrs. Nixon attend the Future Homemakers Convention, the Office and Education Association Convention, and the Future Business Leaders Convention respectively.

WOMEN'S VOTE

Hauser and Steorts visited with Congressman Wendall Wyatt to discuss organizational plans in Oregon and to outline the integrated concept as to women. Wyatt was exceedingly receptive to the concept, so much so that he confessed his anticipatory concern that we might be coming by to urge an independent operation. He was agreeable to appointing good

women as city chairmen, and had several in mind. We discussed the type of woman to be appointed his co-chairman, and he was quite acceptable to our suggestion that a woman between 30-45 years would be best. He plans to scout several on his return and to select one before the year is out. We agreed that on selection of the top woman, Hauser would speak to Party women officials to bring them all into the act.

We received follow-up calls to our visit to New Hampshire. The frank discussion we had last week as to integration of women and bringing in of younger, fresher faces, registered very well, even with the older Party women who recognize the need for revitalization of the women's operation.

OFFICE

The space on the fourth floor of our building -- Suite 472 -- has been occupied and there are several new additions to the staff. Some of them are:

Dave Allen who has recently joined the research staff in the area of foreign policy issue presentation. Dave, who is Dick Allen's brother, had some experience in the 1968 campaign. He is a graduate of the Johns Hopkins University School of Advanced International Studies and has recently completed his active duty with the U.S. Army.

Peter Dailey will begin November 29 as our advertising director.

Arthur Finkelstein will soon join the research staff as the demographics analyst. He will be responsible for acquiring relevant census data and records of past voter behavior, and analyzing them for meaningful voter trends and strategy development. Art has previously worked with NBC in vote profile analysis and the 1970 Buckley campaign in New York. He is currently the president of a political consulting firm.

Bill Minshall has joined the Scheduling Staff and Curt Herge will be on board December 6.

Van Shumway will move here from the White House in December to direct the News Bureau.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

November 16, 1971

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Attached is our weekly report.

JEB S. MAGRUDER

*/*cc: Mr. Gordon C. Strachan

CONFIDENTIAL

YOUTH

With the second weekend completed in the Orlando voter registration drive, some 25,000 households have been surveyed, including all the new construction areas. All the Republican leaders in the country are now convinced it is a good idea, and word of the success is spreading throughout the state. A real feeling of participation exists, and among the more than 100 participants last weekend were some from as far away as 200 miles.

Under our urging, the Republican National Committee has agreed to initiate a voter registration drive in Los Angeles County. Our youth field staff will assist them in this effort which will be coordinated with the California State Central Committee.

The meeting Ken Rietz had with Young Republican leaders from 22 states last weekend was most successful. Fourteen state leaders committed themselves to initiating voter registration drives within the next several months in their state's five largest youth counties. These states include Florida, Connecticut, Illinois, Indiana, Kentucky, North Carolina, Minnesota, Ohio, Tennessee, Virginia, Texas, and New Jersey among our key states. The Attorney General's attendance at this meeting had a great impact on the success of the weekend.

In Tennessee, we have set up voter registration drives in Knoxville and Memphis. In Memphis, six high schools will be canvassed and new voters favoring the President will be registered. In Knoxville, five area high schools will be canvassed and registration drives conducted between December 6 and 10.

Ken Rietz met with George Cook and the Nebraska youth program has been started. Rietz has asked Cook to call a meeting of 20-25 young leaders which he would attend and:

1. Establish a schedule of speaking appearances by young spokesmen.
2. Establish a voter registration drive schedule and set goals and quotas.
3. Formulate a state organization plan including, if possible, the designation of state chairman, etc.

At this stage the following procedures have been established to handle youth speaking requests through Ken Smith.

White House. Biweekly meetings of an "ad hoc" group of 2-3 persons are held with the head of our youth speakers bureau chairing the group to decide on all requests for speakers in the youth area sent to the White House.

If the decision is made not to go, the letter of regret is mailed. If it is a Presidential appearance request and it is a place we would like to have a speaker, a letter of regret is sent expressing willingness to send another speaker. During that time a final assessment will be made and the wheels set in motion lining up an appropriate spokesman. From there, in most cases, the White House operation will make contact with the speaker and with the group requesting him to make arrangements.

In some cases where appropriate, our man will do the contact work and set up the arrangements -- but in every case he will be aware of who is going where and when, and we will be on top of the overall picture to make changes and shift emphasis immediately if necessary.

Regarding the second and third levels of the Administration, which carries much of the speaking load, a meeting of their youth advisors is being set by the White House to give guidelines on the thrust and emphasis we would like them to make in their speeches. Further, a simple form has been prepared for the speaker to fill out giving location and reaction to each speech so we get some feedback and are able to keep on top of how our total resources are being used. Finally, a list of who is going where is prepared weekly at the White House, and our man will have that so he can insert other engagements into the speaker's schedule where possible.

Republican National Committee. A similar weekly meeting is held with the RNC people - Special Projects, Young Republicans, College Republicans - to review requests for speakers to youth groups. Again, in most cases, they will carry out much of the contact and leg work after each engagement has been reviewed and a decision of acceptance reached. We will meet with the "Friends of Richard Nixon" group of 100 (two from each state) young, articulate state legislators who will be touring their local areas speaking on behalf of the President. This group currently is being formed at the RNC.

Congressional Advisory Board to the Young Voters for the President. Ken Smith has now met with all of those on the Advisory Board to discuss the types of groups, issues and forums each member would feel able to speak to and any particular problems each member has in any facet of the whole effort. At the same time, each was brought up to date where we are now and our direction for the

BS

future. They all appeared enthusiastic and ready to go.

Coordination. The above arrangements should put us in the position of coordinating the total speaking effort directed at the young voters. Almost without exception, the cooperation has been excellent. Already we have been able to form a single response to a request for a speaker from the University of New Hampshire that was sent to four offices in the White House, to the RNC and to the YR's. What had been bogged down in uncertainty and confusion for several weeks was cleared away in a matter of hours.

JEWISH

Larry Goldberg spent November 9-14 at the General Assembly of the Council of Jewish Federations and Welfare Funds of which Max Fisher is president. Each Jewish community organizes itself as a broad "United Fund" kind of organization and this convention is where all of the communities come together once a year. Over sixteen hundred people were in attendance representing the broadest reach of Jewish leadership in one place.

In hundreds of conversations the following judgments might be made:

1. There is a feeling of overall respect for the competency of the Administration which has been heightened by the activism of the last few months. Correspondingly, there is almost a complete lack of any of the negative personal feelings about the President which were present in previous years.
2. The security of Israel issue is overwhelmingly the predominant concern. The Phantoms are the most recurring item of conversation and the issue is focused on the delivery decision.
3. The State Department and Secretary Rogers correspondingly are a great source of irritation and bad feeling. The testimony last week by Under Secretary Davies on Soviet Jewry in the House and the way in which it was carried by The New York Times only accentuated this.
4. In discussions about the Administration, there were only random comments about the Supreme Court nominations. The same is true for the Administration record in the great social issues. The Jewish community's concern at this time is not directed toward the liberal coalition.
5. Many expressions of support were offered which are dependent upon a favorable announcement concerning the Phantoms.

Will they vote for us

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WOMEN

Hauser and Steorts visited the New Hampshire Nixon Committee on November 15 to outline the "integrated" concept and to press rapid naming of a top woman and an appropriate volunteer structure. The integrated concept was very well received by Dwinell, Walker and the leading women (Federation and Assistant State Chairwoman and Committeewoman). A top woman, to be designated as Co-Chairman of the Nixon Committee, will be selected by Dwinell no later than mid-December. Various women are being reviewed for designation as city, county and district chairmen and other key spots in the state organization. Plans for a statewide Nixon Women's Leadership Conference in mid-February were discussed and set in motion.

Hauser addressed a luncheon on Capitol Hill of Republican Administrative Assistants to Congressmen from California (off-the-record). The "integrated" concept was very enthusiastically received by this group, who promised names of new faces in California, younger people who were active in recent Congressional races and who might not be known to top-level state leadership. Similar lunches with A.A.'s of other states are being arranged.

A meeting was also held at Committee offices with top women appointees in Nixon Administration to apprise them of campaign plans and solicit their support.

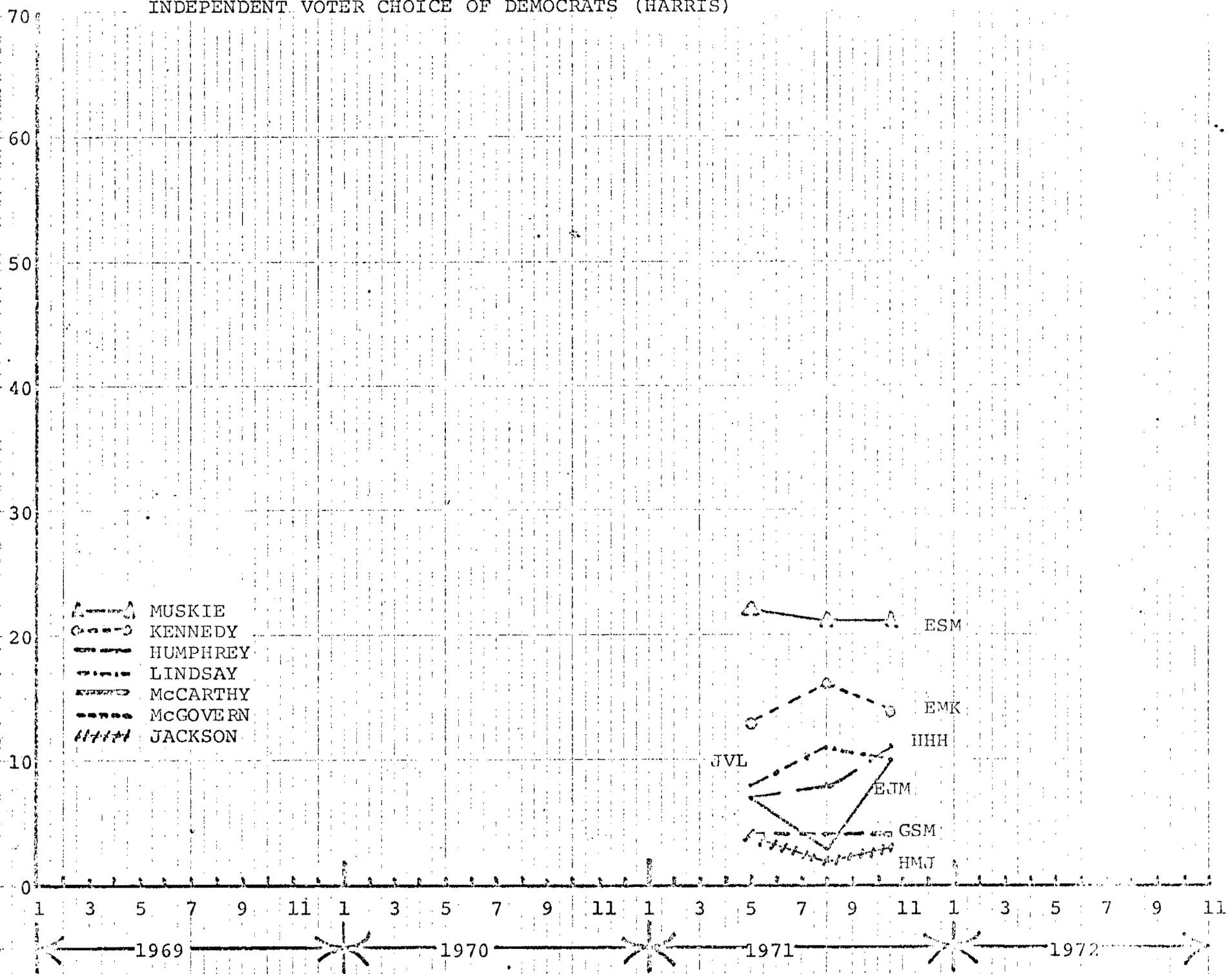
GOLDWATER

At the President's request, all arrangements for scheduling Senator Goldwater into "Presidential-type" appearances have been finalized. We have met with Goldwater's scheduling people, the President's appointments office and Ron Walker, the President's chief advance man, and will work together to ensure the program's success. Senator Goldwater has agreed to do one such event per week, and an advance man will be made available to him for such events.

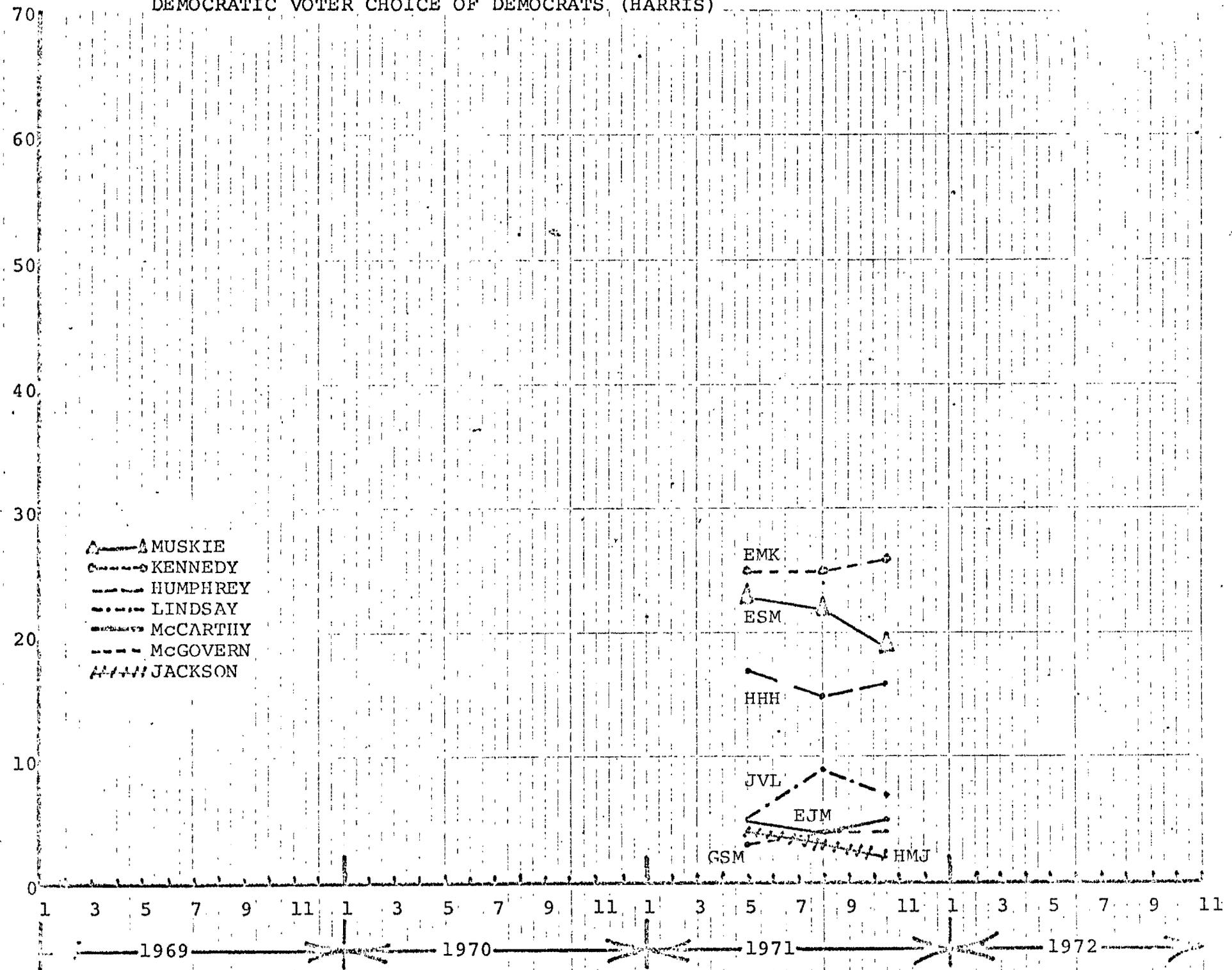
POLLS

The Harris Survey for the Democratic primary candidates was updated in mid-October and the results were published on Monday, November 15, 1971. See attachments.

INDEPENDENT VOTER CHOICE OF DEMOCRATS (HARRIS)



DEMOCRATIC VOTER CHOICE OF DEMOCRATS (HARRIS)





REPUBLICAN STATE CENTRAL COMMITTEE OF KENTUCKY

November 10, 1971

MEMORANDUM

TO: Rob Odle
Committee for the re-election of the President

FROM: Danny Boggs, Assistant to the Governor, Frankfort
Gordon Wade, Executive Director, Republican State Central Comm.
Louisville,

RE: Kentucky Governor's Race Implications

This will briefly summarize the 1971 Kentucky Gubernatorial election as it relates to the 1968 and 1972 Presidential races.

Background: Kentucky is a nominally Democrat state (2 to 1 registration advantage) which has voted predominantly Republican in recent state-wide elections. GOP Presidential nominees carried the state in 1956, 1960 and 1968. GOP Senatorial nominees have won 6 consecutive elections since 1956. Louie B. Nunn barely lost the Governorship in 1963 and came back to win it in 1967 becoming the first Republican Governor in 20 years. In 1968 Richard Nixon carried Kentucky with 43.8% of the vote to 37.7% for Humphrey and 18.3% for Wallace.

The 1971 Gubernatorial Campaign:

State Law prevented Governor Nunn from succeeding himself. The GOP candidate was an attractive but unknown attorney, Tom Emberton, a former executive assistant to Nunn. Emberton ran a well financed campaign which concentrated on local issues and attempted to capitalize on his fresh engaging personality. At no time did Emberton attempt to inject national issues into the campaign, nor did he try to link his opponent to the sins of the national Democrat Party.

Emberton's opponent was Wendell Ford, the current Lt. Governor and former national President of the Jaycees. Ford's objective was to capitalize on his Party's 2 to 1 registration advantage by campaigning against the Nixon-Nunn team. He repeatedly railed against tax increases of the Nunn administration and the economic squeeze/freezes of the Nixon administration.

JOHN H. KERR, JR., CHAIRMAN, LEXINGTON. GORDON WADE, EXECUTIVE DIRECTOR, LOUISVILLE.
MRS. GUS PARSLEY, VICE CHAIRMAN, BROWNSVILLE. MRS. JOHN W. YOUNG, SECRETARY, LOUISVILLE.
NORMAN FARRIS, TREASURER, SOMERSET. BEN B. FOWLER, LEGAL COUNSEL, FRANKFORT. MRS. WALDO REDMAN, WOMEN'S ORG. CHWMN., CLASGOW.
MEMBERS REPUBLICAN NATIONAL COMMITTEE FROM KENTUCKY: EDWIN G. MIDDLETON, LOUISVILLE; MRS. HAROLD BARTON, CORBIN.

1322 HEYBURN BUILDING, LOUISVILLE, 40202, 585-4165.

November 10, 1971

Page 2

MEMORANDUM TO: Rob Odle

Kentucky Governor's Race Implications

Conclusions and Principal Findings: From the standpoint of Presidential politics, the most important development of the Kentucky Gubernatorial race was the Democrat Candidate's success in attracting the predominantly rural Wallace voter back to his nominal political home, the Democrat party. Of only slightly less significance was his ability to score such a large electoral victory (60,00 votes out of 930,000) without normal black Democrat support. Obviously, the Democrat Presidential nominee who was able to attract for whatever reason the support of both disaffected Wallacites and blacks would sweep Kentucky in 1972.

The Wallace Vote: A precinct by precinct vote comparison of the 1968 Presidential race vs. the 1971 Gubernatorial race indicates the overwhelming majority (75% or more) of the Wallace voters returned to the Democrat party in 1971 to vote for Wendell Ford. Tom Emberton was simply unable to attract a significant number of the predominantly rural Wallace voters to the Republican ticket. The table below shows the close correlation between the Nixon vote in his 1968 3-way race for President and the Emberton vote in his 1972 race for Governor.

NIXON-EMBERTON VOTE PERCENTAGES

CONGRESSIONAL DISTRICT	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>Total</u>
	<u>%</u>							
Nixon 1968	32.3	44.2	39.4	46.8	60.3	42.7	42.6	43.8
Emberton 1971	35.4	42.4	43.5	47.1	58.1	40.1	42.5	44.3

In most rural areas, the Ford vote percentage was practically identical to the combined Humphrey-Wallace percentage in 1968. A one county example will suffice. In 1967, Louie Nunn carried predominantly rural Bullitt County by 12 votes. In 1968 Wallace barely carried the County in what was a near 3-way dead heat. In 1971 Emberton lost the County 2 to 1 with nearly all the Wallace votes going directly to Wendell Ford.

The Black Vote: As can be seen in the table above, the largest difference between the Nixon and Emberton percentages occurred in the 3rd Congressional District (the city of Louisville) where Emberton did relatively better because the large black vote which turned out for Democrat Humphrey in 1968 did not materialize for Democrat Ford in 1971.

Specifically, in 1968, President Nixon lost 68 predominantly black precincts in Louisville by 12,000+ votes. Emberton lost these same precincts by only 5,000 votes. Turn out was, of course, much lighter in '71 than in '68 and also, Emberton was able to garner a higher percentage of the black vote than the President. This is probably

November 10, 1971

Page 3

Memorandum to: Rob Odle

Kentucky Governor's Race Implications

traceable to Humphrey's all out attempt to woo the blacks vs. Ford's infrequent and half-hearted sallies into the black community. We would anticipate a heavy black Democrat vote in 1972 for the Democrat presidential nominee although the Ford vote does give us hope that the margin can be cut given the right kind of Democrat Candidate.

Suburban Vs. Rural Voters: The Republican nominee ran relatively well in the suburbs. He carried the upscale White Collar Louisville suburbs (A District) with 61.7% of the vote vs. 62.3% for Nixon in 1968. He lost the middle-class blue collar suburbs of Louisville (C District) with 43.7% of the vote but ran ahead of President Nixon who got 38.3% in 1968. Rural areas voted overwhelmingly for Ford. In fact, preliminary figures indicate that practically all of the difference between Nunn's 28,000 vote win in 1967 and Emberton's 60,000 vote loss in 1971 can be attributed to the 1/3 of the state's 3,000 precincts which could be classed as "rural" plus a few blue collar Wallace-oriented urban and suburban precincts.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 15, 1971

MEMORANDUM FOR:

LARRY HIGBY

FROM:

JEB S. MACGRUDER

Attached is a copy of the letter to the National Observer in response to their editorial, "Agency Men on Pennsylvania Avenue," which you brought to my attention.

cc: Mr. Gordon Strachan

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

December 14, 1971

Mr. Henry Gemmell
Editor
The National Observer
11510 Columbia Pike
Silver Spring, Maryland 20910

Dear Sir:

It was a disappointment to see your recent editorial "Admen on Pennsylvania Avenue" because of the similarity which it bore to an earlier misleading editorial in the Evening Star ("The Agency Men"). What was particularly depressing was the fact that your editorial did not take into account the subsequent letter to the editor which I wrote correcting the Evening Star's misstatement of facts and misleading conclusions. I hope that the problem was only that Daniel Henninger merely did not see the enclosed letter. Since all too often a specific misstatement of fact in one newspaper can lead to a series of mistaken impressions which are given more general coverage, I would hope that you will give as much attention to this clarification as to your editorial.

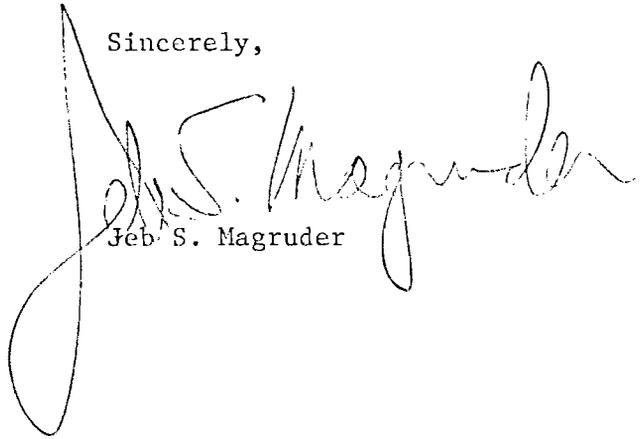
It is my earnest hope that your editorial was written without knowledge of the later clarification and not in spite of it. Without question, your editorial, "Admen on Pennsylvania Avenue," is misleading in its assumptions and conclusions.

The editorial clearly implies that President Nixon was somehow more "managed and processed" than the other candidates. In fact, as my earlier letter points out, virtually all candidates for major statewide and national office in recent years have used filmed television commercials as well as ads in newspapers, billboards, etc. This is true of the candidates of both major political parties and it's hard to imagine any reason for criticizing the candidates for using this highly effective method of carrying their message to the people.

The creation of the in-house agency task force is a practical and sound approach to the difficult problems which are posed by the communications requirements of national campaigns and is not unique to the Nixon campaign. In fact, the major advertising agencies use an "anchor and loan" program which encourages their people to participate in the political process. Under this arrangement their regular employer is reimbursed by the campaign agency for the cost of the individual's compensation and fringe benefits so that the regular employer will not be in the position of making corporate contributions to a political campaign by providing personnel. On the other hand, it enables the campaign agency to seek personnel who are committed to the candidate and who want to work on the campaign. And, the campaign agency is set up only for the duration of the campaign.

"Anchor and loan" has been part of the advertising business for fifteen years and is considered by most knowledgeable people in the advertising business to be a very good solution to what has been an extremely difficult problem. The creation of the agency will certainly not have the effect of altering the performance of the President or shielding people from his policies but, instead, it represents an important step toward achieving a more effective form of communication.

Sincerely,

A handwritten signature in cursive script, reading "Jeb S. Magruder". The signature is written in dark ink and is positioned above the typed name.

Jeb S. Magruder

Enclosure

Letters to the Editor

'The Agency Men'

SIR: The false premise, the misstatement of facts, and the unjustified conclusion in The Star's editorial, "The Agency Men," are all cause for considerable concern.

Most disturbing, probably, is the fact that The Star has fallen into the increasingly common trap of basing a case on the supposed facts in a news story, even though they have since been clearly refuted.

This is reminiscent of the shocking case of the reported administration plan for genocide of the Black Panthers, which was based on a news story alleging that a certain number of Panthers had been killed by the police. A long series of articles, editorials, etc., grew out of the original false story without anybody bothering to check the actual facts until an enterprising New Yorker writer did so to the consternation of the journalistic fraternity. The Star seems to have done the same thing — believing its own story about advertising agency plans for the 1972 political campaign — in spite of the fact that most newspapers later carried the denial of that story and the statement of actual facts. This tendency to build a series of conclusions based on a false story is extremely reserrate.

The first three paragraphs of the editorial developed the thesis of "some individuals... plans" to make the case that President Nixon was "regretted, market-tested and sold to the electorate like a new brand of cigarette or cigarette through a cleverly concocted series of biased television commercials. . . ." This, at best, is a rather cheap shot, since a simple check of the facts will disclose that in recent years virtually all political candidates for any major state, or federal office have used filmed television commercials, as well as ads in newspapers, billboards, etc. This is true of the candidacy of both major political parties and it's hard to imagine any reason for criticizing the candidates for using this highly effective method of carrying their messages to the public.

Not Set Up by White House

The editorial then went on to claim that "the administration (is) taking it one step further with the establishment of the White House's own ad agency for 1972. Herded by Robert Halloran, a top adviser. . . ." The facts of the matter are that the Committee for the Re-Election of the President has indicated its intention to set up a fund-raising and publicity agency for the 1972 campaign. The agency is not being set up by the White House, and Black and White citizens will have nothing to do with the operation or management of this organization, and that fact has already been clearly stated by Presidential Press Secretary Don Ziegler.

That this "non-profit group will buy time and space in the media, thus saving the commission normally paid a regular agency" should be clearly a false premise to anyone who understands the advertising business. It's somewhat similar to saying that a company might save the cost of legal fees by hiring house lawyers rather than retaining a law firm. It's not a matter of saving the fees, it's a question of whether to pay them to a law firm or to employees of the organization. In this case, the commission usually paid by the media to the regular agency will be paid to the campaign agency and will be used by that agency for reimbursing the costs of personnel, operating expenses, etc.

The implication in the editorial that this plan is considered "a cheap trick" by Madison Avenue is totally misleading. As a matter of fact, the American Association of Advertising Agencies is very much in favor of the concept of a special agency being set up to handle a political campaign. There is a very difficult problem for any existing agency in taking a political account, especially one as large as a presidential campaign. First, it is totally disrupting for a short period of time to the agency's normal client service. Secondly, it creates the problem of asking agency personnel, who may not believe in a candidate, to work on the development or placement of his advertising, and third, it is usually a heavy financial proposition for the agency because it requires the commitment of such a large number of people over such a short period of time.

Ad-Men "Borrowed"

In order to deal with these difficulties, the concept of a campaign task force agency was developed. In this type of organization, as will be the case with the one planned by the Committee for the Re-Election of the President, personnel are "borrowed" from various advertising agencies. Their regular employer is reimbursed by the campaign agency for the cost of the individual's compensation and fringe benefits so that the regular employer will not be in the position of making a corporate contribution to a political campaign by providing personnel. On the other hand, it enables the campaign agency to seek personnel who are committed to the candidate and who want to work on the campaign. And the campaign agency is set up only for the duration of the campaign. This is considered by most knowledgeable people in the advertising business to be a very good solution to what has been an extremely difficult problem. I would venture to say that The Star, with a little checking, would find that this is not despised by Madison Avenue as a cheap trick but rather, highly regarded by Madison Avenue as a very sound and practical move.

The last paragraph of the editorial, suggesting that the next logical step would be for the administration to set up its own television network, does not deserve comment.

Job S. Magruder,
Committee for the Re-election
of the President.