

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>
29	1	2/14/1972	<input type="checkbox"/>	White House Staff	Memo	From L. Higby to Gordon Strachan RE: Documentary Film Situation. 1 pg.
29	1	2/9/1972	<input checked="" type="checkbox"/>	White House Staff	Memo	From Peter Dailey to H.R. Halderman RE Documentary Films. 1 pg.
29	1	2/15/1972	<input checked="" type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to H.R. Halderman RE National Journal reference. 1 pg.
29	1	2/12/1972	<input checked="" type="checkbox"/>	White House Staff	Other Document	From Murray M. Chotiner to H.R. Halderman RE: Nixon and Jewish Political Power article. 3 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
29	1	2/8/1972	<input type="checkbox"/>	White House Staff	Memo	Title:Documentary Films: Campaign and Convention. This document discusses a documentary film on President Nixon.[Portions of document contain light ink]. 74 pgs.
29	1	2/9/1972	<input type="checkbox"/>	White House Staff	Memo	From H.R. Haldeman to Gordon Strachan. Title: Creative, Media, Promotion, New Hampshire and Florida. 33 pgs.
29	1	2/16/1972	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to H.R. Haldeman. RE: White House Budget/Committee for the Re-Election of the President--Support. 7 pgs.
29	1	2/10/1972	<input type="checkbox"/>	Campaign	Report	From Jeb S. Magruder to the Attorney General (bcc: H.R. Haldeman). RE: Attached Weekly Report. 23 pgs.
29	1	2/8/1972	<input type="checkbox"/>	Campaign	Memo	From Robert C. Odle, Jr. to Mr. Clifford A. Miller. RE: Statler Hilton. This documents concerns reservations procedure. 4 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
29	1	1/24/192	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder. RE: Special Interest Mailings in the Florida Primary. 1 pg.
29	1	1/18/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb Mcgruder to Gordon Strachan. RE: Direct Mail and Florida. 1 pg.
29	1	1/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Jeb S. Magruder to Mr. Gordon C. Strachan. RE: Teachers and Politics. This document concerns a committee for teachers, school and college administrators, professors, etc. 1 pg.
29	1	2/9/1972	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to Gordon Strachan. RE:Republican National Leadership Conference. 1 pg.
29	1	2/12/1972	<input type="checkbox"/>	Campaign	Memo	From Murray Chotiner to John Mitchell and H.R. Haldeman. RE: New Hampshire. This document concerns campaign information regarding New Hampshire. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 309

Folder: 16 Campaign-Part II Feb. 2-Feb. 16, '72

<u>Document</u>	<u>Disposition</u>
1	Retain Open
2	Return Private/Political Memo, Higby to Strachan, 2-14-72
3	Return Private/Political Memo, Dailey to HRH, 2-9-72
4	Retain Open
5	Return Private/Political Note, Strachan to HRH, 2-15-[72]
6	Retain Open
7	Return Private/Political Report, "Documentary Films..." n.d.
8	Return Private/Political Note, Strachan to HRH, 2-9-[72]
9	Return Private/Political Memo, Strachan to HRH, 2-16-72
10	Return Private/Political Memo, Magruder to the AG, 2-10-72
11	Return Private/Political Memo, Odle to Miller, 2-8-72
12	Return Private/Political Memo, Magruder to Strachan, 1-24-72
13	Return Private/Political Memo, Magruder to Strachan, 1-24-72
14	Return Private/Political Memo, Magruder to Strachan, 2-9-72
15	Return Private/Political Memo, Chotiner to Mitchell & HRH, 2-12-72

THE WHITE HOUSE
WASHINGTON

February 14, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY L
SUBJECT: Documentary Film Situation

Bob has reviewed the documentary film situation and indicated how he feels about the whole project. You may want to review these notes with Chapin or someone else before you tackle the documentary crew with his particular feelings.

G → Chapin 2/14
→ Dailey 2/15

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT •

L

February 9, 1972

MEMORANDUM

*Reading on
plane
see my
notes*

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: PETER H. DAILEY
SUBJECT: Documentary Films

The attached recommendation brings together a number of different views on content and usage of these films. They now relate to specific objectives rather than being just narrative.

If you agree with the general concept we will proceed to the next step: script outline and more specific budgeting. By then we should also have a media reaction.

David Wolper will probably produce if his costs are reasonable.

*H-
More of C agree with this / Peter Dailey
C*

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THE WHITE HOUSE
WASHINGTON

Date: Feb. 15

TO:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

Chotiner's comments about his discussion with the National Journal is interesting in light of the reference to you on the next page.

From the desk of . . .

MURRAY M. CHOTINER

February 12, 1972

FOR: H. R. HALDEMAN

For your information. The underlined portion was my quote. I thought it better to do it anonymously.

A handwritten signature in black ink, appearing to read "Murray". The signature is fluid and cursive, with a long horizontal stroke at the end.

MMC:bh
Enclosure

SUITE 500
1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D.C. 20006
TELEPHONE 202 298-9030

Nixon and Jewish Political Power:

During the 1968 Presidential campaign, Richard Nixon, in an unpublicized meeting at his former Fifth Avenue apartment with 14 prominent Jews, said he was well aware of a pro-Arab bias in the State Department, which he promised to consider in reaching decisions.

Mr. Nixon also told the group: "I intend to have many Jews in my Administration, not because they are Jews but because they are smart."

Nearly four years later, the President's relationship with the U.S. Jewish community remains a delicate one. The doors of the White House remain open to Jewish groups, but there is no one there to whom their leaders feel they can talk.

Mr. Nixon has a few personal links to the organized Jewish community, such as Jacques Torczyner, 57, former president (1965-70) of the Zionist Organization of America and one of the few men who have led a professional Jewish group and also are strong Republicans.

Despite the Nixon-Torczyner relationship, most Jewish leaders view the White House record toward their political interests as one of indifference.

Influence: A political analyst, speaking privately, said: "The Jewish influence in this country is divided between votes and money. Jewish donations to political causes are out of proportion to their numbers and over-all wealth. This has some influence on all candidates, but Nixon is not nearly as influenced as any Democrat would have to be."

"Jewish political power has been all but ignored by the Nixon circle," said Warren Adler, a Washington-based public relations and advertising man who represents several Jewish groups, including the Jewish War Veterans.

Adler, who worked in the 1968 Nixon campaign and then served until 1970 as a \$25,000-a-year consultant on Jewish affairs to the Republican National Committee, said he was "personally disappointed" by what has happened and added: "There is a trade off. American Jews get nothing. The President takes care of Israel, because it fits in with the grand design of his global strategy."

The Governor of a large state has said that Mr. Nixon once told him: "I owe nothing to the American Jewish community, but I'm not going to let that affect my support of Israel."

There are about 3 million potential Jewish voters. Large blocs of Jewish voters live in New York, Pennsylvania, California and Illinois. According to a post-election analysis by the GOP, the President received about a third of the 350,000 Jewish votes in California (which he won) and about 20 per cent of the vote nationwide in 1968.

Challenge and response: The chief complaints voiced against Mr. Nixon's "Jewish" record are that:

- He has not spoken before any Jewish groups since taking office, although he has addressed, for example, the Catholic Knights of Columbus.
- He has broken the 20th century custom of a "Jewish seat" on the Supreme Court. None of the six persons he nominated to the Court is Jewish.
- He has named relatively few Jews to high positions in his Administration and none to his Cabinet.

A Nixon friend who is Jewish responded to these allegations, but he asked not to be quoted by name.

Regarding Mr. Nixon's decision to decline speaking invitations from Jewish groups, the friend said: "With the Middle East situation as sensitive as it is, that subject is obviously going to come up before a Jewish audience and that's not the kind of thing you can discuss with candor on a public platform."

Regarding Mr. Nixon's decision to drop the "Jewish seat" on the Supreme Court, the friend said: "There are only nine persons on the Supreme Court. Do you have to make sure there is also a Baptist on the Court? I don't know whether there is a Baptist there or not. The point is, they don't make it an issue. Why make it an issue for the Jewish people? Such issues are raised only by 'professional' Jews."

Regarding the naming of Jews to the Administration, the friend said: "I don't think the average Jewish voter cares a hoot whether a Jewish person has been appointed by the President to any particular office."

A better test, the friend said, lies in the President's character. As he put it: "In an off moment, when a person isn't being careful about what he's saying, he might make some crack. I've known him (the President) since 1946 and never once have I heard him make a crack or reference about anybody of the Jewish faith that could be considered out of line in the slightest."

The inner circle: Jews working in the White House include Henry A. Kissinger, assistant to the President for national security affairs, and Leonard Garment, a special consultant to the President (for civil rights and arts and humanities).

Other Jews in high Administration positions include Herbert Stein, the new chairman of the Council of Economic Advisers; Arthur F. Burns, chairman of the Federal Reserve System's board of governors, and Walter H. Annenberg, the U.S. Ambassador to Britain. Murray M. Chotiner, a long-time political adviser to the President, who resigned as his special counsel last March to join the Washington law firm of Reeves and Hamilton, is Jewish.

Garment-Adler, the former GOP Jewish consultant, observed, "When you are Jewish and close to power, you may develop a new point of view."

"No one is now assigned by Nixon as his (staff) conduit to the Jewish community. The President, in all probability, sees Garment as carrying out this role, but Garment does not see himself in this role."

"Garment is a Yeshiva (religious school) graduate, who went to Brooklyn College and on to a Wall Street law firm. He does not want to be tagged as the White House Jew. When problems come up, he tells people, 'You have to let me handle this my way. I know how these people think.'"

Garment said he does not spend a substantial amount of time on "Jewish" problems.

"I've called on him once or twice," a Washington spokesman for a Jewish group recalled. "I don't think he wants to become involved."

Fisher-The President's principal liaison man to the Jewish community is Max M. Fisher, 63, a Detroit millionaire, named by *The Detroit*

Bridging a Delicate Relationship

News last July as one of the 10 "Big Wheels" of the city.

In 1968, Fisher contributed \$107,000 to Republican candidates, shifting his support to Nixon after George Romney withdrew from the New Hampshire GOP primary.

It was Fisher who arranged the 1968 meeting in the Nixon apartment. He also arranged the only announced meeting the President has had with U.S. Jewish leaders while in office.

Mr. Nixon met Dec. 30, 1970, with Rabbi Herschel Schacter, chairman of the American Jewish Conference on Soviet Jewry, and William A. Wexler, chairman of the Conference of Presidents of Major American Jewish Organizations, which has 26 affiliates. They talked about the treatment of Jews in the Soviet Union.

"I worked for him in 1968 and I intend to work for him in 1972, both on the political and financial side," Fisher said in an interview. "I attempt to convey the expressions and feelings of the American Jewish community. I also like to be in a position to know what Administration policy is. It's a sort of a two-way street."

In April 1969, Fisher was named as a special adviser to the President on urban and community affairs. In November 1969, the President established the National Center for Voluntary Action and named Fisher as chairman of the center, a privately financed clearing house for voluntarism. In February 1970, Fisher resigned to return to his oil, real estate and financial interests.

Warren Adler said that Fisher, while in Washington, was "treated abominably." A Washington lawyer who has known Fisher for years said: "Between campaigns, Max was ignored and insulted. Now he is arranging for important Jews to have lunch with the President. He's the coordinator; he's got the portfolio.

"In a sense, events have turned a full circle for Max. He's back, saying that Nixon is the best President Israel ever had and that if you don't contribute to his (1972) campaign, you are going to alienate him."

Fisher said: "The President has been more than fair in his dealings with me. I was offered a position in

the Administration, but I didn't want one. I'm primarily a businessman and I see this work as an avocation."

When not doing business, Fisher divides his time between Republican politics and Jewish philanthropy. He has been general chairman (1965-67) and president (1968-69) of the United Jewish Appeal and is currently president of the Council of Jewish Federations and Welfare Funds Inc., the central coordinating body of U.S. Jewish charities.

He also is one of the eight founding members of the Committee for the Reelection of the President, whose staff is laying the groundwork for the 1972 Nixon reelection campaign. (*For a report on the committee's functions, see Vol. 3, No. 37, p. 1876.*)

Goldberg—At the staff level, the man designated to enlist Jewish support for the campaign is Larry Goldberg, 40, a Rhode Island Republican recommended by Fisher.

Goldberg joined the reelection committee's staff in October, leaving Providence where he helped build a family business, American Leisure Products Corp., which has been sold. Goldberg has a law degree from Harvard Law School and served in 1959-60 as legislative counsel to the Small Business Administration.

He has been active in GOP campaigns since 1956. Before assuming his Nixon campaign staff role, he was New England chairman of the Anti-Defamation League, a division of B'nai B'rith.

"I'm not a power broker," Goldberg said in a brief interview. "I would like to run as low a profile as possible because my position is very sensitive at this point. Everything is still in the planning stage. But I don't want to come across as the guy who is in charge of the Jews. It's far less structured than that."

One of the committee's administrators, Robert C. Odle Jr., said Goldberg would spend more than half his time working with the Jewish community in the coming campaign.

Analysis: Fisher is the dominant figure in Nixon political planning toward the Jewish community. Under Fisher's management, some strains have developed behind the scenes. Among them:

- Some of the President's key advisers have written off the Jewish community politically and do not believe Mr. Nixon should make a major effort in what they regard as a losing cause. Among those who lean toward this view is H. R. Halde- man, assistant to the President and White House chief of staff.

- With Adler's departure from the Republican National Committee ("the new guys came in and cleaned house"), there is no one within the formal party structure or in the White House staff who specializes in Jewish affairs. (But Sen. Robert Dole, R-Kan., the party's national chairman, is one of Israel's staunchest supporters in the Senate.)

- Fisher's supreme role is resented by some Jewish leaders who are friendly to the President. As one of them put it privately: "If he thinks you're not a big shot, Max can be terribly brusque. Besides, he's too UJA-oriented. Unless you're one of Max's UJA guys, you can just about forget getting through to the President."

- A campaign role has yet to be found for Garment, who briefed Mr. Nixon for an important campaign appearance before a key Jewish umbrella group, the Conference of Presidents, in 1968.

Garment is an alumnus of the "Nixon firm," now known as Mudge, Rose, Guthrie and Alexander. Another alumnus is Attorney General John N. Mitchell, who is likely to play an important political role this year.

In 1968, Mr. Nixon also was briefed on Jewish affairs by Martin R. Pollner, now director of the Office of Law Enforcement in the Treasury Department. Pollner was an associate in what was then the Nixon law firm before being recruited as a campaign aide by Garment.

"Marty is one of the best guys Nixon has," a Jewish lawyer in Washington said privately. "But with Max running the show, I doubt he'll ever surface."

Said Adler: "What we were up against is the 'country-club set.' They all have Jewish friends. But they don't think in terms of Jewish peo- plehood while the Jews around Nixon don't regard themselves as Jews."

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By EP NARS, Date 3-29-82

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DOCUMENTARY FILMS

CAMPAIGN and CONVENTION

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 8, 1972

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MEMORANDUM FOR THE ATTORNEY GENERAL

THROUGH: JEB S. MAGRUDER

SUBJECT: Documentary Films

The following presents a recommendation for documentary films for use at the convention and during the campaign. The conclusions attempt to blend political judgement with political and audience research. We are asking in this memorandum for your approval of the concept we have for these films, the general budget, and the authority to proceed with script outlines and specific budget items.

This project has been delayed several weeks in order to accumulate more research data and we feel the delay has been justified by the help which the new information has been to us.

This film project brings together several separate interests under one umbrella. Convention plans have provisions for three documentary films. Since the convention will have network exposure, its films can be compatible with any films used during the campaign. Preferably, all would be produced by the same company. Also, shorter "commercial length" film can be extracted from the longer versions for television spot use during the campaign.

Because of the cost of a project of this nature, and the long production time required, it is most important that the films be written to very specific objectives. The objectives listed below have been developed after consultation with key White House and campaign staff members. The most significant contribution has come from research supplied by the campaign polling group. This research is not yet available in its entirety. Also, included is intelligence from the Democratic National Committee which has been helpful.

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Our objectives are as follows:

1. To provide a greater dimension to the President's perceived personality. Our research indicates that the President is perceived as a man with a single dimension. He is accepted as hard-working, competent, and professional. Other qualities are not well-defined. It is important to convey his imagination and leadership, and to show his concern and compassion. A greater dimension in personal warmth can substantially enhance his overall image.
2. To show the progress of the President's 3 years in office against the complexities of the job and the problems he inherited. Research indicates that the President is credited with "doing the best he can". The general thrust of the opposition has been an attempt to create a doubt in the minds of the voters as to the President's performance. The opposition will be successful with its "It isn't good enough" claim if we fail to establish the magnitude of the problems facing the President when he took office.
3. To present the specific initiatives which the President has presented to solve problems of major concern to the electorate. These would include the war, the economy, crime, drugs, and others determined by research and polling information we have yet to receive.

We request approval to authorize production of the following films:

1. A one half-hour film specifically dealing with the President as a person. The film should project the President as a "man of the people", an "uncommon, common man", a man whose personality has been shaped by his past experiences, his personal discipline and work ethic shaped by his less advantaged small town boyhood, his toughness shaped by his trials in football and by his two great political defeats, his compassion shaped by the memories of the loneliness of the past defeat years, and his vision of the country's destiny by his long experience in the highest levels of government, and by his extensive travels while in and out of office.

These characteristics can best be presented by the personal experiences of those who were close to the President during this time of high drama. One example to illustrate compassion is the President, remembering his own return to California by taxi and commercial airplane following the inaugural ceremonies of President Kennedy, providing a Presidential limosine and Air Force One to return the defeated Hubert Humphrey to Minnesota.

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2. A one half-hour film of the Presidential years, showing the magnitude of the problems he faced when he took office, the efficiency with which he has begun to solve these problems, and the way in which his vision for the destiny of the United States has become apparent by the new direction he has initiated in the development of foreign policy.

We must show that the President's best is "good enough" when measured against the crisis he faced when taking office. We must show the enormous organizational skill, mental discipline, and imagination that was required to solve the immediate problems he faced and still undertake the domestic and foreign policy programs which will shape the future of this country.

It is most important, however, that this film maintain a major emphasis on the gut issues of domestic policy which will shape the election; jobs, inflation, personal safety, etc.

3. A series of 5-minute film segments should be produced from the longer documentaries and also from new footage. The segments would be based on the President's initiatives and accomplishments such as his measures to end the war, the economy, crime, drugs, employment, civil rights, and tax reform (lower property taxes).
4. Convention films. Since the greatest usage of these film products will be during the campaign, convention films should be condensed from the half-hour documentaries with the exception of the film on the First Lady. Ten minutes would be allotted to the film on Mrs. Nixon, fifteen to the foreign policy film, and fifteen minutes also to the domestic policy film.

When these convention films are reduced from the longer documentaries they will be more issue oriented and focus less on the President as a person.

The operating schedule for the films would be as follows:

February 15	Story Conference
March 8	Script Outline
April 3	Final Scripts & Production Budget
June 5	Rough Cut
July 9	Final Films

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Recommendation

That you authorize the production of films as outlined in this memorandum at an approximate cost of \$700,000.

Approve _____ Disapprove _____ Comment _____

Attached at Tab A is my memorandum to various people at the White House and on the campaign committee soliciting their views on the documentaries. Their comments are also attached.

At Tab B appears excerpts from a Democratic National Committee research memorandum.

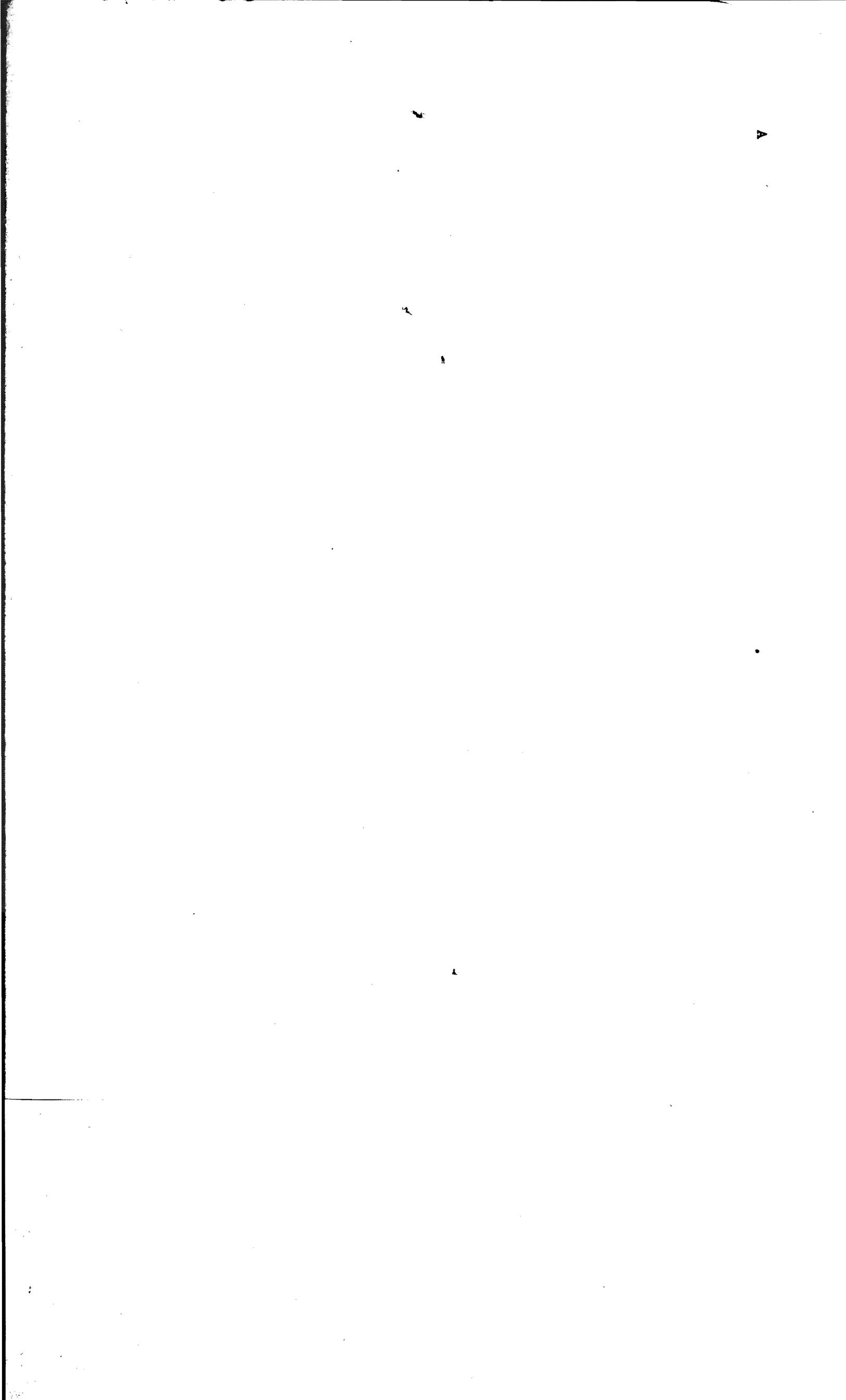
At Tab C is background information on this project.

PETER H. DAILEY

Attachments

AG
approved
in
principle
on 2/8

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

January 6, 1972

MEMORANDUM TO:

FROM: PETER H. DAILEY

SUBJECT: Documentary Films -- Convention and Campaign

It is vitally important that the objectives and use of films be agreed upon in advance, prior to making a major financial commitment. As of now, there are diverse thoughts as to what type and how many films are needed.

The need for documentary type film during the convention is generally agreed upon. The use of a film documentary during the campaign period is still under discussion. You could help us clarify our thinking by giving us your thoughts on the subject as to style, length, usage, and scheduling of such a film.

Some points for your consideration:

1. Length

Half-hour vs. hour: is an hour the proper length, or too long? Are two half-hours better than one one-hour?

2. Subject Matter

A film on foreign policy only? A review of the first three years in office, including both domestic and foreign policy? How should issues and/or accomplishments be weighted, i.e., the war, the economy, drugs, crime, busing, taxes, etc? Should the film concentrate on personal qualities of the President? If so, which? A documentary is historical in its perspective. Will the campaign in the final stages, need more weight on the current aspects of the Administration?

3. Style

The President, as the incumbent, will have large television exposure in general news coverage. In the 1968 campaign that exposure was controlled to a great degree by the campaign committee. How is a dichotomy avoided between the controlled documentary and general TV coverage.

4. Usage and Scheduling

When should the film be used? In your opinion, when should the film(s) be scheduled for greatest impact?

For the convention, these films have been planned:

1. Foreign Policy
2. The First Lady
3. Presidential Promises Kept

While the use is somewhat different, should the films (except the First Lady) be handled differently in style or thrust than the major documentary, if one is to be made.

Do you agree with this subject matter? If not, what do you believe the convention films should be.

Please consider the questions raised as guidelines only. We will appreciate any comments you wish to make.

It would be most helpful if your reply could be in our hands by January 15.

cc: Attorney General
Jeb Magruder

Rec'd 1-11-72
4:55pm
jm.

THE WHITE HOUSE

WASHINGTON

January 11, 1972

MEMORANDUM TO: PETER DAILEY

FROM: PAT BUCHANAN

For a documentary on the President, would recommend a one- hour film, the focus of which should be the career of the President, how he was involved in writing the Marshall Plan, some back footage from those years; show him with Eisenhower in 1952, at the Bridge at Andau, in Caracas, in Moscow, perhaps even footage from the 1960 campaign, show him traveling in 1967, etc. And then zero in on the Man and his Times, the crisis in 1968 which brought to the fore the best-prepared man in history for the American Presidency. Show the President in those days, the horrors of 1968, and then go through the changes -- the winding down of the war, end of city explosions and campus disorders -- he brought us through the storm routine.

The points being emphasized here are that the President was a significant figure in American and world history when Muskie was a nothing in Maine, that the President has far more experience and background and knowledge to deal with the crisis of the modern times, here and abroad, that he has brought us through the worst domestic crisis since the Civil War, and that compared with Nixon the other fellows are light-weights.

As for the convention, I would drop "Presidential promises kept," this is hardly consistent with the "bold innovative initiatives" which in effect have dumped one old policy after another over the side. *Agree*

The Presidential Promises Kept should not be a film or title in itself -- since there are too many Presidential Promises which we were not able to keep, and the Democrats would have a field day with that -- as would conservative Republicans.

Metthinks that fairly early in the campaign the films should be used -- as more and more people have their minds made up by the time you get down to the closing days -- and at that point in time, not advertising, but dramatic events are the factors which can swing votes.

My idea then is sort of a Quarter Century, the Political Biography of Richard Nixon, with emphasis on his tremendous record in public service -- dating back years; and the 1968 horror show, and how he was the Man for his Times who brought us through the storm and who is the man to lead us ahead into the uncertain future. You can have confidence in the President, etc.

Buchanan

*I basically agree --
but with great emphasis
on horrors of '68 -- vs. today*

January 17, 1972

MEMORANDUM FOR: PETER DAILEY

FROM: HARRY S. DENT 

As a general rule, I think film documentaries should be kept to one half hour or 45 minutes, but if we are going to give an overview of the Administration to include foreign and domestic policy--which I favor--then I think we might have to go as long as one hour to get all of this in. For instance, one film to be shown at Republican meetings and pro-RN rallies around the country could be one hour in length with an overview of foreign and domestic policies and a little buildup on the President personally, including the First Family. We should include in this the salcable points for the Administration. They should be given to those in attendance in the form of a brochure, so they will have the selling points to remember and use as they go about speaking favorably for the President.

Having been a state chairman, I can tell you that even a one hour overview of the Administration would be well-received and bicycled all over the state to the various county committees as well as to a state committee meeting. We could use this type material to shore up our support among Republican troops, some of whom will be a little disillusioned with the Administration after McCloskey and Ashbrook get through with their primary stints.

We might also have a boiled down one half hour version for use before civic clubs and other groups that might not be willing to sit for a full hour, as most Republicans and campaign workers would be willing to do.

Anytime we can get moving on an overall general film to be used among Republican troops would be okay. Then we could come on later in the campaign with a more updated version that could cover whatever fruit we harvest with the trips to Moscow and Peking.

Peter Dailey
January 17, 1972
Page 2

The point I am making is that when you can get an audience I think you should give them the full overview of the Administration and not just foreign policy alone.

In making any film presentation the President can be built up as a bold leader willing to realistically face the issues of the day as the issues and accomplishments are presented. His foreign policy initiatives and the winding down of the war in Vietnam should get top billing as should his bold actions on the domestic and international economic fronts. There is much hay to be made in his bold moves to restore U. S. economic muscle on the world scene. Our record on crime, drugs and the various reform programs of the Administration should likewise get attention, also the fact that the President has visited every state--show him meeting with the people all over. The Family can be brought in at the end of the film.

Another point which should be brought out is the fact that he became President at a most difficult time with many obstacles in his path, such as a hostile Congress, press, bureaucracy, so forth and so on, making sure, of course, that this is handled in a very subtle but effective manner. People need to know that he is accomplishing a great deal under most adverse circumstances.

10.15am Jan

THE WHITE HOUSE

WASHINGTON

January 14, 1972

MEMORANDUM FOR PETE DAILEY

Here are a few general thoughts about documentaries:

1. The President was elected in 1968 basically because his personal qualities were seen as the right ones for the times - by enough people. Humphrey had to carry the negative features of the incumbency without any of its benefits. I imagine most would recognize that the campaign theme this time around is still "The man for the times" - except that the man is now President, which helps.

2. Assuming I'm correct that the basic proposition a Nixon documentary must support is that the President is in fact proving himself the right man for exceptionally difficult times, we have an essentially intellectual proposition which must be addressed in dramatic terms. The key then would lie in great discipline in the focus of the documentary. It would have to identify and pinpoint the effective leadership qualities of the President, marshal the supporting evidence and undertake to make its selected point with great clarity. If the documentary is all over the lot -- trying to establish that RN is warm and folksy as well as tough and cerebral -- it will not be effective. (Another documentary could deal with the human side of the President, the family, etc.)

3. I set out my own views on the President's strongest qualities in a speech last winter and this is how the language went (a copy of the speech is attached):

"The premium qualities of a president for this moment in history are related to its frustrating complexity.

The nation needs coolness more than clarion calls; intelligence more than charisma; a sense of history more than a sense of histrionics. It's not important that a president be loved or lovely or charming because the times will not let him be perceived that way even if he deserves to be.

What matters is that he have the constitutional toughness, discipline and flexibility needed to discharge his constitutional duties in an impossibly difficult time."

4. . How to translate these generalities into persuasive film is the creative problem. A couple of thoughts: the film will have as one objective conveying a sense of a wide range of Presidential projects underway which should not be aborted midstream. The film has to document what is taking place; it must be drawn from available footage (or footage to come); and it must also have a distinct point of view. A film story of the hard news events of the first term put in an explanatory context by narratives and interviews with the President as narrator, and/or a group of interview-type commentaries by the President might achieve this point of view. (The last few minutes of the "Day in the Life of The President", and the 1968 interview - documentary might be looked at as models).

good

5. The value of intercutting the President's comments (recorded in September or October) with film from the previous years (news conferences, TV news film, Navy films, etc.) would be that it would be current, it would be an addition to the documentary elements (the President's evaluation of history), it would be flexible, and it would be the man himself - not strained through third-party editing. For example, the President's tense, gutsy night-time press conference after Cambodia, followed by his relaxed, current evaluation of that moment in history and how and why the student commotion ran its course in the following months would be good history and

even better theatre. In a sense, the President would be writing part of his "book" via television. (A set of commercials drawn directly from current press conference situations would carry out this sense of directness and realism.)

6. I don't have any useful thoughts on film lengths, nor do I have anything to contribute at this point about issues and events to include. Most are fairly obvious. The people involved in preparing the film will have to sit and look at footage for days before ideas emerge and jell. (And don't forget Bob Haldeman's footage; my guess is that less than studio quality film will work fine provided it is all held together by high-quality connecting material which is uniform in technique and approach.) Any such approach would require a producer-director who would have the President's absolute confidence and could work with him comfortably and effectively.



Leonard Garment

attachment

By LEONARD GARMENT

From 1941 To 1972

The architect of the Nixon Revolution, the President of the United States, is an open-minded revolutionary in that he is less interested in preserving the system than he is in making it serve, and to make it serve he is willing to reconstruct it.

A revolution in the way the federal government transacts business must take place to deal with the debris of decades of bureaucratic ineffectiveness. It is essential to create new power centers throughout the country; Washington can't do it on that scale. A distributive sorting of functions and government levels in the federal system is long overdue, and authority and money must be distributed in light of experience and contemporary realities so these different levels can really work.

Danger Of "Romance"

Simply stated, we know our limits; we know that unless we let Rockefeller determine the shape of its buildings, we in Washington will never have time to determine the shape of the nation.

I recognize the danger of what might

be called the "romance of decentralization." But decentralization is a direction and a theme, not a fetish or an ideological straitjacket. Simplicity is a fine thing when it comes to delivering products, but philosophic readiness doesn't count when it comes to delivering services. When a national approach is needed and will work better, we will take that road. The idea is to moderate, not abdicate, Washington's leadership role.

Only Beginning

I have been intrigued by a 1952 monograph on cyclical change in American foreign policy, published by a man named Frank Klingberg in the *Journal of World Politics*. Mr. Klingberg argues persuasively that our foreign policy since 1776 has alternated between 21-year introvert phases and 27-year extrovert phases, the irresistible force for change in each case being a swing in national mood as it reacts against the characteristics of one phase and gradually fits to the other.

He predicted that the extrovert period begun by Pearl Harbor in 1941 would end about 1962, with the turn in mood pivoting on "heavy moral implications" compounded of "the aspirations of the people of Asia . . . with special repercussions from America's own racial problem." One need not buy the whole analysis to take from it sober second thoughts about the possible magnitude of the forces impelling our gravitation toward domestic concerns now and in the years ahead.

All The Revolutions

In a recent issue of *Fortune* James Kischley applies cyclical theory to American party politics, while from a recent *Atlantic* cover the sculptor Jacques Lipchitz tells us, "Life goes in cycles. . . There's nothing new under the sun . . . only more of it."

The "more" of the current inward mood of the nation are factors which multiply the rate and intensity of the national turmoil: the technological revolution, the participatory revolution, the civil rights revolution, the revolution of rising expectations, the new youth, the new styles, the new communications, the

new career class, the new everything—all have combined to shrink the time horizons and patience of millions of

Both recognize the demand for greater attention to domestic problems.

Both recognize the anxious and impatient mood of millions of individuals.

The President's policies are a national response to a pantheistic mood and are destined, at least in the short run, to be less than universally satisfactory. But they may serve as a sort of "universal good" to absorb and damp out some of the potentially wrecking consequences of exaggerated impatience.

These are extraordinarily difficult times for popular government to be "popular." In the discharge of his duties a president must act responsibly, and to do so he must sacrifice popularity, one day with one group, the next day with another. This is not to say that martyrdom is the leader's lot; unpopular policies can turn out to be the most popular course.

Risking Unpopularity

It is to say that risking unpopularity, and all its consequences, is what presidents are required to do. Diversity and conflict are too deeply ingrained in our times for unity to be much more than a noble ideal. The conflicting interests—political, diplomatic, generational, racial, regional, economic—are simply incapable of being hammered or coiled into a state of unity. We must learn to live with the conditions of the day.

Max Ways, in *Fortune* last year, made the point that, "The surging demands of our times represent, in fact, the steel vigor of our society, its insistence upon a larger role in life for every person. But there is no denying how difficult it will be to maintain a necessary measure of social cohesion in the face of rising demands for wider and wider distribution of power. . . ."

Much more of the President's down program exists in proposals than in practice, and we are only beginning to move from intent to achievement. But sooner or later, in one form or another, through one or another coalition of persons and forces, and despite the Rubik Goldberg pyramid of legislative and special interest obstacles, the President's program proposals will become law. The question is not whether the Nixon Revolution will prevail, but when.

That it will prevail is inevitable because it answers not only the long-overdue need for redefinition of the federal role but, more important, because it is moving to fulfill a deeply felt wish of people everywhere to have closer to home, within reach of their hands, the machinery that controls their lives.

In short, these are ideas whose time has come; and American life is getting better because of them.

Yet this seems barely to scratch the surface of a mood of dissatisfaction in the nation that stretches in an almost unbroken line over the last six or seven years. Real progress is being made in every area of our national life: our involvement in Vietnam has been cut and we are moving out; problems of poverty, hunger, race, the environment, the aging, education, health are being addressed, seriously and steadily; power and participation is greater than ever in our history. Still the index of human dissatisfaction rises, and not just with federal government but with all governments, with all bureaucracies, with every institution from church to army—all incur impotence, dissatisfaction, hostility.

Without venturing anything so ambitious as a unified field theory to reconcile all strands and currents of contemporary thought, I would submit that the needs rattling the national consciousness are far stronger and deeper than we usually admit. We are latched not so much by the surface currents of public opinion but by the tides of history.

Americans virtually to zero. The human cry is for "action now" and to ask for patience as institutions labor to respond is to whisper into a gale.

But institutions have their own tightly turning circles. A quarter-century of laws, bureaucratic traditions, programs, treaties and concepts of national self-interest has a momentum of its own that survives and continues to push the nation along an earlier course. The clash, the time lag between individual demands for change and the slow-motion response of institutions creates tremendous tensions.

The Nixon Revolution and Nixon Doctrine are alike in their effort to redesign basic institutions of national and foreign policy to provide for an orderly transition through a disorderly time.

Both have as their central theme the need to redistribute power toward reducing the excessive domination of the United States (or federal) role and stimulating local involvement and energies in solving essentially local problems.

Both recognize the limited wisdom, limited reach and limited energy and resources of Washington in dealing with the range and diversity of problems in the world and nation.

The Premium Qualities

"There's no prospect of peace, quiet, no point of rest, abundance and trouble will multiply as the education rises, as more jobs, personal judgment, as a greater of individual wills come into autoeratic authority diminishes."

The premium qualities of a people for this moment in history are not its frustrating complexity.

The nation needs coolness, moderation, calm; intelligence, maturity, charisma; a sense of history, a sense of historicity. It's not that a president be loved or be charming because the times will him be perceived that way even deserves to be.

What matters is that he have institutional toughness, discipline, ability needed to discharge his national duties in an impossibly time.

Baltimore Sun, April 11, 1971

I totally agree
January 27, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: W. RICHARD HOWARD *WRH*
SUBJECT: Documentary Films

I'm returning the attached memo to you for your information. Chuck Colson has made certain notations on it that we hope are helpful to you in your planning:

1. Mr. Colson indicates that a documentary is the best campaign film for an incumbent and should definitely be used.
2. He indicates that everything should be in half hour lengths rather than hour lengths. Two half-hour shows are better than one one-hour but it's conceivable that the two shows could possibly be produced so that they could be combined into a one-hour show if it became important.
3. Mr. Colson indicates that any films should include both foreign and domestic policy. He also indicates that the films must be readily up-dated because during the last few weeks of the campaign you can expect several major events to occur and those should be included if at all possible.
4. Mr. Colson indicates that the five weeks prior to the election are the time when films will have the greatest impact.
5. He hopes that regarding Presidential promises there is a domestic emphasis and in fact we should be careful not to neglect the domestic side. He agrees that films should be used in different ways and that a convention film can be highly partisan for motivating our partisan workers while a general campaign documentary should be in a much lower key.

I am also forwarding to you a brief staff study we had put together that may include some comments and ideas not yet thought of.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

January 21, 1972

MEMORANDUM

CONFIDENTIAL

TO: PETE DAILEY
FROM: PHIL JOANOU
SUBJECT: Film

Following are my thoughts on film requirements at this stage:

1. Films should be no longer than 30 minutes in length. A complete story can be told in 30 minutes; it will be faster paced, its use on network television will be less costly (i.e. a half hour show on CBS and NEC would more than double the audience of one hour on CBS). Some films should be shorter, depending upon subject matter.
2. In terms of subject matter, we should develop the following: 30 minute film "The Nixon Years" -- This would be a documentary on the man, his early years, serving Ike, the kitchen debates, his victories...and defeats, and his gaining the Presidency. Then...his inheritance, his actions abroad and at home and his plans for the future of America. In style, I suggest the Vince Lombardi documentary, which was aired prior to the Superbowl, be reviewed. It was simple, believable and emotional. *Tenible*
A 15 minute film on Mrs. Nixon, her role as a wife and mother, and as a citizen of the world.
A 15 minute film oriented towards youth for Nixon.
3. Usage -- The film on the President would be used at the convention and as a half hour network program.

The Pat Nixon film would be used at the convention, at women's meetings around the country, at state headquarters rallies, and possibly on local television.

The youth film could be used at the convention to convey youthful support for the President, and at rallies, recruitment meetings and perhaps in movie theaters -- a major medium for young people.

CONFIDENTIAL



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 21, 1972

MEMORANDUM TO: DICK HOWARD

FROM: BILL RHATICAN *WR*

SUBJECT: Documentary Films-Convention
and Campaign

I have received the recommendations of Bill Safire, John Scali, Dick Moore, and Al Snyder concerning documentary films for the convention and the campaign. There is no easy way to compile their various opinions on the subject outlined by Peter Dailey in his memo to Mr. Colson. I have, therefore, attached a copy of each memo for your perusal.

In an effort to consolidate the information attached, I have prepared the outline below.

There is a general consensus among all of us that the convention and campaign films should run no longer than thirty minutes. Dick Moore, however, suggests a major documentary on the Nixon years that would run sixty minutes. He also suggests a series of thirty minute films dealing with various subjects.

There is considerable discussion on the subject matter. There is no consensus. Al Snyder, John Scali, and Dick Moore suggest a separate film on foreign policy. Bill Safire objects. Safire says that the themes for the film should be: 1) a generation of peace; 2) the New Prosperity with full employment and no inflation; 3) returning power to the people via tax reduction and revenue sharing, etc.

John Scali favors a separate half hour on domestic achievements featuring the comparison theme which would have as its central point how the President has calmed the nation in the first four years he has been in office. Dick Moore suggests that in addition

to a fifteen-twenty minute film on foreign policy, that a twelve minute film be made about the First Lady. He does not agree that a third film should be made for the convention on any subject.

Al Snyder, on the other hand, believes only one film should be produced for the convention--the type of documentary that the networks would not be able to produce themselves. Snyder suggests that the film at the convention be devoted, in part, to the accomplishments of Mrs. Nixon and should involve Julie, Tricia, and the First Lady. Al also suggests that this film should concentrate on the personal qualities of the President and his outstanding family.

For use on television during the campaign (as opposed to use at the convention) there is similar lack of accord. Dick Moore suggests a sixty minute documentary on the Nixon years--"Nixon-The Leader to Match the Times" with the subthemes being "Nixon, The Professional President", "Nixon, The Man Who Keeps His Promises", "Nixon, The Peacemaker", "Nixon, The Man". In addition, Dick Moore recommends a thirty minute film on the President as peacemaker, as well as thirty minute films on domestic achievements and on the President as Man and Leader.

Dick also advises that a series of "short subjects" (five or ten minute films) should deal with specific topics such as - Nixon and the economy, Vietnam, Crime, Drugs, Health, the Aging, the Welfare, Civil Rights. Dick suggests a "then and now" approach for each of these.

On the matter of style, John Scali recommends against "controlling" the President's exposure in the campaign. As a incumbent, Scali points out, the President does not need the carefully concocted studio environment news conferences that helped him as a candidate. Bill Safire's reaction to the request is, "On the question 'How is a dichotomy avoided'--I am ambivalent about exacerbating dichotomies. What's the question? "

On the matter of usage and scheduling, Safire suggests the films be used at the convention and in paid time early in the campaign. He also recommends a dog and pony show with travelling speakers at political meetings

could use these films to advantage. The consensus appears to be that the campaign films to be used on television should be used regionally on carefully selected television stations on the days immediately preceding the election. The emphasis is on regional use of the films rather than national use of the films. The feeling is, obviously, that we can get a better buy regionally than we can if we go the national route.

THE WHITE HOUSE

WASHINGTON

January 13, 1972

MEMORANDUM FOR: BILL RHATICAN
FROM: JOHN SCALI *JS*
SUBJECT: Documentary Film

Agree

In answer to the Peter Dailey memo, I wish to make the following points:

1. A thirty-minute documentary is always better than an hour-long version. The only exception would be when we have exclusive film of a cataclysmic nature that would sustain an hour-long interest.
2. One film clearly should be on foreign policy alone, featuring the theme, Richard Nixon, the Peacemaker, the world leader. The visits to Peking and Moscow would undoubtedly be the lead and highpoints, backing into the Vietnam ingredient which inevitably would fit in. The Vietnam segment should be built around a comparison of Vietnam today, compared with Vietnam in 1968, with a vivid comparison in (a) troop levels (b) casualty rates (c) bombing sorties (d) the vast difference in the security of the countryside. I would favor a separate half-hour on domestic achievements, again featuring the comparison theme which would have as its central point how the President has calmed the nation in the first four years he has been in office. By inter-cutting film, one could show the difference between demonstrators screaming in the streets, the campuses in turmoil, Black and white confrontations in the cities, the alarming, escalating use of drugs, plus the sense of despair that existed in 1968, compared with the scene today. The purpose should be to drive home how Richard Nixon has "cooled" the nation while moving forward to attack the underlying causes of unrest. The focus should be to pitch the campaign against 1968, not against any single political foe.

*excellent
this is
a
must!*

3. It would me a mistake to seek to "control" the President's exposure in this campaign. As incumbent he does not need the carefully concocted studio environment news conferences that helped him as a candidate. Now he must demonstrate that he is the surefooted leader who is willing to move ahead and speak confidently in varying settings. To seek to arrange controlled audiences would be a major mistake because it would look as if the President were afraid to meet the general mass of the people. A documentary skillfully put together and used both nationally and regionally would not conflict in any way with this.

agree

4. The films I have described would be used both regionally and nationally, on time bought by the Republican committees and at times of our own choosing. I would favor beginning shortly after the convention.

✓

5. Convention films. I favor separate films on foreign policy, the First Lady, but am strongly opposed to any film on the theme "Presidential Promises Kept." This latter one invites a Democratic response on Presidential promises not kept. Whatever mention there is to be of Presidential promises that were kept, such as ending our role in the Vietnam War, should be woven into either the foreign policy or domestic films. The convention films would be shorter in length, maybe 15 to 20 minutes at a maximum, to maintain a fast convention pace, even though, hopefully, they would be aired by the networks at the same time as part of the convention program.

agree

?

6. Since the Democratic attack is almost certain to focus on the state of the economy, I would suggest we anticipate this by putting together a separate half-hour on the economy as we see it, with the emphasis on the improving conditions and the goal of jobs without war. This could help reinforce the image of the President as a forceful leader by giving promise to how he seized hold of an economy faltering from massive war expenditures of past Administration, invoked temporary wage and price controls and is now moving ahead to meet his goals of more jobs, stable prices, equal opportunity, health care, and education for all Americans.

*NO -
Just do
film on
future*

January 14, 1972

MEMORANDUM FOR PETER H. DAILEY

FROM: DICK MOORE

SUBJECT: Documentary Films -- Convention and Campaign

Before we decide what films we should produce, we should first give careful consideration to two new factors which will stem from the campaign spending bill:

1. Spending Limit. We apparently will be limited to about \$8.4 million dollars for the purchase of TV and radio time. This means that we must avoid waste circulation; every dollar must be directed toward the most effective result. For example, in 1968, when we had no limit, we bought a great deal of time on a national network basis. This meant we spent money to cover many states which were either safe or hopeless.

At the outset, therefore, I recommend we obtain a cost analysis which will enable us to determine whether we are better off to concentrate our TV money in strategically crucial states, as opposed to buying time on a national network basis. *Right*

It seems probable that if we concentrate most of our TV budget in the key states, we can buy far more spots and half hours in those states than we could if they were simply part of a fifty state network. For example, suppose we find we could buy five half hours in the 20 key markets for the same total dollars as two half hours on a full national network. In that case, we might wish to produce more films to fill those five half hours than we would need to fill two half hours on the network.

2. Production Costs. The other factor to be considered is that the limit on TV expenditures relates only to purchase of time; it does not relate to the cost of producing films. Therefore, if we have as much money available as we did in 1968, we could produce as great a number and variety of films as we wish. If we have a sizeable number

a variety of films rather than rely on re-runs.

In any event, once we decide how much time we can purchase, we will be in a better position to determine how many and what kind of films we will need. That is why the time cost analysis should be undertaken immediately.

Films for the Convention

I believe there are two "must" films for the convention:

1. A 15-20 minute film on Foreign Policy. This would include Peking and Moscow trips, a subject which lends itself to colorful and exciting footage with a very powerful theme. This film would be scheduled for the opening night and it seems certain that the networks would have to carry it. Thereafter it could be used on local TV, and prints could be made available to state and local organizations for use at meetings and rallies.

2. A 12 minute film about the First Lady. Some of us believe that a tribute to Mrs. Nixon on the opening night could be an extremely exciting and spontaneous event. A film narrated by someone like Jimmy Stewart could be a highlight, and I can't believe that the networks could refuse to carry it. This would also be available for subsequent uses as in the case of the foreign policy one.

I recommend that the above two films be confirmed and commissioned without further delay.

The above are the only two films our in-house committee recommended for the Convention. I take it, however, that others have suggested a third film, "Presidential Promises Kept". This conflicts somewhat with our committee proposal that "Promises Kept" be the theme of the domestic report to be made in lieu of a keynote address on Monday night. We had recommended that this be done in brief speeches by four top spokesmen like Rockefeller, Raagan, Ed Brooke and Howard Baker. In such cases, I don't think the proposed film would be needed.

If we do wish to present a third film at the convention (at this point, I don't think we should), I would suggest a more general theme than just "Promises Kept". Thus it could be the major documentary on the Nixon Administration or perhaps it could be a film about "Nixon, the Man".

no
see Paul's
no film

Films for TV

In commenting on the length and type of films for TV use, I am assuming that we will have sufficient money to produce a number and variety of films. On that basis, I recommend we consider the following:

A Major Documentary on the Nixon Years (60 Minutes)

I should think the theme should be Nixon, the Leader to Match the Times and the sub-themes could be:

Nixon, the Professional President, uniquely equipped for the job and having the experience and ongoing relationships which are necessary to cope with the great responsibilities and complexities of the office. (No Democrat can even come close to him on this score.)

Nixon, The Man Who Keeps His Promises, with emphasis on the domestic achievements, played against the conditions confronting the country when he made his acceptance speech in Miami.

Nixon, The Peacemaker played against his inaugural address and how he has ended Vietnam and moved us from confrontation to negotiation.

Nixon, The Man, using portions of the Convention film discussed above.

A Thirty Minute Film on Nixon, the Peacemaker. This would be an enlarged version of the convention film.

A Thirty Minute Film on Domestic Achievements. This would include some of the domestic material from the hour film. It would emphasize "Promises Kept" and could play against the Nixon acceptance speech at Miami.

A Thirty Minute Film on Nixon, The Man and The Leader. Whether or not we use such a film at the convention, we should have one for the campaign. Its basic theme would be RN's unique qualifications for the job -- the Professional President. It would also deal with his personal characteristics with emphasis on integrity and courage and his role as a husband and father.

In addition to the above, I think we should consider having a variety of "short subjects", five or ten minute films, each of which would deal with RR and a particular issue. They could include:

Nixon and the Economy

Nixon and Vietnam

Nixon and Crime

Nixon and Drugs

Nixon and Health

Nixon and the Aging

Nixon and Welfare

Nixon and Civil Rights.

*Good if it
will work*

Every one of such subjects lends itself to a "then and now" approach. I expect there is plenty of footage available showing RR actively involved personally in solving each of these problems.

Short programs like these can be incisive and dramatic. With a good time buying operation, they can be placed inexpensively on local stations in effective time slots, such as following feature films or sports events. They also provide flexibility and can be scheduled tactically where polls indicate they are needed.

Miscellaneous

Here are some random comments, some in answer to your questions and some which are volunteered.

* * * *

Conditions may change this view, but at this juncture I think we should hold up our television campaign until the first week of October, or even October 7 or 8. It is now only January and the campaign rhetoric is already saturating the airways as a result of the Democratic candidacies. A long campaign eventually gets boring, so if anyone bores the public, let's let it be the Democrats. When we make our move in October, our staff will be fresh and new.

* * * *

In terms of tone, I would hope that all our films will avoid bombast and hyperbole. As the incumbent, we can rely on facts and performance; the other side must depend on rhetoric. But today's electorate is sophisticated, particularly the young people and they respect candor and a low key, tell-it-like-it-is approach.

In his own campaigning, RN will presumably maintain the posture of a President rather than a candidate. Among other things, this should mean that the Nixon campaign will not be strident or divisive or given to exaggeration. The campaign films should reflect RN's personal tone in this important sense.

* * * *

The recent F.C.C. rule reducing network programming by 30 minutes per night should give added efficiency to the use of local television. The result of this rule means there will be good time availability on the major markets between 7 and 8 p.m., an hour when television viewing is high, and when our program would not have to compete against major network programs. Even more importantly, it would enable us to follow the network news programs in many cases. The audience which watches the news is apt to contain a high proportion of persons who would be interested in watching political broadcasts. In evaluating the efficiency of local vs. network placement, this time availability factor should be studied.

* * * *

In general, two half hours are more effective than one one-hour program. And it may well be that two quarter-hours are better than one half-hour. The reason I recommend a major one hour documentary is the reason that Wolper gave: a one hour program gives a much greater sense of importance to the subject matter than a half hour. To kick off the campaign-on-television, the 60 minute program should be promoted as a major TV special; of a size which befits the subject matter, namely, The Presidency. Remember that the major films on both Kennedys were each 90 minutes, and they held up very well.

THE WHITE HOUSE
WASHINGTON

January 19, 1972.

MEMORANDUM FOR: PETER DAILEY
FROM: BILL SAFIRE,
SUBJECT: Documentary Films: Convention and Campaign

1. Length.

Half an hour.

2. Subject Matter

Not foreign policy only, not historical review.

The film should be on what he's fighting for now, and what he will do in the years ahead.

The themes are: (1) generation of peace, (2) the new prosperity with full employment and no inflation and (3) returning power to people, via tax reduction, revenue sharing, etc.

3. Style

On the question "how is a dichotomy avoided" -- I am ambivalent about exacerbating dichotomies. What's the question?

4. Usage

At the convention, and in paid time early in the campaign, and as a dog-and-pony show with traveling speakers at political meetings.

Also, I do not think a film on foreign policy alone should be done -- we should be showing how the President spends a lot of time on issues that hit the pocketbook. Let's not try to compete with national coverage of the President's trips abroad; let's do what they will not do for us, which is to stress his concern for people here at home.

B

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-6920

January 24, 1972

MEMORANDUM FOR: PETER H. DAILEY
FROM: KEN RIETZ *KR*
SUBJECT: Documentary Films - Convention
and Campaign

I would question the use of documentary films in excess of 30 minutes. It is hard to hold the attention of the audience for this length of time and more than enough can be said in 30 minutes. I believe the most effective documentary lengths are 10 or 5 minutes. A substantial amount can be said in this length, the audience will not get bored, and the time buys are usually better.

These documentary films will be most useful on television during the early stages of the campaign. After October 1 less of the documentary length should be used.

The longer documentaries (30 minutes) will, of course, be valuable for uses other than television. As a substitute for speakers at Republican and other events, they will be very useful. While they have been used at conventions in past years, I would suggest careful consideration of the disadvantages before they are scheduled at this year's convention. It would seem that use at the convention of documentaries would open the campaign to criticism of being "canned" and "promotional" with a nationwide audience watching. I cannot imagine the networks allowing the films to be shown without comment throughout. If the plan to use film at the convention is continued, I would suggest it be limited to one film and that the subject matter be foreign policy.

cc: Jeb Magruder

The next table shows pointedly why it is so important for the development of some refutation for the "doing the best he can," syndrome.

All respondents were asked: "Tell me if you tend to agree or disagree with this statement -- He (President Nixon) inherited a lot of tough problems and is trying to solve them the best he can."

(HE INHERITED A LOT OF TOUGH PROBLEMS AND IS TRYING TO SOLVE THEM THE BEST HE CAN)

	<u>Total</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
	%	%	%	%
Agree	85	80	95	84
Disagree	12	16	2	12
Not Sure	3	4	3	4

There is no doubt that sympathy works to the President's advantage. Seventeen out of twenty people (85%) believe he is doing his best in a difficult situation. As shown in this table, there is not too great a difference of opinion along partisan lines. Four out of five Democrats (80%) agreed with the statement.

Note

Note

As long as the President can maintain this posture, note
he rests upon a springboard that could quickly enhance
his popularity. He can duck the responsibility for errors
in judgement by pointing to the complexity of the
situation he inherited. But should he, on the other
hand, show initiative for positive action, and more,
should he gain results where before there had been none,
he is likely to benefit greatly.

The substance of these results reinforces that which is fairly well known -- but in a quantitative way. President Nixon suffers from a bland personality. He, in addition, gives the appearance of not really standing for anything. He has no personal warmth, no color; it is felt that he has not kept his promises. It is generally agreed that he took on a very difficult situation, that he is intelligent and experienced, and that he is doing the best he can.

Summary

The forces working in the President's favor fairly well balance the forces working against him. As long as nothing visible is accomplished by his Administration, his position will erode slowly; he is clearly vulnerable in a personality contest. But should he be able to take the offensive, to take decisive action in critical areas; the weight of public opinion will most likely shift in his favor. They will see a man who has accomplished something when it was generally believed nothing could be done.

Note

With his penchant for the "bold dramatic stroke" and his broad powers as the incumbent President, that the offensive will be taken at the opportune time is a foregone conclusion. As long as President Nixon can maintain this stance as an innocent victim of circumstances, the Democratic Party will be in a tenuous position. It forces the Party to

Expected

Note

December 29, 1971

MEMORANDUM FOR

DNIGHT CHAPIN
JEB MAGRUDER

The meeting on the 27th resulted in the following:

- a) No decision will be made on who will produce film documentaries until there is a clear statement of the objectives and uses of such films.
- b) Pat Buchanan, Leonard Garment, Frank Shakespeare, Dick Moore, Cliff Miller, Bill Safire and Bill Carruthers will be asked to submit written opinions as to objectives, usage, and content of these films to us.
- c) David Wolper will be asked to submit his thoughts and will be paid.
- d) If legal, Bruce Herschensohn will also be asked to submit his opinion.

We will ask that all views be available before January 15.

PETER H. DALLER 

PHD/ja
chrono, file, Magruder, Joanou

December 10, 1971

MEMORANDUM FOR: PETER DAILEY
FROM: DWIGHT L. CHAPIN
SUBJECT: David Wolper

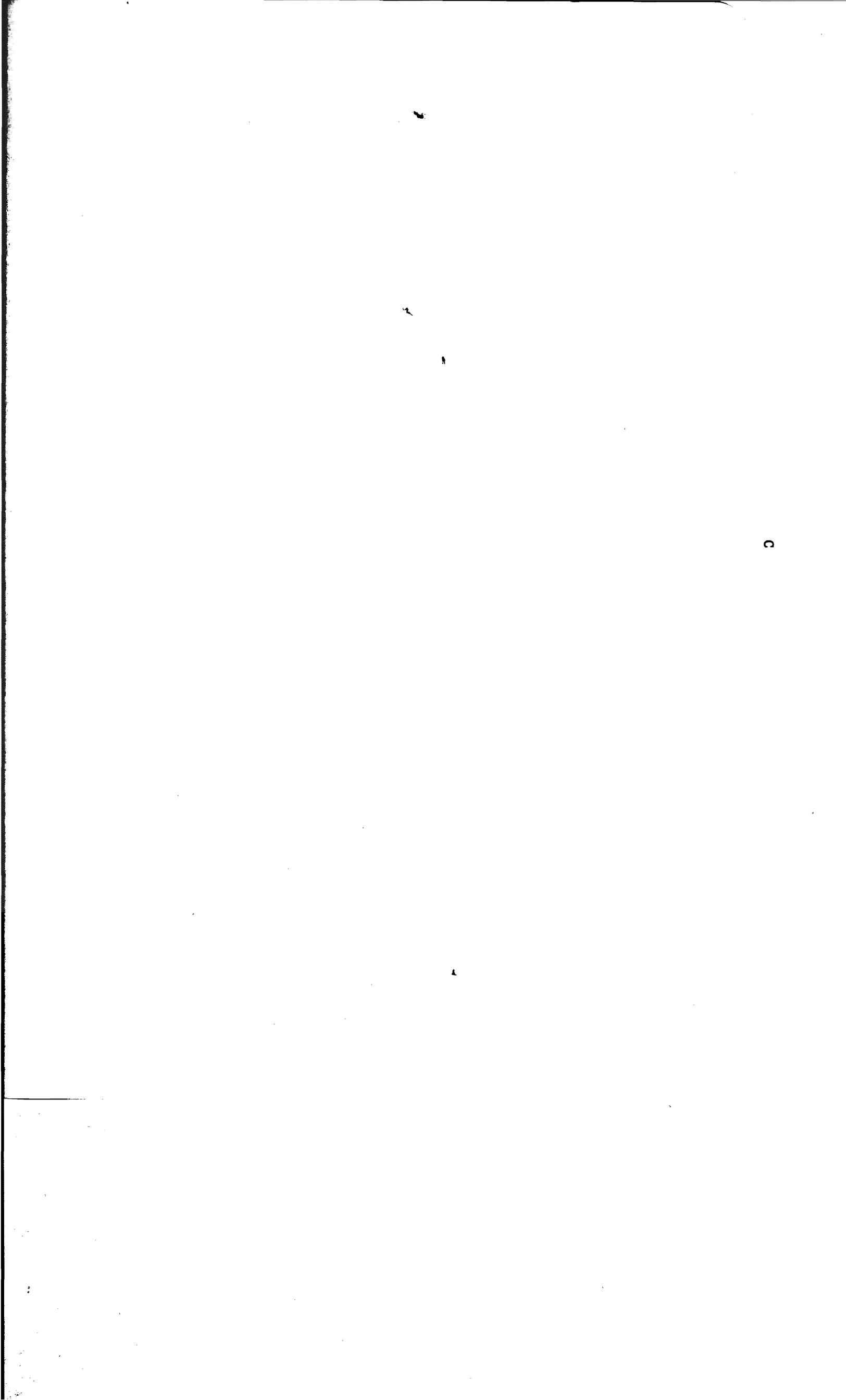
Bob Haldeman has no objections to the hiring of David Wolper's company for the purpose of producing our 1972 documentary. The recommendations as to the number, content and budget of any films Wolper may produce have not been approved. Our next step, as we are all aware, is to submit specific recommendations on these films to the Attorney General and Haldeman.

It is recommended that you meet with Mr. Wolper perhaps along with Bill Carruthers to solidify the understanding and next step. As you will recall in my office the other day, you indicated that a tough stance should be maintained with Wolper throughout the association. The logic of this is obviously endorsed by Bob Haldeman and it would be hoped that both you and Carruthers will see it is carried out.

Once again, when talking to Wolper, please emphasize the accessibility problems which will be faced in terms of shooting exclusive film of the President. It is most important that Wolper accept the problem now.

In addition to covering the above with Wolper, it is understood that you will talk to Bruce Herschensohn and inform him of our decision. You may want to suggest that USIA do a documentary film on President Nixon. Pat Buchanan recommended this film for the purpose of increasing the President's popularity abroad and to get Herschensohn acquainted with the film on the President as security in case a midstream change would become necessary for some unseen reason.

cc: Jeb Magruder
Dick Moore
Bill Carruthers



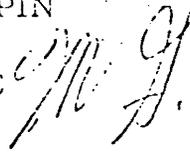
MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 16, 1971

MEMORANDUM FOR: DWIGHT CHAPIN

FROM: MARK GOODE 

This morning's meeting on a film covering the President's first term produced the following results:

1. General agreement was reached on the theme of the film. In brief, it would be "Promises Kept". The President's acceptance speech would be used as a basis for pointing out that no wild promises were made in the heat of the campaign. Those commitments discussed have been fulfilled or are being fulfilled.
2. Scali feels very strongly that a producer or production company should be employed to put this film together. His suggestion was that we contact John Secondari and discuss a possible deal with him. Scali is uncertain about the figures Secondari would ask, but feels he might interest him in taking this project on a speculative basis. He has recently left ABC to become an independent producer, and it was felt that he might be interested in taking on a project such as this with an eye to future relationships. He, along with his wife, would handle writing and producing chores.
3. More along the lines of our earlier discussions, the basic organization of this project can remain in-house. As we discussed, I will attempt to free myself of other projects to whatever degree is deemed necessary. We will also investigate recruiting the services of Al Snyder to assist in organizing and coordinating the project. In this case, an outside firm would still have to be employed for the actual production and post-production elements involved in this film, i. e. printing copies of film selected, editing, sound transfers, scoring, filming stills, opticals, titles, recording and narrative, etc. Having very little to go on in estimating costs at this point, a wild figure would fall somewhere between \$25,000 and \$40,000. In addition, the employment of a writer is deemed most desirable. His fee would have to be negotiated.

4. It was agreed that whichever course is taken, having an even acceptable finished film in 3-4 weeks is impossible. If an outside producer is to be hired, a schedule would have to be discussed with him. If, however, this is to remain as an in-house package, the following schedule is suggested:

a) research, gathering and coordination of material by Price's office - one week.

b) writing and polishing of the script by a writer working full-time - one week (if the script were to be written by White House staff members - 2 weeks).

c) selection, printing, editing, scoring, etc. of film (including selection and filming of stills) - 4-5 weeks (this estimate can be better pin-pointed when the script has been completed). Total time involved, therefore, if the project is launched immediately would be 6-8 weeks.

As discussed, the film would be put together basically from available film footage, stills, and wherever necessary, video tape to film transfers. Its appeal would be positive and emotional.

Obviously, the decisions which need to be made at this point are those concerning money and personnel. Having these, we will move ahead as soon as possible.

One final note, we have been discussing this film in terms of 30 minutes in duration. However, in reviewing Gordon Strachan's memorandum of October 26th, I have found reference to the length of 20 minutes. If it is to be 20 minutes, adjustments will, of course, be made in the above estimate on time and finances.

cc: John Scali
Dick Moore
Ray Price
Frank Leonard
Jeb Magruder ✓

THE WHITE HOUSE

WASHINGTON

November 15, 1971

9:00 a.m.

URGENT

MEMORANDUM FOR: MARK GOODE

FROM: DWIGHT L. CHAPIN

SUBJECT: President Nixon -- The First Term

Within the next few weeks we must produce a film on the President's Presidency to date. This film is to be used at Republican events around the country to promote the President and his accomplishments. It is to be emotional and not necessarily rational in hitting all the vital points concerning what he has done.

The film is to have a three minute or so ending, consisting of pictures (or whatever is best) over which an audio message from the President could be inserted for any given event. This, for example, could have worked for the Griffin and Tower dinners and would be used for teas in New Hampshire and possibly other primary states. It is anticipated we will have prints circulating all over the country.

Reading a film like we're talking about takes a good deal of time to perfect. We will look at this as a crash project and will clean it up and perfect it over time. Therefore, per the Attorney General and Haldeman, we will move out quickly.

This film should, in addition to the above, build and emphasize foreign policy although some domestic points will need to be made. Include the wedding. Still photos may be desired in certain segments. It is suggested that perhaps it show the President entering for his inauguration. His appearances of Nebraska and Kansas State should be used. Film from his foreign visits should be utilized. The show should be a film version of a "Monday" special. We will do the best we can and as quickly as possible.

Monday afternoon or Tuesday morning at the latest we should meet with the following: John Scali, Frank Leonard, Ray Price and Dick Moore.

Our purpose will be to make assignments and to assign deadlines.
We want the film finished within 3 to 4 weeks.

Take this as your primary project for the next month.

cc: John Scali
Dick Moore
Ray Price
Frank Leonard
✓ Jeb Magruder

DATE: December 3, 1971

PETER DALEY

TO: Bill Carruthers
FROM: Conrad Holzgang
SUBJECT: Nixon Films

David Wolper said we would be very happy to distribute for the client all the programs in foreign and domestic areas. We would take the normal standard distribution fees and the normal distribution expenses and all profits would be given to the client.

With regards to possible sale of stock footage to Teddy White and/or any other sources, The Wolper Organization will be happy to handle this on a no charge basis other than out-of-pocket costs. In other words, if we create any costs in selling the footage we would deduct the costs from the royalty fees, but all profits from the royalty fees would go to the client.

I see no reason why we could not get the same \$25.00 per 16mm ft. royalty fee that many of the libraries are presently charging.

ONE HOUR FILM

The following are comments on the one hour film on Nixon's past four years:

We have included in the budget a writer's salary for each of the programs. It is possible that the client may be able to find a writer that would suffice for our purposes and get him to donate his time.

Account 002-301 - Travel and living under writing, we have in here approximately \$2,000 which would allow for two trips to Washington, D.C. for the writer and perhaps a trip to Key Biscayne. Depending on how many trips would be required this figure would perhaps have to go a little higher. This would be decided when we determine the direction of the show.

Wolper Productions, Inc.

Account 003 Research. We have two researchers in here which are our type of researchers. We realize that the client would furnish researchers to help us, but we naturally have to have our own who know our way of operation.

In Travel and Living Expenses, we have attached a back-up sheet that lists various trips for the producer which he would take while looking for stock footage. There is a small amount for salaried researchers in their travels. We have left out our library expense and this is covered under our overhead fee.

Account 004 Producers and Staff. You will note that the Executive Producer and Production Executive which is David Wolper and Warren Bush and their secretaries are included in this budget only. These charges cover all four shows.

Under Travel and Living for the producer, associate producer, and any others, we have left this figure open and include the comment that "all that is not furnished by client will be billed at cost". Later, we could try to determine a figure to be inserted here when we know the direction of the show. Even then it would probably have to be on an actual cost basis.

Account 005 Director and Staff. Under travel and living expenses the same applies here as under producer and staff.

Account 006. We have left this completely blank for the narrator and have inserted "to be furnished by the client" which includes the narrator's salary, his travel and living expenses and any pension, health and welfare and payroll taxes that might have to be paid.

Account 010 Production Staff. Production supervisor here is a one time charge for all four shows. Technical advisor we have put in a comment "to be furnished by client, if needed".

Account 011 Shooting Personnel. It is assumed that we would take approximately 6 or 7 people on the Peking--Moscow trip. We have listed one cameraman for the full shoot and a second cameraman for the 30 days. The same for the Asst. cameramen and soundmen. Under grips and gaffers, we have them for only

30 days of the total. Prop man and/or set decorator, we have one man in here for only 15 days. Any make-up man will be furnished by the client. Wardrobe to be furnished by the client. We did not include a lighting director in the budget as our cameraman does most of our lighting. I understand though that you will have a lighting director and that he would be available for our use if necessary.

Helicopter for 5 days and the Tyler Mount for 7 days which includes shipping on the mount.

Account 012 Shooting. We have two cameras for the full 50 days of shooting. One would be a back-up camera. One additional camera for the other 30 days that the second cameraman would be using. Camera, crane, dolly, we have a cherry-picker for 4 days and a camera dolly for 15 days. Under sound, we have two Nagras for the full time of the shoot. The studio rentals and sets, we have included a flat figure of \$2,000 which would cover any platforms and scaffolding and other building we would have to take care of. Set dressing and props, a flat figure of \$1250 for miscellaneous items that would have to be purchased or built for shooting. Make-up will be furnished by the client. All permits and honorariums of any kind would be furnished by the client. Sight rentals, this is to be furnished by client if needed.

Account 013 Shooting Travel, Living, Transportation. Under travel, meals and hotels, the same applies here as previously. All that is not furnished by client will be billed at our cost.

Car allowance, we have allowed for a small truck for 20 days and two station wagons for 30 days.

Account 015. Any still reproduction costs are to be furnished by the client.

Under royalty for footage, we have allowed for 10 minutes of outside stock footage other than Navy footage. The \$9,000 is broken down as 360 ft. which is 10 minutes at \$25.00 a foot royalty costs. If we have to purchase any stock footage over 10 minutes, this will be at the cost of the client. We have not allowed for any still royalty costs as all stills will be furnished by the client.

Account 030 Film Editing, Post Production Supervisor. This is our whole post-production department. That's a flat fee for all four shows. Sound effects, editing, music editing and negative cutting; we have a flat fee of \$12,500. We contract these services out and that's what the approximate cost will be. The lab expeditor is a flat fee for all four programs.

Equipment Rental. The additional \$1,000 includes high speed library viewer, multi-head movieola and any movieolas the writer would be using.

Account 032 Sound, Post Production. Under dubbing, transfers and facilities, this is the cost of our pre-dub interlock and the cost of approximately 12 hours dubbing the show.

Account 033. We have left the composer fees out as it is to be furnished by the client. The balance of the music costs are for two 3 hour sessions for recording music.

Account 043 Other Charges. We have legal fees in here for \$5,000 for all four shows. This is outside fees that we pay and not for our in-house legal work. We have left out accounting which is covered in our overhead fee. The data processing services is an outside contractor and is an actual out-of-pocket cost.

ONE HALF HOUR FOREIGN FILM.

All above comments can apply to this show also. Account 015 Stock, Film and Sound Expenses and Royalties. Under footage and still royalties. For newsreel footage, that is footage other than the Navy footage for which we had to pay the royalties, we will try to negotiate in the original deal for the one hour show, that the fee will cover the cost of the royalty for all four shows. It has to be understood though that if we cannot negotiate this that we will have to pay a royalty on the footage used again for this show. This would be at the cost of the client.

Account 030 Film Editing. Under projection we have only 30 hours as most of the film will be looked at in the hour show. That's all the comments on the half-hour show.

FIFTEEN MINUTE FOREIGN POLICY FILM.

The writing fee on this is fairly low and I am sure we can only get this price if the same writer does all four shows. If the same writer does not do it the fee could be a little higher. Most of the comments on this show could be the same as the hour show.

Stock Footage Royalties - The same comment here as on the half-hour show, we will try to negotiate but cannot guarantee it.

PAT NIXON TEN MINUTE FILM.

Comments on the writer here is the same as on the 15 minute foreign policy film. We can only get this price if the same writer does all the four shows. We have left out any travel and living expenses here as it would be done by the original writer on the one hour show.

Account 011 Shooting Personnel, Make-up and Hairdresser. The same applies here for the one hour. This is to be furnished by the client.

Under 015 Stock Film and Sound Expenses, Royalties. The royalty footage cost is the same here as the previous two shows. We will negotiate for them, but cannot guarantee it. The cost would then be the clients.

SPECIAL NOTE: Regarding stock footage and still royalties, Bill, as we explained to you, in our past experience, the government footage, i.e. Navy footage, is usually not all that great. We many times had to go outside to newsreel footage and to private sources to acquire the necessary footage to use in a show. If this becomes necessary the \$9,000 we have in the budget for the stock footage royalties could be very, very low. We will have to pay somewhere around \$20-\$25 a foot for 16mm color for newsreel footage, that is, footage actually used in the show.

As explained above, we perhaps would have to pay for this on each of the shows. Even though we will try to negotiate out of this.

I think the client should definitely be aware that we will probably need to use outside stock footage to give them the quality show for which we are noted.

The cost of the 4 shows is:

One Hour Show	\$548,635
Half Hour Show Foreign Policy	46,023
15 Minute Foreign Policy	15,878
10 Minute Pat Nixon	31,818
Total:	<u>\$642,354</u>

CH:mls

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

January 24, 1972

MEMORANDUM FOR: PETER H. DAILEY
FROM: KEN RIETZ *KR*
SUBJECT: Documentary Films - Convention
and Campaign

I would question the use of documentary films in excess of 30 minutes. It is hard to hold the attention of the audience for this length of time and more than enough can be said in 30 minutes. I believe the most effective documentary lengths are 10 or 5 minutes. A substantial amount can be said in this length, the audience will not get bored, and the time buys are usually better.

These documentary films will be most useful on television during the early stages of the campaign. After October 1 less of the documentary length should be used.

The longer documentaries (30 minutes) will, of course, be valuable for uses other than television. As a substitute for speakers at Republican and other events, they will be very useful. While they have been used at conventions in past years, I would suggest careful consideration of the disadvantages before they are scheduled at this year's convention. It would seem that use at the convention of documentaries would open the campaign to criticism of being "canned" and "promotional" with a nationwide audience watching. I cannot imagine the networks allowing the films to be shown without comment throughout. If the plan to use film at the convention is continued, I would suggest it be limited to one film and that the subject matter be foreign policy.

cc: Jeb Magruder

Rec'd 1-17-72
10:15 am Jan.

THE WHITE HOUSE

WASHINGTON

January 14, 1972

MEMORANDUM FOR PETE DAILEY

Here are a few general thoughts about documentaries:

1. The President was elected in 1968 basically because his personal qualities were seen as the right ones for the times - by enough people. Humphrey had to carry the negative features of the incumbency without any of its benefits. I imagine most would recognize that the campaign theme this time around is still "The man for the times" - except that the man is now President, which helps.

2. Assuming I'm correct that the basic proposition a Nixon documentary must support is that the President is in fact proving himself the right man for exceptionally difficult times, we have an essentially intellectual proposition which must be addressed in dramatic terms. The key then would lie in great discipline in the focus of the documentary. It would have to identify and pinpoint the effective leadership qualities of the President, marshal the supporting evidence and undertake to make its selected point with great clarity. If the documentary is all over the lot -- trying to establish that RN is warm and folksy as well as tough and cerebral -- it will not be effective. (Another documentary could deal with the human side of the President, the family, etc.)

3. I set out my own views on the President's strongest qualities in a speech last winter and this is how the language went (a copy of the speech is attached):

"The premium qualities of a president for this moment in history are related to its frustrating complexity.

The nation needs coolness more than clarion calls; intelligence more than charisma; a sense of history more than a sense of histrionics. It's not important that a president be loved or lovely or charming because the times will not let him be perceived that way even if he deserves to be.

What matters is that he have the constitutional toughness, discipline and flexibility needed to discharge his constitutional duties in an impossibly difficult time."

4. How to translate these generalities into persuasive film is the creative problem. A couple of thoughts: the film will have as one objective conveying a sense of a wide range of Presidential projects underway which should not be aborted midstream. The film has to document what is taking place; it must be drawn from available footage (or footage to come); and it must also have a distinct point of view. A film story of the hard news events of the first term put in an explanatory context by narratives and interviews with the President as narrator, and/or a group of interview-type commentaries by the President might achieve this point of view. (The last few minutes of the "Day in the Life of The President", and the 1968 interview - documentary might be looked at as models).

5. The value of intercutting the President's comments (recorded in September or October) with film from the previous years (news conferences, TV news film, Navy films, etc.) would be that it would be current, it would be an addition to the documentary elements (the President's evaluation of history), it would be flexible, and it would be the man himself - not strained through third-party editing. For example, the President's tense, gutsy night-time press conference after Cambodia, followed by his relaxed, current evaluation of that moment in history and how and why the student commotion ran its course in the following months would be good history and

even better theatre. In a sense, the President would be writing part of his "book" via television. (A set of commercials drawn directly from current press conference situations would carry out this sense of directness and realism.)

6. I don't have any useful thoughts on film lengths, nor do I have anything to contribute at this point about issues and events to include. Most are fairly obvious. The people involved in preparing the film will have to sit and look at footage for days before ideas emerge and jell. (And don't forget Bob Haldeman's footage; my guess is that less than studio quality film will work fine provided it is all held together by high-quality connecting material which is uniform in technique and approach.) Any such approach would require a producer-director who would have the President's absolute confidence and could work with him comfortably and effectively.



Leonard Garment

attachment

By LEONARD GARMENT

From 1941 To 1973

The architect of the Nixon Revolution, the President of the United States, is an open-minded revolutionary in that he is less interested in preserving the system than he is in making it serve, and to make it serve he is willing to reconstruct it.

A revolution in the way the federal government transacts business must take place to deal with the debris of decades of bureaucratic in-breeding. It is essential to create new power centers throughout the country; Washington can't do it all or that well. A definitive sorting of functions and government levels in the federal system is long overdue, and authority and money must be distributed in light of experience and contemporary realities so these different levels can really work.

Danger Of "Romance"

Simply stated, we know our limits; we know that unless we let Pecosillo determine the shape of his buildings, we in Washington will never have time to determine the shape of the nation.

I recognize the danger of what might

be called the "romance of decentralization." But decentralization is a direction and a theme, not a fetish or an ideological straitjacket. Simplicity is a fine thing when it comes to delivering policies, but philosophic neatness doesn't count when it comes to delivering services. When a national approach is needed and will work better, we will take that road. The idea is to moderate, not abdicate, Washington's leadership role.

Only Beginning

I have been intrigued by a 1968 monograph on cyclical change in American foreign policy, published by a man named Frank Klingberg in the journal of *World Politics*. Mr. Klingberg argues persuasively that our foreign policy since 1776 has alternated between 21-year introvert phases and 27-year extrovert phases, the irresistible force for change in each case being a swing in national mood as it reacts against the characteristics of one phase and gradually shifts to the other.

He predicted that the extrovert period begun by Pearl Harbor in 1941 would end about 1962, with the turn in mood phasing on "heavy moral implications" compounded of "the aspirations of the people of Asia . . . with special repercussions from America's own racial problem." One need not buy the whole analysis to take from it sober second thoughts about the possible magnitude of the forces impelling our gravitation toward domestic concerns now and in the years ahead.

All The Revolutions

In a recent issue of *Fortune* James Reichley applies cyclical theory to American party politics, while from a recent *Atlantic* cover the sculptor Jacques Lipchitz tells us, "Life goes in cycles. . . . There's nothing new under the sun . . . only more of it."

The "more" of the current inward mood of the nation are factors which multiply the rate and intensity of the national turning: the technological revolution, the participatory revolution, the civil rights revolution, the revolution of rising expectations; the new youth, the new styles, the new communications, the

new census tress, the new everything--all have combined to shrink the time horizons and patience of millions of

Both recognize the demand for greater attention to domestic problems.

Both recognize the anxious and impatient mood of millions of individuals.

The President's policies are a rational response to a passionate mood and are destined, at least in the short run, to be less than universally satisfying. But they may serve as a sort of "universal gear" to absorb and damp out some of the potentially wrecking consequences of exaggerated impatience.

These are extraordinarily difficult times for popular government to be "popular." In the discharge of his duties a president must act responsibly, and to do so he must sacrifice popularity, one day with one group, the next day with another. This is not to say that martyrdom is the leader's lot; unpopular positions can turn out to be the most popular course.

Risking Unpopularity

It is to say that risking unpopularity, and all its consequences, is what presidents are required to do. Diversity and conflict are too deeply ingrained in our times for unity to be much more than a noble ideal. The contesting interests--political, diplomatic, generational, racial, regional, economic--are simply incapable of being hammered or coaxed into a state of unity. We must learn to live with the conditions of the day.

Max Ways, in *Fortune* last year, made the point that, "the surging demands of our times represent, in fact, the social vigor of our society, its insistence upon a larger role in life for every person. But there is no denying how difficult it will be to maintain a necessary measure of social cohesion in the face of rising demands for wider and wider distribution of power. . . ."

Much more of the President's domestic program exists in proposals than in practice, and we are only beginning to move from intent to achievement. But sooner or later, in one form or another, through one or another coalition of persons and forces, and despite the Rubik-Goldberg pyramid of legislative and special interest obstacles, the President's reform proposals will become law. The question is not whether the Nixon Revolution will prevail, but when.

That it will prevail is inevitable because it answers not only the long-overdue need for redefinition of the federal role but, more important, because it is moving to fulfill a deeply felt wish of people everywhere to have closer to home, within reach of their hands, the machinery that controls their lives.

In short, these are ideas whose time has come; and American life is getting better because of them.

Yet this seems barely to scratch the surface of a mood of dissatisfaction in the nation that stretches in an almost unbroken line over the last six or seven years. Real progress is being made in every area of our national life: our involvement in Vietnam has been cut and we are moving out; problems of poverty, hunger, race, the environment, the aging, education, health are being addressed, seriously and steadily; power and participation is greater than ever in our history. Still the index of human dissatisfaction rises, and not just with federal government but with all governments, with all bureaucracies, with every institution from church to army—all incur impatience, dissatisfaction, hostility.

Without venturing anything so ambitious as a unified field theory to reconcile all strands and currents of contemporary thought, I would submit that the moods roiling the national consciousness are far stronger and deeper than we usually admit. We are haunted not merely by the surface currents of public opinion but by the tides of history.

Americans virtually to zero. The human cry is for "action now" and to ask for patience as institutions labor to respond is to whisper into a gale.

But institutions have their own tightly turning circle. A quarter-century of laws, bureaucratic traditions, programs, treaties and concepts of national self-interest has a momentum of its own that survives and continues to push the nation along an earlier course. The clash, the time lag between individual demands for change and the slow-motion response of institutions creates tremendous tensions.

The Nixon Revolution and Nixon Doctrine are alike in their effort to redesign basic institutions of national and foreign policy to provide for an orderly transition through a disorderly time.

Both have as their central theme the need to redistribute power toward reducing the excessive domination of the United States (or federal) role and stimulating local involvement and energies in solving essentially local problems.

Both recognize the limited wisdom, limited reach and limited energy and resources of Washington in dealing with the range and diversity of problems in the world and nation.

The Premium Qualities

"There's no prospect of peace, quiet, no point of rest, cheerfulness and trouble will multiply as the education rises, as more jobs, personal judgment, as a greater of individual wills come into; autocratic authority diminishes."

The premium qualities of a people for this moment in history are for its frustrating complexity.

The nation needs coolness, moderation; intelligence, moral character; a sense of history, a sense of history. It's not that a president be loved or be changing because the times will him be perceived that way and deserves to be.

What matters is that he have institutional toughness, discipline, ability needed to discharge his national duties in an impossible time.

Baltimore Sun, April 11, 1971

January 27, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: W. RICHARD HOWARD *WRH*
SUBJECT: Documentary Films

I'm returning the attached memo to you for your information. Chuck Colson has made certain notations on it that we hope are helpful to you in your planning:

1. Mr. Colson indicates that a documentary is the best campaign film for an incumbent and should definitely be used.
2. He indicates that everything should be in half hour lengths rather than hour lengths. Two half-hour shows are better than one one-hour but it's conceivable that the two shows could possibly be produced so that they could be combined into a one-hour show if it became important.
3. Mr. Colson indicates that any films should include both foreign and domestic policy. He also indicates that the films must be readily up-dated because during the last few weeks of the campaign you can expect several major events to occur and those should be included if at all possible.
4. Mr. Colson indicates that the five weeks prior to the election are the time when films will have the greatest impact.
5. He hopes that regarding Presidential promises there is a domestic emphasis and in fact we should be careful not to neglect the domestic side. He agrees that films should be used in different ways and that a convention film can be highly partisan for motivating our partisan workers while a general campaign documentary should be in a much lower key.

I am also forwarding to you a brief staff study we had put together that may include some comments and ideas not yet thought of.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 21, 1972

MEMORANDUM TO: DICK HOWARD
FROM: BILL RHATICAN *WR*
SUBJECT: Documentary Films - Convention
and Campaign

I have received the recommendations of Bill Safire, John Scali, Dick Moore, and Al Snyder concerning documentary films for the convention and the campaign. There is no easy way to compile their various opinions on the subject outlined by Peter Dailey in his memo to Mr. Colson. I have, therefore, attached a copy of each memo for your perusal.

In an effort to consolidate the information attached, I have prepared the outline below.

There is a general consensus among all of us that the convention and campaign films should run no longer than thirty minutes. Dick Moore, however, suggests a major documentary on the Nixon years that would run sixty minutes. He also suggests a series of thirty minute films dealing with various subjects.

There is considerable discussion on the subject matter. There is no consensus. Al Snyder, John Scali, and Dick Moore suggest a separate film on foreign policy. Bill Safire objects. Safire says that the themes for the film should be: 1) a generation of peace; 2) the New Prosperity with full employment and no inflation; 3) returning power to the people via tax reduction and revenue sharing, etc.

John Scali favors a separate half hour on domestic achievements featuring the comparison theme which would have as its central point how the President has calmed the nation in the first four years he has been in office. Dick Moore suggests that in addition

to a fifteen-twenty minute film on foreign policy, that a twelve minute film be made about the First Lady. He does not agree that a third film should be made for the convention on any subject.

Al Snyder, on the other hand, believes only one film should be produced for the convention--the type of documentary that the networks would not be able to produce themselves. Snyder suggests that the film at the convention be devoted, in part, to the accomplishments of Mrs. Nixon and should involve Julie, Tricia, and the First Lady. Al also suggests that this film should concentrate on the personal qualities of the President and his outstanding family.

For use on television during the campaign (as opposed to use at the convention) there is similar lack of accord. Dick Moore suggests a sixty minute documentary on the Nixon years--"Nixon-The Leader to Match the Times" with the subthemes being "Nixon, The Professional President", "Nixon, The Man Who Keeps His Promises", "Nixon, The Peacemaker", "Nixon, The Man". In addition, Dick Moore recommends a thirty minute film on the President as peacemaker, as well as thirty minute films on domestic achievements and on the President as Man and Leader.

Dick also advises that a series of "short subjects" (five or ten minute films) should deal with specific topics such as - Nixon and the economy, Vietnam, Crime, Drugs, Health, the Aging, the Welfare, Civil Rights. Dick suggests a "then and now" approach for each of these.

On the matter of style, John Scali recommends against "controlling" the President's exposure in the campaign. As a incumbent, Scali points out, the President does not need the carefully concocted studio environment news conferences that helped him as a candidate. Bill Safire's reaction to the request is, "On the question 'How is a dichotomy avoided'--I am ambivalent about exacerbating dichotomies. What's the question? "

On the matter of usage and scheduling, Safire suggests the films be used at the convention and in paid time early in the campaign. He also recommends a dog and pony show with travelling speakers at political meetings

THE WHITE HOUSE

WASHINGTON

January 13, 1972

MEMORANDUM FOR: BILL RHATICAN

FROM: JOHN SCALI 

SUBJECT: Documentary Film

In answer to the Peter Dailey memo, I wish to make the following points:

1. A thirty-minute documentary is always better than an hour-long version. The only exception would be when we have exclusive film of a cataclysmic nature that would sustain an hour-long interest.
2. One film clearly should be on foreign policy alone, featuring the theme, Richard Nixon, the Peacemaker, the world leader. The visits to Peking and Moscow would undoubtedly be the lead and highpoints, backing into the Vietnam ingredient which inevitably would fit in. The Vietnam segment should be built around a comparison of Vietnam today, compared with Vietnam in 1968, with a vivid comparison in (a) troop levels (b) casualty rates (c) bombing sorties (d) the vast difference in the security of the countryside. I would favor a separate half-hour on domestic achievements, again featuring the comparison theme which would have as its central point how the President has calmed the nation in the first four years he has been in office. By inter-cutting film, one could show the difference between demonstrators screaming in the streets, the campuses in turmoil, Black and white confrontations in the cities, the alarming, escalating use of drugs, plus the sense of despair that existed in 1968, compared with the scene today. The purpose should be to drive home how Richard Nixon has "cooled" the nation while moving forward to attack the underlying causes of unrest. The focus should be to pitch the campaign against 1968, not against any single political foe.

January 13, 1972

3. It would me a mistake to seek to "control" the President's exposure in this campaign. As incumbent he does not need the carefully concocted studio environment news conferences that helped him as a candidate. Now he must demonstrate that he is the surefooted leader who is willing to move ahead and speak confidently in varying settings. To seek to arrange controlled audiences would be a major mistake because it would look as if the President were afraid to meet the general mass of the people. A documentary skillfully put together and used both nationally and regionally would not conflict in any way with this.
4. The films I have described would be used both regionally and nationally, on time bought by the Republican committees and at times of our own choosing. I would favor beginning shortly after the convention.
5. Convention films. I favor separate films on foreign policy, the First Lady, but am strongly opposed to any film on the theme "Presidential Promises Kept." This latter one invites a Democratic response on Presidential promises not kept. Whatever mention there is to be of Presidential promises that were kept, such as ending our role in the Vietnam War, should be woven into either the foreign policy or domestic films. The convention films would be shorter in length, maybe 15 to 20 minutes at a maximum, to maintain a fast convention pace, even though, hopefully, they would be aired by the networks at the same time as part of the convention program.
6. Since the Democratic attack is almost certain to focus on the state of the economy, I would suggest we anticipate this by putting together a separate half-hour on the economy as we see it, with the emphasis on the improving conditions and the goal of jobs without war. This could help reinforce the image of the President as a forceful leader by giving promise to how he seized hold of an economy faltering from massive war expenditures of past Administration, invoked temporary wage and price controls and is now moving ahead to meet his goals of more jobs, stable prices, equal

THE WHITE HOUSE

WASHINGTON

January 13, 1972

MEMORANDUM FOR: BILL RHATICAN
FROM: ALVIN SNYDER 
SUBJECT: Documentary Films - Convention
and Campaign

I believe the convention film should be a half hour in length. A half hour film is much easier to handle by the networks, and a longer film is less likely to be played as part of network coverage of the convention.

Number four in Mr. Dailey's memorandum of January 6 said that three films have been planned for the convention, Foreign Policy, The First Lady, and Presidential Promises Kept. I think this is a mistake. I believe one film should be produced for this and I would make it the kind of documentary that the networks would not be able to produce themselves. I believe the networks refused to carry Humphrey's propoganda film at the 1968 Democratic National Convention and decided instead to produce one of their own that ran in the same time slot.

I think our film at the convention should be devoted in part to the accomplishments of Mrs. Nixon and should involve Julie, Tricia, and Mrs. Nixon as part of this. A candid and exclusive film with the President and his family could be used effectively here. The film could be narrated for example by Julie and/or Tricia. This film should concentrate on the personal qualities of the President and his outstanding family. I don't believe the convention is the place to play a straight campaign film since this would be premature and largely wasted. A campaign film should be played closer to the election.

A campaign film also should be a half hour in length and should be played regionally on carefully selected TV stations in the days immediately preceding the election. Such a film might be narrated by a Frank Sinatra or Gregory Peck to heighten viewer interest. A portion of the President's conversation with Dan Rather might be used in this where the President stresses that he should be judged on his performance and not on cosmetics.

As part of this, several different cuts of McNamara could be used where he promises to bring the troops home by Christmas each year. Juxtaposed with this would be the President's announcements on troop withdrawal with what actually happened. A lengthy segment on Presidential promises kept and the Democratic promises that were broken would be very effective.

The film might end by stressing the true new beginning the President has accomplished with China as opposed to the rhetoric of a Muskie.

January 14, 1972

MEMORANDUM FOR PETER H. DAILEY

FROM: DICK MOORE

SUBJECT: Documentary Films -- Convention and Campaign

Before we decide what films we should produce, we should first give careful consideration to two new factors which will stem from the campaign spending bill:

1. Spending Limit. We apparently will be limited to about \$8.4 million dollars for the purchase of TV and radio time. This means that we must avoid waste circulation; every dollar must be directed toward the most effective result. For example, in 1968, when we had no limit, we bought a great deal of time on a national network basis. This meant we spent money to cover many states which were either safe or hopeless.

At the outset, therefore, I recommend we obtain a cost analysis which will enable us to determine whether we are better off to concentrate our TV money in strategically crucial states as opposed to buying time on a national network basis.

It seems probable that if we concentrate most of our TV budget in the key states, we can buy far more spots and half hours in those states than we could if they were simply part of a fifty state network. For example, suppose we find we could buy five half hours in the 20 key markets for the same total dollars as two half hours on a full national network. In that case, we might wish to produce more films to fill those five half hours than we would need to fill two half hours on the network.

2. Production Costs. The other factor to be considered is that the limit on TV expenditures relates only to purchase of time; it does not relate to the cost of producing films. Therefore, if we have as much money available as we did in 1968, we could produce as great a number and

a variety of films rather than rely on re-runs.

In any event, once we decide how much time we can purchase, we will be in a better position to determine how many and what kind of films we will need. That is why the time cost analysis should be undertaken immediately.

Films for the Convention

I believe there are two "must" films for the convention:

1. A 15-20 minute film on Foreign Policy. This would include Peking and Moscow trips, a subject which lends itself to colorful and exciting footage with a very powerful theme. This film would be scheduled for the opening night and it seems certain that the networks would have to carry it. Thereafter it could be used on local TV, and prints could be made available to state and local organizations for use at meetings and rallies.

2. A 12 minute film about the First Lady. Some of us believe that a tribute to Mrs. Nixon on the opening night could be an extremely exciting and spontaneous event. A film narrated by someone like Jimmy Stewart could be a highlight, and I can't believe that the networks could refuse to carry it. This would also be available for subsequent uses as in the case of the foreign policy one.

I recommend that the above two films be confirmed and commissioned without further delay.

The above are the only two films our in-house committee recommended for the Convention. I take it, however, that others have suggested a third film, "Presidential Promises Kept". This conflicts somewhat with our committee proposal that "Promises Kept" be the theme of the domestic report to be made in lieu of a keynote address on Monday night. We had recommended that this be done in brief speeches by four top spokesmen like Rockefeller, Reagan, Ed Brooke and Howard Baker. In such cases, I don't think the proposed film would be needed.

If we do wish to present a third film at the convention (at this point, I don't think we should), I would suggest a more general theme than just "Promises Kept". Thus it could be the major documentary on the Nixon Administration or perhaps it could be a film about "Nixon, the Man".

Films for TV

In commenting on the length and type of films for TV use, I am assuming that we will have sufficient money to produce a number and variety of films. On that basis, I recommend we consider the following:

A Major Documentary on the Nixon Years (60 Minutes)

I should think the theme should be Nixon, the Leader to Match the Times and the sub-themes could be:

Nixon, the Professional President, uniquely equipped for the job and having the experience and ongoing relationships which are necessary to cope with the great responsibilities and complexities of the office. (No Democrat can even come close to him on this score.)

Nixon, The Man Who Keeps His Promises, with emphasis on the domestic achievements, played against the conditions confronting the country when he made his acceptance speech in Miami.

Nixon, The Peacemaker played against his inaugural address and how he has ended Vietnam and moved us from confrontation to negotiation.

Nixon, The Man, using portions of the Convention film discussed above.

A Thirty Minute Film on Nixon, the Peacemaker. This would be an enlarged version of the convention film.

A Thirty Minute Film on Domestic Achievements. This would include some of the domestic material from the hour film. It would emphasize "Promises Kept" and could play against the Nixon acceptance speech at Miami.

A Thirty Minute Film on Nixon, The Man and The Leader. Whether or not we use such a film at the convention, we should have one for the campaign. Its basic theme would be RN's unique qualifications for the job -- the Professional President. It would also deal with his personal characteristics with emphasis on integrity and courage and his role as a husband and father.

In addition to the above, I think we should consider having a variety of "short subjects", five or ten minute films, each of which would deal with RN and a particular issue. They could include:

Nixon and the Economy

Nixon and Vietnam

Nixon and Crime

Nixon and Drugs

Nixon and Health

Nixon and the Aging

Nixon and Welfare

Nixon and Civil Rights.

Every one of such subjects lends itself to a "then and now" approach. I expect there is plenty of footage available showing RN actively involved personally in solving each of these problems.

Short programs like these can be incisive and dramatic. With a good time buying operation, they can be placed inexpensively on local stations in effective time slots, such as following feature films or sports events. They also provide flexibility and can be scheduled tactically where polls indicate they are needed.

Miscellaneous

Here are some random comments, some in answer to your questions and some which are volunteered.

* * * *

Conditions may change this view, but at this juncture I think we should hold up our television campaign until the first week of October, or even October 7 or 8. It is now only January and the campaign rhetoric is already saturating the airways as a result of the Democratic candidacies. A long campaign eventually gets boring, so if anyone bores the public, let's let it be the Democrats. When we make our move in October, our stuff will be fresh and new.

* * * *

In terms of tone, I would hope that all our films will avoid bombast and hyperbole. As the incumbent, we can rely on facts and performance; the other side must depend on rhetoric. But today's electorate is sophisticated, particularly the young people and they respect candor and a low key, tell-it-like-it-is approach.

In his own campaigning, RN will presumably maintain the posture of a President rather than a candidate. Among other things, this should mean that the Nixon campaign will not be strident or divisive or given to exaggeration. The campaign films should reflect RN's personal tone in this important sense.

* * * *

The recent F.C.C. rule reducing network programming by 30 minutes per night should give added efficiency to the use of local television. The result of this rule means there will be good time availability on the major markets between 7 and 8 p.m., an hour when television viewing is high, and when our program would not have to compete against major network programs. Even more importantly, it would enable us to follow the network news programs in many cases. The audience which watches the news is apt to contain a high proportion of persons who would be interested in watching political broadcasts. In evaluating the efficiency of local vs. network placement, this time availability factor should be studied.

* * * *

In general, two half hours are more effective than one one-hour program. And it may well be that two quarter-hours are better than one half-hour. The reason I recommend a major one hour documentary is the reason that Wolper gave: a one hour program gives a much greater sense of importance to the subject matter than a half hour. To kick off the campaign-on-television, the 60 minute program should be promoted as a major TV special; of a size which befits the subject matter, namely, The Presidency. Remember that the major films on both Kennedys were each 90 minutes, and they held up very well.

THE WHITE HOUSE
WASHINGTON

January 19, 1972.

MEMORANDUM FOR: PETER DAILEY
FROM: BILL SAFIRE
SUBJECT: Documentary Films: Convention and Campaign

1. Length.

Half an hour.

2. Subject Matter

Not foreign policy only, not historical review.

The film should be on what he's fighting for now, and what he will do in the years ahead.

The themes are: (1) generation of peace, (2) the new prosperity with full employment and no inflation and (3) returning power to people, via tax reduction, revenue sharing, etc.

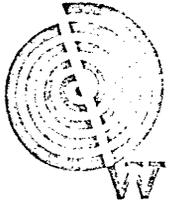
3. Style

On the question "how is a dichotomy avoided" -- I am ambivalent about exacerbating dichotomies. What's the question?

4. Usage

At the convention, and in paid time early in the campaign, and as a dog-and-pony show with traveling speakers at political meetings.

Also, I do not think a film on foreign policy alone should be done -- we should be showing how the President spends a lot of time on issues that hit the pocketbook. Let's not try to compete with national coverage of the President's trips abroad; let's do what they will not do for us, which is to stress his concern for people here at home.



WOLPER PRODUCTIONS, INC.

DAVID L. WOLPER
PRESIDENT

February 4, 1972

Mr. Peter Dailey
Citizens for the Re-election of the President
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Pete:

This is in reply to your request that I write you regarding my thoughts on the proposed 1972 Nixon Campaign film(s). I think the best input I can provide you with falls into two areas: (1) Ideas concerning the number of films, their use, length and type, and (2) why I, as an individual who voted for Democrats in the last two Presidential elections, would now vote for Richard Nixon.

First, you may recall I mentioned to you that during the 1964 Democratic Convention, a different twenty-six minute film was played each day at the convention, with, I understand, very satisfactory results. The four films were:

1. PEACE A half-hour film on the foreign policies of the Kennedy and Johnson Administrations.
2. L B J A biography of Johnson.
3. A THOUSAND DAYS The personal and political life story of President John F. Kennedy during the first thousand days of his term of office.
4. DOMESTIC POLICIES A film on the domestic goals and achievements of LBJ and the Democratic Party.

Therefore, based on this experience, it is my belief that you should seriously consider the multi-use values of half-hour films. For example, if more than two half-hour films are made, integrating "bridge" sections of film can be produced to provide you with opportunities of joining half-hour films into one-hour films for special purposes and audiences. Hence, the basic half-hour film may be utilized throughout the campaign for television programs and the National Convention, as well as for showings at clubs and organizations wherever you wish in the United States. Then, if organizations, or others, want a more comprehensive, more sustaining film, the one-hour versions can readily be made available.

The specific input for the content of each film must come from your staff. Only they can amass this information and determine what factors will best help the President in his bid for re-election. Once that input has been communicated to us, we would then utilize our proven production techniques to convert this input into the most effective and persuasive film, or films.

Now, as to why I, personally, an independent, would vote for Richard Nixon in 1972. What follows, I trust, will be of some import to your deliberations.

1. I like the low, calm profile which Nixon keeps at all times. It gives a sense of thoughtful leadership, precluding rash decisions in these difficult and complex times.
2. I support President Nixon's handling of troop reductions in Vietnam . . . again, executed in a low-profile and meticulous manner.
3. The President has had the courage to admit there is a nation called China somewhere over there in Asia.
4. I am ardently pro-Israel. At the same time, the Israeli government has made clear they feel President Nixon has been a friend of Israel throughout his entire political career. Therefore, a friend of Israel is a friend of Wolper.



5. Finally, I am favorably disposed to many - if not all - of President Nixon's economic policies . . . particularly his efforts to stabilize the dollar vis-a-vis the European money situation. This fiscal leadership has been long overdue and I am impressed that the President has had the guts to tackle it.

Well, there you have it, Pete. I hope the foregoing will be of help to you and your associates. For myself, I am most anxious to produce the film(s), and I look forward to your early decision, largely because time is quickly running out, to do the job right . . . for whomever may be selected.

Best regards,

David L. Wolper

DLW:as

cc: ✓ Robert Haldeman
Dwight Chapin
Richard Moore
Jeb S. Magruder
William P. Carruthers



THE WHITE HOUSE
WASHINGTON

MS

Date: Feb. 9

TO:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

This is Peter Dailey's advertising plan for New Hampshire and Florida. You have read the Creative Strategy and the Promotional Materials sections but might be interested in the complete package, which includes the Media plans for New Hampshire and Florida.

Dailey will have the newspaper ads and the TV spots on February 10. He says he could cover all of this with you in ten minutes.

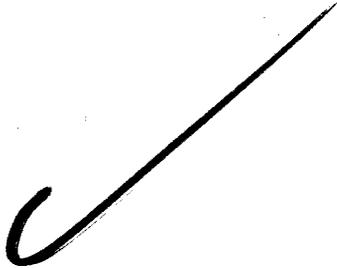
Schedule meeting with

14 Dailey

Haldeman review without

Dailey

Other



DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By EP NARS, Date 3-22-82

CONFIDENTIAL

CREATIVE, MEDIA, PROMOTION

NEW HAMPSHIRE & FLORIDA

I. CREATIVE STRATEGY

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By CP NARS, Date 3-29-

CONFIDENTIAL

CREATIVE STRATEGY STATEMENT

Committee to Re-Elect the President

January 12, 1971

CONFIDENTIAL

CREATIVE STRATEGY STATEMENT

Committee to Re-Elect the President

January 12, 1972

The purpose of this document is to set forth the creative objectives, strategy and plans proposed for implementation in New Hampshire and Florida. It is based on the situation as it exists today, and is subject to revision as events and circumstances dictate the need for change.

THE SITUATION

The President has publicly stated, and reiterated in his New Hampshire letter that "...it is essential, particularly in this year when events of such importance to the world's future are taking place, that at least until the Republican Convention the President should refrain from public partisan activities in order to conduct the business of government with minimum intrusion of purely political activity." In brief, he "will not campaign actively or personally in any of the primaries".

The President will be faced with opposition from the left and the right. Rep. Paul McClosky is challenging the President on Vietnam and credibility in government. Rep. John Ashbrook, the candidate of the right, is campaigning on the basis that the President has strayed too far from his 1968 positions. Eight candidates have entered the Democratic primary.

CREATIVE OBJECTIVES

The creative objectives in the primary states will be to:

1. Concentrate efforts on Republicans and Independents, and stress the importance of their vote for the President. (Because of his lead in the polls, it may be necessary to overcome potential voter apathy).
2. Create a "grass roots" effort, contrasted to superimposed, professional political campaign drive.
3. Take the position that the President is the best man to meet the challenge of an ever changing nation and world. He is responsive and courageous in his actions (implying a more pragmatic, common sense approach to problems, as contrasted to the doctrinaire solutions of those of the right or left).
4. Creative material will be positive in nature and about America's future in contrast to negativism that will be raised in the campaign.
5. Emphasis will be given to the fact that the President has achieved much in contrast to Muskie's "it is not good enough" approach.
6. Statements made in advertising will be checked to insure complete accuracy and rely on understatement, as opposed to "greatest ever" rhetoric, which becomes unbelievable.

CREATIVE STRATEGY

The President will not be used in radio or television commercials in a direct way. That is, the President will not directly address the public via commercials, in that this is practically synonymous with direct campaigning. Advertisements will be developed showing people from all walks of life stating their support of the President in honest, unrehearsed terms. Many quick cuts will be used, showing close-ups of (for example) a young girl, businessman, housewife, black, older American, farmer, young man.

In this way, support of the President, his actions, his record, can be stated in a non-political, believable way. Responses will be on the economy, Vietnam, the President personally, crime, drugs, welfare, and the other issues important to voters in each state. Commercials will be filmed on location in the primary states.

In addition, this approach will allow the people to speak in answer to attacks and questions from the left or right. It allows little room for counter-attack, as it is difficult for either Democrats or Republican opposition to attack the peoples' support of the record in Vietnam, the economy, or other issues.

The commercials will be positive in mood, fast paced, interesting, believable, and "non-political".

Finally, it is important to note that the President will continue to obtain prime time special TV coverage on major foreign policy events throughout the primaries, plus major radio, magazine, and newspaper coverage in addition to normal Presidential coverage. This "People for the President" approach will help avoid overexposure early in the campaign.

II. PROMOTIONAL STRATEGIES

COMMITTEE TO RE-ELECT THE PRESIDENT

PROMOTIONAL MATERIALS

January 12, 1972

COMMITTEE TO RE-ELECT THE PRESIDENT

PROMOTION MATERIALS

The purpose of this document is to set forth initial promotional material requirements and activities.

Promotion material requirements for the 1972 campaign may be divided into two phases:

1. Pre-Convention (Primaries and headquarters use)
2. Post-Convention (Major campaign effort)

This document concentrates on the pre-convention materials.

Objectives

1. Provide adequate material concentrating on the issues and the record for party workers and volunteers.
2. Provide flexibility to add to material at low cost as issues develop.
3. Provide a pre-convention theme that is broad enough to remain durable during the 8 month pre-convention period.
4. Provide current news to party workers to generate enthusiasm and a sense of involvement.

Theme

The theme line to be used during the pre-convention phase will be: RE-ELECT THE PRESIDENT.

This theme serves to:

1. Reinforce that fact that Nixon is the President, while others are politicians scrambling for votes.
2. It does not serve as a target for the host of primary contenders (as would an issue oriented statement tied to peace and prosperity).
3. It will not backfire and become a victim of current events.

It is admittedly a "safe" line, and as a result may lack the excitement and drama of a bolder approach. It is our belief, however, that the excitement of this campaign should be timed for the post-convention phase. Excitement and action can tend to be wearying, especially when it is eight months to the convention and ten months to the election. In summary, this is the right line for now.

Recommended Materials

The following materials are recommended for development, production, and shipment to primary and other states:

1. BROCHURE - "Re-elect the President". This will be a simple brochure, briefly setting forth the President's record on important issues. It will be used as a handout and may be used in mailings, as it is envelope size.
2. BROCHURE/KIT - "America Needs President Nixon..." An 8" x 10" kit, with a full-color photograph of the President on the cover. This kit will contain separate sheets on each issue. These inexpensive sheets may be up-dated from time to time, or new i-sues added without reprinting the kit. Its major purpose is to encourage volunteers and to provide detailed information on the issues. The inserts serve a dual purpose. They will be used as part of a kit, and individually as mailers for telephone follow-up.
3. PUBLICATION - "The Nixon Re-Elector" or "The Presidential Re-Elector". This publication will appear monthly in the early stages, and will be similar in format and style to the "Nixon Elector" used in 1968.
4. BUTTONS - "Re-elect the President".
5. BUMPER STICKERS - "Re-elect the President".
6. WINDOW STICKERS - "Re-elect the President".

Summary

This program will provide adequate materials for initial use, with two brochures, which can be used in office and for mailings, buttons, bumper stickers, and automobile window stickers, plus a monthly publication which will provide current source material for workers and party officials, and provide people in the campaign with a sense of involvement.

MEDIA PLANS

III. MEDIA PLANS

a. New Hampshire

COUNTY	REGISTERED VOTERS (000)				County Rank by No. of Voters	MEDIA SCHEDULE *		
	Rep.	Ind.	Combined	% of State		Daily Newspapers	Weekly Newspapers	Radio
Hillsboro	37.5%	31.8%	69.3%	24%	1	5 ads	5 ads	70-84 spots
Rockingham	33.8	21.2	55.0	20	2	4 ads	5 ads	70-84 "
Merrimack	20.6	16.3	39.9	12	3	4 ads	5 ads	70-84 "
Strafford	11.9	16.5	28.4	10	4	4 ads	5 ads	70-84 "
Grafton	14.3	9.7	24.0	9	5	4 ads	5 ads	70-84 "
Cheshire	11.4	10.0	21.4	8	6	4 ads	5 ads	70-84 "
Belknap	9.4	5.6	15.0	5	7	2 ads	4 ads	70-84 "
Coos	7.0	5.9	12.9	4	8	None	4 ads	70-84 "
Carroll	8.5	3.5	12.0	4	9	None	4 ads	70-84 "
Sullivan	7.5	4.1	11.6	4	10	2 ads	4 ads	70-84 "

- * 1. All newspaper ads are full page.
- 2. All radio commercials are sixty seconds
- 3. Additional coverage will be generated in counties ranked 2 through 10 due to statewide circulation of Manchester Union Leader and New Hampshire Sunday News.

MEDIA COSTS		
Newspapers	Radio	TOTAL
\$25,900	\$10,600	\$36,500
		<u>30,000</u> PRODUCTION
		<u>\$66,500</u> GRAND TOTAL

NEW HAMPSHIRE COUNTIES AND MAJOR METRO AREAS

<u>COUNTY</u>	<u>TOTAL REG.</u>	<u>REP.</u>	<u>DEM.</u>	<u>IND.</u>	<u>REP + IND.</u>		<u>RANK</u>
Hillsborough	112.6	37.5	43.3	31.8	15.0	5%	1
Rockingham	68.3	33.8	13.3	21.2	55.0	20%	2
Merrimack	45.0	20.6	8.1	16.3	36.9	12%	3
Strafford	37.8	11.9	9.3	16.5	28.4	10%	4
Grafton	28.7	14.3	4.7	9.7	24.0	9%	5
Cheshire	26.2	11.4	4.8	10.0	21.4	8%	6
Belknap	18.9	9.4	3.8	5.6	15.0	5%	7
Coos	20.2	7.0	7.3	5.9	12.9	4%	8
Carroll	13.2	8.5	1.3	3.5	12.0	4%	9
Sullivan	<u>16.1</u>	<u>7.5</u>	<u>4.5</u>	<u>4.1</u>	<u>11.6</u>	<u>4%</u>	10
	386.9	161.9	100.5	124.5	286.5	100%	
 <u>METRO AREAS</u>							
Manchester (Hills)	45.8	13.5	25.0	7.3	20.8	25%	1
Nashua (Hills)	24.9	5.6	7.3	12.0	17.6	23%	2
Concord (Merr.)	16.4	8.4	2.2	5.8	14.2	18%	3
Dover (Straff)	12.7	3.8	2.4	6.5	10.3	13%	4
Portsmouth (Rock)	10.5	3.4	1.8	5.3	8.7	11%	5
Keene (Ches.)	<u>10.1</u>	<u>4.4</u>	<u>1.9</u>	<u>3.8</u>	<u>8.2</u>	<u>10%</u>	6
	120.4	39.1	40.6	40.7	79.8	100%	

NOTE: Data above represent combination of 1968 and 1970 registration information

NEW HAMPSHIRE NEWSPAPER COVERAGE

- (1.) Hillsborough (includes metro areas of Manchester and Nashua)
Represents 24% of state Republicans and Independents.

<u>Dailies</u>	<u>Circulation</u> (000)	<u>Weeklies</u>	<u>Circulation</u> (000)
Manchester Union Leader	61.7	Hillsboro Messenger	3.3
New Hampshire Sunday News (Sunday)	55.9	1590 Broadcaster	36.0
Concord Monitor	15.6	Milford Cabinet	5.1
Nashua Telegraph	22.5	Peterborough Transcript	4.6

- (2.) Rockingham (includes metro area of Portsmouth)
Represents 20% of state Republicans and Independents.

<u>Dailies</u>	<u>Circulation</u>	<u>Weeklies</u>	<u>Circulation</u>
Dover Daily Democrat	17.0	Exeter Newsletter	5.0
Portsmouth Herald	18.5	Hampton Union	5.1

- (3.) Merrimack (includes metro area of Concord)
Represents 12% of state Republicans and Independents

<u>Dailies</u>	<u>Circulation</u>	<u>Weeklies</u>	<u>Circulation</u>
Concord Monitor	15.6	Concord Shopper News	17.0
		Hillsboro Messenger	3.3

- (4.) Strafford (includes metro area of Dover)
Represents 10% of state Republicans and Independents

<u>Dailies</u>	<u>Circulation</u>	<u>Weeklies</u>	<u>Circulation</u>
Dover Daily Democrat	17.0	Rochester Currier	7.2

- (5.) Grafton (no large metro areas)
Represents 9% of state Republicans and Independents

<u>Daily</u>	<u>Circulation</u>	<u>Weekly</u>	<u>Circulation</u>
Lebanon Valley News	11.5	Littleton Currier	6.0
		Plymouth Record	4.7

- (6.) Cheshire (includes metro area of Keene)
Represents 8% of state Republicans and Independents.

<u>Daily</u>	<u>Circulation</u>
Keene Sentinel	11.5

First 6 counties represent 83% of state Republican and Independent registered voters

- (7) Belknap (no large metro. areas)
Represents 5% of state Republican and Independents

<u>Daily</u>	<u>Circulation</u>
Laconia Citizen	7.0

- (8) Coos (no large metro area)
Represents 4% of state Republican and Independents

<u>Weekly</u>	<u>Circulation</u>
Berlin Reporter	7.4
Colebrook News	3.2
Coos County Democrat	3.6

- (9) Carroll (no large metro area)
Represents 4% of state Republicans and Independents.

<u>Weeklies</u>	<u>Circulation</u>
Carroll City Independent	7.0
Granite State News	
North Conway Reporter	4.2

- (10) Sullivan (no large metro areas)
Represents 4% of state Republican and Independents.

<u>Daily</u>	<u>Circulation</u>
Claremont Daily Eagle	8.5

Total (duplicated) circulation estimates of all newspapers listed above:

<u>Daily</u>	<u>Weekly *</u>	<u>TOTAL</u>
173,800	174,100	347,900

* Includes New Hampshire Sunday News

NEW HAMPSHIRE NEWSPAPER COSTS

<u>NEWSPAPER</u>	<u>FULL PAGE COST</u>
Manchester Union Leader	\$903
New Hampshire Sunday News	774
Sunday/Monday combination rate of Union Leader and New Hampshire Sunday News.	\$1,075
<hr/>	
Keene Sentinel	\$423.36
Lebanon Valley News	\$395.34
Dover Democrat	\$568.89
Concord Monitor	\$385.28
Portsmouth Herald	\$481.95
Nashua Telegraph	<u>\$594.98</u>
	\$2,849.40
<p>These daily newspapers, plus the Manchester Union Leader, cover areas representing 83% of New Hampshire registered Republicans and Independents.</p>	
<hr/>	
Claremont Eagle	\$370.44
Laconia Citizen	<u>396.90</u>
	\$767.34
<p>Partial coverage of counties representing remaining 17% of registered Republicans and Independents.</p>	
<hr/>	
Concord Shopper News	\$180.00
Exeter Newsletter	472.50
Hampton Union	398.43
Hillsboro Messenger	294.00
Littleton Courier	305.76
Milford Cabinet	294.00
1590 Broadcaster	192.00
Peterboro Transcript	588.00
Plymouth Record	277.20
Rochester Courier	<u>374.39</u>
	\$3,376.28
<p>These 10 weekly newspapers cover areas representing 83% of registered Republican and Independent voters.</p>	
<hr/>	

<u>NEWSPAPER</u>	<u>FULL PAGE COST</u>
Berlin Reporter	\$329.28
Carroll County Independent printed with The Granite State News	282.24
Colebrook News	111.19
Coos County Democrat	235.20
North Conway Reporter	<u>224.00</u>
	\$1,181.91

These weeklies represent partial coverage of remaining 17% of registered Republican and Independent voters.

NEW HAMPSHIRE RADIO - COSTS AND COVERAGE

<u>Station</u>	<u>AA Class</u> <u>One time rate</u>	<u>Package rate</u>	<u>Coverage area</u>	<u>Wattage</u>	<u>Affiliate</u>	<u>Comments</u>
WMOU-AM/FM (Berlin)	7.00	10 spots 60.00	Coos County	1,000AM 10,000FM	CBS	Contemporar & Rock
WTSV-AM/FM (Claremont)	8.00	10 spots 70.00	Sullivan Co. Grafton Co. Merrimack Co.	250AM 1,000FM	NBC	Contemporar
WKXL-AM (Concord)	9.50	10 spots 95.00	Merrimack Co.	1,000	CBS	Adult (voi of Capital City)
WKXR-AM Exeter	7.20	10 spots 72.00	Rockingham Co.	1,000	Mutual	Adult
WDNH-FM (Dover)	10.00	10 spots 85.00	Strafford Co. Rockingham Co. Essex Co.	50,000	Mutual	Country & Western
WGIR-AM/FM (Manchester)	14.00	10 spots \$130	Hillsboro Co. Merrimack Co.	5,000AM 10,000FM	NBC	Adult
WKBR-AM (Manchester)	17.00	12 spots \$180	Hillsboro Co.	5,000	Ind.	Contemporar
WZ FM (Manchester)	8.50	12 spots \$90	Central New Hampshire & South	50,000	Ind.	Adult/conc
WMTW-FM (Poland Spring, Me)	8.40	12 spots \$76	Blankets Maine, New Hampshire & Upper Vermont	49,000	ABC	Moderate
WSMN-AM Nashua	6.00	10 spots \$60	Hillsboro Co.	5,000	ABC	Adult
WPNH-AM (Plymouth)	4.00	12 spots \$39	Grafton Co. Laconia Co. Meredith Co.	1,000	Ind	Contemporar
WBNC-AM/FM (Conway)	5.50	10 spots \$50	Carroll Co.	1,000AM 3,000FM	Ind.	Contemporar
WDCR-AM (Hanover)	6.25	10 spots 56.50	Grafton Co.	1,000	Ind.	Classical Variety
WKBK-AM Keene	6.00	10 spots \$48	Cheshire Co.	1,000	ABC	Contemporar
WEMJ-AM (Jonia)	8.50	12 spots \$90	Belknap Co.	1,000	ABC	Contemporar
WFEA-AM (Manchester)	14.00	12 spots \$156	Hillsboro Co. & Merrimack Valley	5,000	ABC	Young adul

Station

AA Class
One Time Rate

Package Rate

Coverage area

Wattage

Affiliate

Comment

BBX
(Portsmouth)

8.50

12 spots \$90

Rockingham Co.

1,000

ABC

moderate

WNH-AM
(Rochester)

10.50

10 spots \$60

Strafford Co.

5,000

CBS

Adult

b. Florida

COUNTY	DAILY NEWSPAPERS			MEDIA SCHEDULE		MEDIA COSTS	
	Group I	Group II	Tot. Penetration	SPOT TELEVISION -- 2 weeks			
1. Pinellas	3 ads	2 ads	89%	150 GRP's (approx. 8 commercials) per week		Newspapers	\$49,200
2. Broward	-	2 ads	80%	150 GRP's (approx. 8 commercials) per week		Television	23,000
3. Dade	3 ads	-	71%	150 GRP's (approx. 8 commercials) per week		<u>TOTAL:</u>	<u>\$72,200</u>
4. Palm Beach	3 ads	-	86%	100 GRP's (approx. 5 commercials) per week			
5. Orange	3 ads	-	80%	150 GRP's (approx. 8 commercials) per week			
6. Brevard	-	2 ads	103%	150 GRP's (approx. 8 commercials) per week			
7. Sarasota	-	2 ads	94%	150 GRP's (approx. 8 commercials) per week			
8. Hillsborough	-	2 ads	74%	150 GRP's (approx. 8 commercials) per week			
9. Volusia	-	2 ads	112%	150 GRP's (approx. 8 commercials) per week			
10 Duval	3 ads	-	98%	---			
11 Manatee	-	-	40%	150 GRP's (approx. 8 commercials) per week			
12 Polk	-	-	30%	150 GRP's (approx. 8 commercials) per week			
13 Lee	-	-	9%	---			
14 Pasco	-	-	66%	150 GRP's (approx. 8 commercials) per week			
15 Seminole	-	-	52%	150 GRP's (approx. 8 commercials) per week			

- NOTE:
1. All Newspapers ads are full page
 2. All TV spots are 60 seconds
 3. Newspaper penetration refers to the percent of county households actually receiving a scheduled newspaper.
 4. Additional TV and newspaper coverage will be generated in other Florida counties due to media spill out. See detailed pages attached.

FLORIDA -- MEDIA BUDGET ALLOCATION

<u>COUNTY</u>	<u>TV HH (000)</u>	<u>TV COST*</u> \$	<u>PRINT COST**</u> \$	<u>TOTAL MEDIA COST</u> \$	<u>% OF MEDIA</u>	<u>% OF STATE REPUBLICAN VOTERS</u>
1. Pinellas	188	(30%) 1,125	5,100	6,225	8%	19%
2. Broward	208	(29) 3,683	2,000	5,683	8%	15
3. Dade	422	(60) 7,620	7,000	14,620	20%	11
4. Palm Beach	115	(67) 1,340	3,100	4,440	6%	8
5. Orange	103	(30) 1,350	3,000	4,350	6%	6
					<u>48%</u>	<u>59%</u>
6. Brevard	78	(30) 1,035	2,300	3,335	6%	5%
7. Sarasota	40	(6) 225	1,100	1,325	2%	5
8. Hillsboro	151	(24) 900	2,700	3,600	6%	4
9. Volusia	66	(19) 850	1,700	2,550	4%	4
10. Duval	158	- -	5,200	5,200	7%	3
					<u>73%</u>	<u>80</u>
11. Manatee	33	(5) 188	400	588	1%	2
12. Polk	74	(11) 413	500	913	1%	2
13. Lee	30	- -	-	-	0	2
14. Pasco	20	(3) 113	200	313	.5%	2
15. Seminole	23	(6) 270	1,200	2,470	4%	1
15 COUNTY TOTAL:		19,100	35,000	55,000	79.5%	89
ALL OTHER:		3,900	13,700	16,600	20.5%	11
		<u>23,000</u>	<u>49,200</u>	<u>72,200</u>	<u>100.0%</u>	<u>100%</u>

* Predicated on Households per county as a % of TV dollars

** Predicated on county's share of total circulation

TELEVISION COVERAGE AND COSTS - FLORIDA

1/28/72

<u>TV MARKET</u>	<u>COUNTIES COVERED</u>	<u>% REG. REP. VOTERS</u>	<u>% HOUSEHOLDS COVERED IN STATE</u>	<u>COST PER WEEK</u>	<u>APPROXIMATE GRP's</u>
1. Miami	Broward	15.0	32.6	\$4,225	150
	Dade	11.0			
	Monroe	.3			
		<u>26.3</u>			
2. Tampa/St. Pete.	Charlotte	1.0	28.9	1,400	140
	Citrus	-			
	De Sota	-			
	Hardee	-			
	Hernando	-			
	Highlands	.4			
	Hillsborough	4.0			
	Manatee	2.0			
	Pasco	2.0			
	Pinellas	19.0			
	Polk	2.0			
	Sarasota	<u>5.0</u>			
	34.4				
3. Orlando/Daytona Beach	Flagler	-	15.8	1,500	120
	Brevard	5.0			
	Lake	1.0			
	Marion	.5			
	Orange	6.0			
	Osceola	.5			
	Seminole	1.0			
	Sumter	-			
	Volusia	<u>4.0</u>			
		18.0			
4. West Palm Beach**	Indian River	.5	8.0	660	100
	Martin	.5			
	Okeechobee	-			
	Palm Beach	8.0			
	Glades	-			
	St. Lucie	<u>.5</u>			
	9.5				

<u>TV MARKET</u>	<u>COUNTIES COVERED</u>	<u>% REG. REP. VOTERS</u>	<u>% HOUSEHOLDS COVERED IN STATE</u>	<u>COST PER WEEK</u>	<u>APPROXIMATE GRP's</u>
5. Jacksonville	Alachua	.5	12.0	\$1,800	135
	Baker	-			
	Bradford	-			
	Clay	-			
	Columbia	-			
	Dixie	-			
	Duval	3.0			
	Gilchrist	-			
	Hamilton	-			
	Nassau	-			
	Putnam	-			
	St. John's	-			
	Suwanee	-			
		<u>3.5</u>	<u>12.0</u>		

** Share of viewing by day part

	Palm Beach County			
	<u>Day</u>	<u>E.Fringe</u>	<u>Prime</u>	<u>L. Fringe</u>
Miami	20%	23%	20%	17%
W. Palm Beach	80	77	80	83
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

NEWSPAPER COVERAGE IN FLORIDA

COUNTY	REG. VOTERS (000)	% OF STATE	NEWSPAPERS	CIRCULATION		% COUNTY PENETRATION	FULL PAGE COST	
				DAILY	SUNDAY		DAILY	SUNDAY
1. Pinellas	121.9	19	St. Petersburg Times	210.0	205.8	74%	--	\$2,239.44 --
			Clearwater Sun		36.7	<u>15%</u> <u>89%</u>	\$433.34	
2. Broward	95.2	15	Ft. Lauderdale News/ Pompano Sun Sentinal	143.2	133.2	51%	--	\$1,310.40 --
			Miami Herald	498.9	502.3	29	\$3,878.28	\$3,710.70
			Hollywood Sun - Tatler	39.7		<u>17%</u> <u>97%</u>	\$655.20	
			Homestead South/Dade News Leader	12.6		3%	\$405.28	
3. Dade	72.0	11	Miami Beach Sun	18.9		3%	\$329.28	
			Miami Herald	498.9	502.3	<u>71%</u> <u>77%</u>	\$3,878.28	\$3,710.70
4. Palm Beach	50.4	8	Ft. Lauderdale News/ Pompano Sun Sentinal	143.2	133.2	11%	--	\$1,310.40 --
			Miami Herald	498.9	502.3	17%	\$3,878.28	\$3,710.70
			Palm Beach News	3.8		2%	\$705.60	
			West Palm Beach Post	88.9	85.9	<u>58%</u> <u>88%</u>	--	\$1,209.60 --
5. Orange	37.6	6	Orlando Sen. Star	171.7	178.0	<u>80%</u> <u>80%</u>	--	\$2,035.96 --
<u>5 COUNTY TOTALS:</u>		<u>377.1</u>	<u>59</u>					

COUNTY	REG. VOTERS	% OF STATE	NEWSPAPERS	CIRCULATION		% COUNTY PENETRATION	FULL PAGE COST	
				DAILY	SUNDAY		DAILY	SUNDAY
6. Brevard	30.3	5	Cocoa Today/ Titusville Star/Melbourne Times	63.9	53.0	79%	--\$1,200--	
			Miami Herald	498.9	502.3	5%	\$3,878.28	\$3,710.70
			Orlando Sen. Star	171.7	178.0	<u>19%</u> <u>103%</u>	--\$2,035.96--	
7. Sarasota	30.1	5	St. Petersburg Times	210.0	205.8	6%	--\$2,239.44--	
			Sarasota Herald Tribune	55.7	52.2	82%	--\$866.88--	
			Tampa Tribune Times	198.0	197.3	<u>6%</u> <u>94%</u>	--\$2,359.84--	
8. Hillsborough	27.2	4	Tampa Tribune Times	198.0	197.3	<u>74%</u> <u>74%</u>	--\$2,359.84--	
9. Volusia	22.4	4	Daytona Beach News	68.8	45.4	95%	\$921.06	\$884.94
			DeLand Sun News	7.4		11%	\$337.12	
			Orlando Sen. Star	171.7	178.0	<u>17%</u> <u>123%</u>	--\$2,035.96--	
10. DuVal	21.5	3	Jacksonville Times Union	210.3	176.5	98%	\$2,335.76	\$2,215.36
<u>10 COUNTY TOTAL: 509.6</u>								<u>80</u>

COUNTY	REG. VOTERS	% OF STATE	NEWSPAPERS	CIRCULATION		% COUNTY PENETRATION	FULL PAGE COST	
				DAILY	SUNDAY		DAILY	SUNDAY
11. Manatee	14.7	2	Bradenton Herald	21.9		49%	\$529.76	
			St. Petersburg Times	210.0	205.8	15%	--\$2,239.44--	
			Sarasota Herald Tribune	55.7	52.2	16%	--\$866.88--	
			Tampa Tribune	198.0	197.3	<u>9%</u> <u>89%</u>	--\$2,359.84--	
12. Polk	14.2	2	Lakeland Ledger				\$689.92	
			Lake Wales High.	4.2		6%	\$288.96	
			Winter Haven News	10.2		13%	\$282.24	
			Tampa Tribune Times	198.0	197.3	<u>30%</u> <u>49%</u>	--\$2,359.84--	
13. Lee	13.1	2	Ft. Myers News	43.7	46.6	73%	--\$650.16--	
			Miami Herald	498.9	502.3	<u>9%</u> <u>82%</u>	\$3,878.28	\$3,710.70
14. Pasco	10.4	2	Clearwater Sun	36.7		8%	\$433.34	
			St. Petersburg Times	210.0	205.8	31%	--\$2,239.44--	
			Tampa Tribune Times	198.0	197.3	<u>27%</u> <u>66%</u>	--\$2,359.84--	
15. Seminole	7.6	1	Orlando Sen. Star	171.7	178.0	52%	--\$2,035.96--	
			Sanford Herald	10.5		<u>37%</u> <u>89%</u>	\$352.80	
<u>15 COUNTY TOTAL:</u>				569.6	89			

<u>COUNTY</u>	<u>REG. VOTERS</u>	<u>% OF STATE</u>	<u>NEWSPAPERS</u>	<u>CIRCULATION</u>		<u>% COUNTY PENETRATION</u>	<u>FULL PAGE COST</u>	
				<u>DAILY</u>	<u>SUNDAY</u>		<u>DAILY</u>	<u>SUNDAY</u>
16. Lake	7.1	1	Leesburg Com.	4.2		17%	\$385.28	
			Orlando Sen. Star	171.7	178.0	<u>57%</u> <u>74%</u>	-- \$2,035.96 --	
17. Escambia	7.7	1	Pensacola News Journal	85.6	68.0	<u>108%</u> <u>108%</u>	--\$1,223.04 --	
18. Charlotte	5.5	1	Ft. Meyers News Press	43.7	46.6	<u>38%</u> <u>38%</u>	-- \$650.16 --	
19. St. Lucie	4.5	.5	Miami Herald	498.9	502.3	28%	\$3,878.28	\$3,710.70
			West Palm Beach Post	88.9	85.9	<u>5%</u> <u>33%</u>	--\$1,209.60--	
20. Alachua	4.4	.5	Gainesville Sun	22.7	24.2	60%	--\$689.82--	
			Jacksonville Times Union	210.3	176.5	12%	\$2,335.76	\$2,215.36
			St. Petersburg Times	210.0	205.8	6%	-- \$2,035.96 --	
			Tampa Tribune Times	198.0	197.3	6%	-- \$2,359.84 --	
<u>20 COUNTY TOTAL</u>		<u>598.8</u>	<u>93</u>					

1/28/72

MAJOR MARKET RADIO COVERAGE AND COSTS -- FLORIDA

<u>MARKET</u>	<u>NUMBER OF MAJOR STATIONS</u>	<u>COST PER WEEK</u>	
		<u>18 60's</u>	<u>30 60's</u>
Miami	8	\$2,223	\$3,370
Ft. Lauderdale/Hollywood	3	320	465
West Palm Beach	1	117	195
Tampa/St. Petersburg	6	1,314	2,010
Jacksonville	3	387	600
Orlando	3	621	1,005

Administratively Confidential

February 16, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

White House Budget/
Committee for the Re-Election
of the President -- Support

You have Bruce Kehrl's January 29 memorandum regarding the financial support for the White House by the Committee for the Re-Election of the President. This memorandum is in your talking paper drawer indicating that you wanted to cover the subject personally with the Attorney General.

At your meeting today with the Attorney General and Fred Malek it might be appropriate to discuss this budget subject because Fred Malek will serve on the budget committee under Secretary Stans at 1701.

Another alternative would be to have Malek discuss the subject directly with the Attorney General.

GS:lm

January 29, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

BRUCE KEEHLI

SUBJECT:

Committee for the
Re-Election Support

On February 1, the source of financial support for the White House will shift from the RNC to the Committee for the Re-Election of the President.

The Attorney General has requested (via Jeb Magruder) a rough estimate of the support that the White House will need in 1972.

I have met with Dwight Chapin, Harry Dent, Bill Timmons, Herb Klein, Dick Howard, and Frank De Costa of the Vice President's staff, to discuss their financial needs for 1972. All agreed that any budget estimate for the year should be divided into two parts -- one covering expenses before the Convention and a second covering post nomination costs.

The estimates for each of the categories are broken down as follows:

1. Presidential and First Family travel -- The total of \$1,635,000 consists of \$680,000 for transportation, \$545,000 for promotion of events and arrangements, \$350,000 for advancement costs and \$50,000 for official gifts and photos. This last item includes the cost of reproducing and distributing a new official photo.

A pre and post nomination breakdown shows:

	<u>Pre</u>	<u>Post</u>	<u>Total</u>
Transportation (use of AF-1, Jetstars, Helos for political events)	55	625	680,000
Promotion	50	495	545,000
Advancement costs	200	150	350,000
Office gifts/photos	25	25	50,000
Total	330	1,295	1,625,000

2. Staff -- The total of \$100,000 will go for reimbursement to staff members who are carrying out political business for the President. Bill Timmons, Herb Klein, Harry Dent and John Dean will be receiving most of the money. This also covers travel expenses for non-political trips over and above the maximum amount allowed by law. Also, we have cracked down on staff members who had been reimbursed by outside organizations for non-political events and generally should be picking up more of their expenses.

3. Colson -- The \$900,000 for the Colson office consists of \$660,000 for mailings and information retrieval, \$150,000 to expand his mailing lists and about \$90,000 for "black" projects -- those that have to be done outside the RNC. These costs cover only White House requirements and not those of the Committee to Re-Elect the President.

Normally the costs of expanding mailing lists and information retrieval would not be included in an "RNC" Support budget; they would be covered in another portion of the RNC budget by mutual agreement between the White House and RNC. However, since the RNC will be reimbursed by the Committee for all costs incurred by the White House, these are included in the budget for the Attorney General to give him a more accurate picture of the actual expenses he can expect.

4. Vice President - The Attorney General has requested that no attempt be made to estimate the Vice President's expenses until he has met with the Vice President to determine his role in the campaign. The Attorney General (per Magruder) requested that last year's estimate of \$50,000 be used for budget purposes until a more accurate figure is determined.

This budget does not include White House polling expenses, which I understand will be handled in another manner.

In past years we have submitted budget figures to the RNC that were far under the actual estimates for the psychological advantage it provided of minimizing the amount of direct support that the RNC provided. This also put the RNC in a better position vis-a-vis the amount of money they had to request for the Finance Committee. Since the actual amounts provided were always far above the budgeted

amount and this year we're all on the same team, I recommend that the actual estimate be submitted.

RECOMMENDATION:

That you approve the submission of the \$3,030,000 budget report to the Committee for the Re-Election of the President.

APPROVE _____

DISAPPROVE _____

BK:dg

BUDGET for 1972

	<u>Pre-Convention</u>	<u>Convention and Post Nomination</u>	<u>Total</u>
I. President and First Family	330,000	1,295,000	1,635,000
II.	50,000	50,000	100,000
III.	300,000	600,000	900,000
IV.	50,000 (6)		415,000
TOTAL	<u>730,000</u>	<u>2,320,000</u>	<u>3,030,000</u>

Acct. 1988

1970

1971

Activity	1970		1971	
	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>	<u>Actual</u> (thru Nov.)
I. Presidential and First Family Travel	\$200,000	200,000		36,000
II. Staff Support	95,000	76,000		130,000
III. Colson's Mailing Operation	330,000	690,000		300,000
IV. V.P. Travel	100,000	350,000		96,000
V.		12,000 (1)		15,000 (3)
VI.		n/a		26,000 (4)
	<hr/>	<hr/>	<hr/>	<hr/>
	725,000	1,328,000	500,000	603,000
Acct. #		40,000		108,000
	<hr/>	<hr/>	<hr/>	<hr/>
Total		1,368,000		713,0000

NOTES

1. Activity V added to take care of Cabinet expenses related to the campaign that were not picked up by the departments or agencies.
2. Because of the overruns of the previous year and the fact that '71 was not an election year and thus no comparison could be made with 1970 -- no attempt was made by RNC to budget for activities within acct. ~~1970~~. Also, the \$500,000 figure was the one officially approved by the RNC. The actual White House estimate was \$1,100,000. This included \$150,000 for polling and \$250,000 for information retrieval which the RNC carried on other accounts. The figure that the White House presented was \$700,000 and \$500,000 was approved.
3. Account V was set up to pay campaign '70 expenses that were carried over into 1971.
4. Account VI covered the salaries of the people on the RNC staff working for the Citizens' Committee for the Re-Election of the President before it was announced and became a separate entity.
5. Account Z is the cash account which has been used for expenses that could not be carried in another account for fear of audit. The large increase in this account for 1971 is due to the fact that all expenses related to a White House staff member were handled in account Z so that if the RNC's accounts were audited, there would be no record of them paying for a White House staff member's political expenses.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

~~Q~~

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

February 10, 1972

CONFIDENTIAL

MEMORANDUM FOR THE ATTORNEY GENERAL

Attached is our weekly report.

JEB S. MAGRUDER

Attachment

bcc: Mr. H. R. Haldeman

CONFIDENTIAL

ADVERTISING

Television commercials and newspaper ads for Florida and New Hampshire were presented to the strategy group, along with written creative and promotion strategies and media plans.

The Davis Agency has been retained as a local agency for placement in Wisconsin.

Advertising strategy meetings were held with the Wisconsin State Chairman.

An indoctrination meeting was held at the Committee for key Agency personnel.

AGRICULTURE

One day was spent in meetings with the Farm Journal staff in Philadelphia. The Journal is the nation's leading farm magazine, so our intent was to establish a solid working relationship with the editorial staff. They were strong Nixon supporters in 1968, and will be so again in 1972.

We tentatively arranged some question and answer articles for later in the campaign, and the Journal also offered to drop a question or two that might be of special concern to us into their polls between now and November if we wish them to do so. They have an excellent telephone polling capability that could be used for either farm or non-farm purposes. We will discuss this with Bob Teeter.

The Journal also has an outstanding farmer mailing list that could be of great value to us during the campaign. They have five million names on computer tape, classified according to state, size of operation, type of operation, etc. We will discuss further with Bob Morgan.

This should be an invaluable relationship over the next nine months.

Lengthy conferences were held with Senator Young, Congressman Andrews, Secretary Butz, and John Whitaker (individually) to discuss the 1972 wheat situation. Young and Andrews are very concerned about losing North and South Dakota in November, and both feel that USDA has been intransigent in dealing with the problem of low wheat prices. As might be expected, this is not a black and white situation, and there are no easy solutions. But we believe that general understanding may be at least slightly improved over a week ago. No follow up action is appropriate at present, but the total situation must be re-evaluated a few weeks

from now when the program sign-up terminates.

We will be preparing a more comprehensive memorandum on this entire matter for the Attorney General.

John Foltz joined our staff on February 1. He has already arranged a number of visits on Capitol Hill --- some of which we have made jointly, others individually. John is extremely capable and highly regarded by Members of the Congress and their staffs. He will be an excellent addition to the campaign team.

In addition to Senator Young and Congressman Andrews, mentioned previously, we paid calls on Congressmen Hammerschmidt of Arkansas, Hall of Missouri, Nelsen of Minnesota, and Findley of Illinois. All have offered their full cooperation during the 1972 campaign. In each case, we obtain a current appraisal of the Nixon situation in the particular state that is represented.

Yeutter participated in one of the USDA briefing sessions on Rural Development. These sessions were well handled by Under-secretary Campbell and other USDA staff members, and set the stage for the President's rural development message in mid-week. Hopefully, this will take some or all of the play away from the Democrats on this issue. If Senator Humphrey is the nominee, rural development could be a major factor in the campaign. We must concede, however, that we are not very favorably impressed with anyone's rural development proposals, including those of the Administration. It is difficult to get a handle on this nebulous issue, and no one has done a very good job thus far.

BLACK LIASON

Several briefing books have been prepared (on key contacts by states, on statistics relating to Black voters and on potential Committee members) for use of the Division in responding to other Divisions' requests.

We met with a Re-election Committee Advertising representative (handling special interest groups) and a minority staff member of the White House Communications staff to formulate a communications plan approach and to begin work on a brochure setting out Administration accomplishments relating to Blacks.

At the invitation of the Council of Black Appointees, a presentation was made at their monthly meeting (which involved the Re-election Committees Research Director). Concern centered around whether the Black vote is being written off, the need for visibility of Blacks on the staff of the Re-election Com-

mittee (other than with the Black Vote Division), and need to tie Appointees into White House affairs.

We responded to requests from other staff members for information and photos on the Black population and Black Appointees with the President.

We are continuing briefing sessions with key people -- contacts included Senator Edward Brooke, D.C. Councilman Jerry Moore and staff members Al Kaupinen and Fred La Rue. Black Appointees talked with individually included Ben Holman (Director, Community Relations Service, Department of Justice) and John Wilkes, (Department of Labor, Deputy Assistant Secretary).

Attention during the week was focused on seeking to sensitize key state contacts to the importance of having Black delegates in attendance at the Republican National Convention.

Invitations were received to participate in a Workshop on "Winning the Black Vote" at the 1972 Republican National Leadership Conference March 4, 1972, and a Grantsmanship Seminar, February 5, 1972, sponsored by the State Republican Headquarters in Atlanta.

We picked up pledges of support from two Black newspapers in Fort Lauderdale, Florida, and Compton, California.

Candidates for possible staff positions were interviewed.

BUSINESS AND INDUSTRY

Last week we visited Atlanta, St. Louis, and Boston and made plans to organize the states and the cities in the areas covered by these regional headquarters. The response at our meetings was excellent and we are being well received.

We have prepared material which describes the function of the Chairmen -- Regional, State and City -- from which we work when we talk with the Regional men. The reaction, so far, has been that this is the kind of help they want and need, and that they are encouraged with our approach to the problem.

Commencing February 8, visits will be made to talk with Chairmen in Chicago, Denver, Los Angeles, San Francisco, Houston and Boise, Idaho. By the end of the week, we should have the country reasonably well covered and be well on our way to a full selection of State and City Chairmen.

We had originally planned a meeting of Regional and State Chair-

men in Washington for February 23. That date was overly ambitious in view of the problems we are having in lining up people who are willing to be committed. A new date has been set for April 5 which will, we believe, now give us ample time to accomplish our objectives.

We are coordinating visits with State Chairmen on the political side, and believe, to date, we have no problems between us and these important people.

ELDERLY

Jim Mills was added to the staff as Field Director for Older American activities. Mills spent most of his time becoming familiar with Flemming's operation and worked with Kaupinen on beginning the selection process for state Older Americans Chairmen and advisory boards.

Todd attended Dr. Flemming's regular policy and strategy meetings and in addition worked with HEW(OS) to reduce Domestic Council goals and to assign specific members of the Cabinet Committee Work Group to specific projects to ensure proper follow through. A memo has been prepared for Secretary Richardson's signature outlining this plan to the rest of the D.A.C. members. Todd also had Vicki Keller of the White House staff begin compiling a master list of all federal grant projects which affect older Americans to be broken down on a state-by-state basis. This will be used by state chairmen and 1701 for speaker and appearance purposes as well as fodder for publicity.

We prepared an Administration "initiative" list on the elderly which will be used by all participants in the campaign as the basic fact sheet. This will be updated as necessary.

We are still attempting to get Arthur Flemming wired into our Speakers Bureau (he is making two appearances in Florida, neither of which are shown on the schedule) so he can receive maximum exposure and be properly advanced.

Todd worked on HEW films with Dailey. They need considerable work and steps are being taken within HEW to ensure a good product.

Todd continued to work on selection of deputy for John Martin -- work not completed. He also continued to work on overall campaign plan which still lacks approval. This is most important as we cannot proceed in the field without agreement.

Todd participated in RNFC workshop in NYC on Friday. Two hundred

plus business leaders between 28-40 years heard Flanigan, Brock, McKinney, Armstrong, White and panel discussion in which Todd appeared. Panel's time was cut short and therefore wasn't very helpful to overall meeting. Milliken spoke at lunch. Attention was good. Meeting will produce positive results both for volunteers and contributions. RNFC intends to repeat seminar in about eight other cities. Some suggestions re program improvement were made to Milbank.

JEWISH

The additional "leak" concerning the Phantom and Sky Hawk planes which was the subject of the New York Times' lead article on February 6 is an additional positive source of information concerning fulfillment of President Nixon's promise that he will not allow the balance of power in the Middle East to shift against Israel. There is now a widely-held assumption that arms shipments, which have apparently been committed, are soon to actually begin in terms of delivery. This key element for the Jewish community lies in the fact that arms are committed in advance and not tied to U.S. supervision of progress in the peace talks of any kind between Israel and the Arabs.

Larry Goldberg spent several days in New York meeting with individuals who will be involved in the re-election effort in New York. Due to the large and diverse nature of the Jewish community in New York, there are a variety of groups and approaches, and a central strategy must be arrived at and followed. Coordination by Governor Rockefeller's top campaign coordinator is essential in a manner that allows for broad participation by individuals who do not necessarily agree with each other on approach. The decision point must be placed where potential disagreement can be heard and where effectiveness -- not personality -- is the standard.

Special efforts are being made to organize within the Orthodox community, and this effort is central to the vote for the President. This is a relatively new area for Republican efforts and contacts are more difficult because there are not established patterns.

LEGAL

We advised Mr. Girard concerning the equal time provisions of the Federal Communications Act as they apply to the Vice President; advised Messrs. Joanou and Dailey regarding television and radio sponsorship disclosure requirements under the election laws of Florida and New Hampshire. We conferred with Mr. Rietz and advised him of the legality of a proposed poster and poster/news-

letter production and sale arrangement with Gemini Printing Co. Mr. Rietz was further advised concerning the provisions of the copyright law as they applied to a campaign poster.

Mr. Fore was advised of the provisions of the Campaign Communications Reform Act as they pertain to the use of telephones to communicate with voters.

We conferred with Mr. Caulfield concerning the legal aspects of certain uses of the word "Republican" by those not connected formally with the Republican Party.

We conferred with Mr. Dailey on the subject of pre-nomination spending, in the absence of a primary, under the Campaign Communications Reform Act.

A conference was held with John Dean and Fred Malek with regard to certain legal matters concerning the campaign.

Messrs. Bill Harper and Paul Kayser were given an opinion that, under its present charter, Business and Industry for the Re-election of the President is not required to report receipts and expenditures to the Clerk of the House of Representatives under the Corrupt Practices Act.

The use of the word "telegram", in the context of campaign literature in the general form and style of a telegram was researched from the point of view of trade mark infringement and unfair competition law. It was determined that while the word "telegram" is registered in the U.S. patent office by Western Union, said registration is on the Supplemental Register and such registration creates no proprietary right therein for Western Union, and, further, the word "telegram" is a generic term and thus not susceptible of functioning as a trade mark under the Lanham Act.

Alleghany, American, Eastern, Mohawk, and United Airlines were solicited for bids on a charter flight, on March 3, to Manchester, New Hampshire.

At Manchester, New Hampshire, negotiations were conducted looking toward the leasing of the New Hampshire National Guard Armory.

POLITICAL

Two state organizations were announced this past week -- Indiana, chaired by Will Hays, Jr., on February 1, and California, chaired by Governor Reagan, on February 4.

As of the 7th of February we have announced chairmen in 13 states, 11 are ready for announcement and 17 are in the final stages of being set up.

John MacIver, Joe Noll and Charles Davis spent a full day in our offices on Monday, January 31, discussing plans for the Wisconsin primary. Harry Flemming travelled to North Carolina and South Carolina to meet with the respective committees in those two states.

PR/MEDIA

Tom Girard attended the Press Conference in Indianapolis at which the Chairman, Will H. Hays, Jr., announced the Indiana Committee. Four TV stations, six radio stations and half a dozen newspapers were represented. Each of the news shows carried the story giving about 1 1/2 minutes each to the announcement. TV does cover most of the state.

Van Shumway attended the press conference held by Governor Ronald Reagan at which the California Committee for the Re-election of the President was announced. The media coverage in California was excellent with TV, radio, newspapers and wires from across the state represented. (Van Shumway was responsible for getting the wire services there which he accomplished when he arrived in California.) ABC-TV network news carried the announcement as well as UPI wire service. The press release was prepared by Art Amolsch in conjunction with Lyn Nofziger.

Ann Dore and Tom Girard worked closely with Roy Nilson, the audio/press liaison in Florida to program audio tapes and national feeds of Senator Goldwater and Mrs. Mitchell. Ann Dore has also worked with the campaign speakers bureau on the surrogate schedule and with the various surrogates press secretaries. In addition, a file of photographs and biographies for all surrogates is about completed and material is now given to the states for their use.

Girard went to New Hampshire with Bart Porter, Curt Herge and others to advance the March 3 rally. A press program is being planned to build this rally and assure wide and significant coverage. This first release announcing the rally will go out the week of February 7. Amolsch and Girard worked with Secretary Morton's press secretary on the Secretary's speech in New Hampshire February 4 including an attack on Muskie's Vietnam position.

The wires and some press covered the Morton speech very well.

Shumway met with Ray Lahr of UPI and Gaylord Shaw of AP for a general campaign interview.

Girard spoke by phone with Tony Schwartz, a reporter for the University of Michigan Daily, about why youth should vote for the President including the need for students in particular to examine

the facts in such areas as the draft, food stamp programs and overall change in percentages from national defense to human resources.

Dore met with a White House correspondent representing Japanese Broadcasting for preliminary discussion of their wish to film the campaign operation.

Press Department staff meetings were held daily. Girard and Shumway met with David Greene on the details of the audio operation. We helped generate GOP reaction to the Muskie Vietnam speech alerting the RNC audio operation to seek reaction. Senators Brock and Allott were taped and the UPI city wire carried the phone number for call in.

Pat Strunk joined the staff and has begun a wire story distribution service to key members of the Committee several times a day.

The Surrogates Handbook and Press Secretaries Manual are near completion. The latter is now ready for printing.

Shumway attended the Colson planning meeting Monday and Wednesday. In addition he met with Joe Reppert, Senator Dole's press secretary on the Hill; Clark MacGregor, Paul Theis (Rep. Congressional Campaign Committee); Bill Parish (photo editor who is now aboard and working with Ollie Atkins) and Anne Armstrong.

Dore is working on the final procedure for RNC and campaign liaison in the area of a clipping service, opposition and general research materials, with Barry Mountain and Ed DeBolt at RNC. Dore also interviewed a possible addition to the staff for a writing position.

Frank Leonard continued his work with Monday. A presentation on the Presidential book Summons To Greatness was given to the White House by request. The plans for The Presidential Re-Elector are being laid as well as for a general campaign background piece The Nixon Years. Leonard also is preparing graphics and layout for the Press Secretaries Handbook and projecting future campaign needs.

Dave Allen formally joined the press staff and supplied copy for direct mail issue sheets and sent issue material to Congressman Wyman and Illinois Nixon Committee. Initial procedures were developed for coordinating issues with the RNC, the White House, and other sections of the Committee.

RESEARCH AND STRATEGY

Bob Marik, Bob Morgan, Rick Fore, Phil Joanou, Bill Novelli and Bob Teeter met last week with John McIver and his associates who will be running the campaign in Wisconsin. Prior to this meeting McIver had a general understanding that there would be little campaign activity in the Wisconsin primary. Mr. McIver, however, agreed with Bob Teeter that Wisconsin would be an uphill battle in the general election. Therefore, it was decided that a re-evaluation of the Wisconsin primary was necessary.

In re-evaluating, it was brought out that there has been a general decline in the Republican Party in Wisconsin. There will also be an intense Democratic primary in Wisconsin. For these reasons, a more highly organized primary campaign will be necessary in Wisconsin. This will serve as an investment for the general election and will close the gap between a potentially strong Democratic primary winner and the President. The objectives of building an organization and providing limited visibility can best be accomplished through direct mail and advertising.

In following up on this meeting, Mr. McIver will work closely with our committee in developing final recommendations for an operating plan that will be tailored to Wisconsin and provide the organization necessary to win in November.

SPOKESMEN RESOURCES

Bart Porter met with Taft Schreiber to discuss a proposed White House event in honor of the movie industry.

Alex Armendaris met with the Attorney General and was engaged as the Executive Director of the Spanish Speaking Committee.

The Spokesmen Resources Division also commenced preparations for the major rally, which is to be held in Manchester, New Hampshire, on March 3, 1972. Among other things, Bart Porter and Curt Herge met with Gov. Dwinell and other representatives of the New Hampshire Committee for the Re-election of the President for the purpose of discussing the program. They also examined available sites and selected the Army National Guard State Armory in Manchester. Room reservations were made at the Holiday Inn in Manchester. Gov. Dwinell was asked to nominate an individual to serve as the State Chairman for the event. Progress is being made in chartering an aircraft, locating a professional producer for the rally, locating advancemen and in planning the afternoon of campaigning.

Curt Herge asked Angie Miller to organize the Nixonettes in prepara-

ration for the rally. She contacted girls at Wellesley, Pine Manor, Catherine Gibbs and the University of New Hampshire.

Attached are current chronological schedules of the speaking events in New Hampshire and Florida prior to their respective primaries.

February 8, 1972
9:00 a.m.

FLORIDA SPEAKING EVENTS PRIOR TO MARCH 14, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
January 21	Chamber of Commerce Dinner Sarasota	Mr. Klein
January 22	National Highway Safety Leaders Women's Group, Orlando	Sec. Volpe
January 29	State Convention of Florida Jaycees, Daytona Beach	Vice President
January 29	Miami Penthalon, Miami	Howard Twiley (Miami Dolphins)
February 1	DuVal County Medical Society	Mr. Kleindienst
February 2	Co-host Allan Courtney Radio Show, Miami	Mr. Klein
February 3	University of Florida, Gainsville	Sen. Goldwater
February 4	Palm Beach County Fund Raising Dinner, Palm Beach	Mrs. Mitchell
February 7	Elephant Forum, Miami	Cong. Ford
February 10	Legacy of Parks, Dade County	Mrs. Julie Eisenhower
February 10	Civics Club Luncheon, Ft. Meyers	Sen. Gurney
February 10	Lincoln Day Dinner, Collier County, Naples	Sen. Gurney
February 11	Central Florida District Rotary Club Luncheon, Disneyworld	Sen. Gurney
February 11	Dade County Lincoln Day Dinner, Miami	Sen. Brock
February 12	Lake County Republican Executive Committee Lincoln Day Dinner, Leesburg	Sen. Gurney
February 12	Broward County Lee-Lincoln Day Dinner, Ft. Lauderdale	Mr. Dent

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 12	Ormond Beach Republican Club Lincoln Day Dinner, Daytona Beach	Mr. Winthrop Rockefeller
February 13	Citrus County Lincoln Day Brunch, Crystal River	Sen. Gurney
February 14	Congressional Boosters Club Fund Raising Event, Palm Beach	Sec. Butz Sen. Dole Cong. Kemp Mr. Rumsfeld
February 14	Volusia County Lincoln Day Luncheon, DeLand	Sen. Gurney
February 14	Seminole County Lincoln Day Dinner, Sanford	Sen. Gurney
February 16	National Association of Manufacturers, Boca Raton	Sec. Stans
February 19	Key West County Lincoln Day Dinner, Key West	Sen. Gurney
February 21	South Broward County Lincoln Day Dinner	Sen. Gurney
February 24	Republican State Executive Committee Legislature Appreciation Dinner, Tallahassee	Sec. Morton Mary Ann Mobley
February 24	Florida State University Student Body, Tallahassee	Sec. Morton
February 26	Florida Engineering Society Annual Banquet, Miami	Sec. Romney
February 26	Indian River County Lincoln Day Dinner, Vero Beach	Sen. Gurney

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
March 4	GOP Fund Raising Event, St. Petersburg	Sen. Dole
March 5	American Friends of Hebrew University, Miami	Sec. Richardson
March 6	Manatee County Republican Dinner, Bradenton	Cong. Goldwater
March 6	Orange County Lincoln Day Dinner, Orlando	Sen. Tower (Invitation pending)
March 6	Elephant Forum, Miami	Sen. Tower
March 6	North Broward County Lincoln Day Dinner, Fort Lauderdale	Sen. Dole
March 7	Regional Kiwanis Clubs, Manatee and Sarasota Counties	Sen. Goldwater (Invitation pending)
March 9	Republican Fund Raiser, Tampa	Sen. Goldwater
March 10	Brevard County Lincoln Day Dinner, Cocoa Beach	Sen. Dole
March 11	Jaycees Awards Banquet, St. Petersburg	Sen. Gurney
March 13	Polk County Lincoln Day Dinner, Winter Haven.	Sen. Dole

NEW HAMPSHIRE SPEAKING EVENTS PRIOR TO MARCH 7, 1972

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
January 13	Headquarters Grand Opening New Hampshire Committee for the Re-election of the President, Concord	Sec. Volpe
January 21 and 22	Voter Registration Rally, Manchester	Sen. Weicker
January 29	New Hampshire State Bar Association, Concord	Sec. Richardson
January 31	Testamonal Dinner for Sen. Cotton, Lebanon	Sen. Scott
February 4	New Hampshire Committee for the Re-election of the President Fund Raising Dinner, Concord	Sec. Morton
February 4	Claremont High School Student Body, Claremont	Sec. Morton
February 4 and 5	Keene State College, Franklin Pierce College, New Hampshire College and St. Anselms College	Cong. Kemp Cong. Steiger
February 8	New Hampshire College Student Body, Manchester	Mr. Ruckelshaus
February 8	New Hampshire Clean Waters Association, Laconia	Mr. Ruckelshaus
February 8	University of New Hampshire and Plymouth State	Mr. Droge
February 9	Dover High School and Central High School	Mr. Droge
February 9	Joint Session of New Hampshire Legislature	Mr. Ruckelshaus

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 9	North Conway and Conway Rotary Clubs Ladies Night Dinner, North Conway	Sen. Brock
February 10	Dinner Conference with Environmental Scientists, Durham	Mr. Train
February 12	Rockingham County Republican Dinner Dance, Pelham	Sec. Richardson
February 12	Coos County Republican Party Lincoln Day Dinner, Berlin	Sec. Richardson
February 12	Amherst Lincoln Day Dinner, Amherst	Sec. Romney
February 15	Strafford County Republican Committee Lincoln Day Dinner, Dover	Sen. Packwood
February 18	University of New Hampshire Annual Alumni Class Conclave, Durham	Mr. Rumsfeld
February 19	East Rockingham County Republican Party Dinner, Exeter	Sen. Baker Mr. Buddy Ebsen
February 21	Cheshire County Republican Committee Lincoln Day Dinner, Keene	Mr. Finch
February 21	Dartmouth College Student Body, Hanover	Mr. Finch (Invitation pending)
February 22	Business and Industry Association of New Hampshire Dinner, Concord	Mr. Flanigan
February 23	Nashua Chamber of Commerce Annual Dinner, Nashua	Sec. Volpe
February 23	Chamber of Commerce Dinner, Manchester	Mr. Klein
February 25	Kearsarge High School	Cong. Biester

<u>Date</u>	<u>Event</u>	<u>Speaker</u>
February 28, 29 or March 1, 2	University of New Hampshire Student Body, Durham	Sec. Romney (Invitation pending)
March 3	New Hampshire Committee for the Re-election of the President Reception and Rally, Manchester	Twenty spokesmen (Planning stage)

VOTERS' RIGHTS (BALLOT SECURITY)

All state chairmen who have been named to handle the campaign to re-elect the President have been contacted personally and requested to name a Voters' Rights (Ballot Security) chairman. It is anticipated that there will be compliance by February 15.

The following states have named their Voters' Rights chairman:

Connecticut	--	John Gawrych
Illinois	--	Frank Lunding
Missouri	--	Donald J. Stohr
New Hampshire	--	Alfred H. Casassa
New York	--	Joseph L. Forstadt
Texas	--	Allan Rash (Designee of state Republican Headquarters approved by Senator Tower's office)
Wyoming	--	Alan K. Simpson

WOMEN

Meetings were held on the three primary states of Wisconsin, New Hampshire and Florida which Pat Hutar attended. Immediate concerns were with Florida and New Hampshire.

After receiving a briefing on the Florida political situation and the direct mail campaign and volunteer efforts planned, Pat Hutar accompanied by Nancy Steorts went to Florida for a meeting with State Chairman Tommy Thomas and National Committeewoman Paula Hawkins. Included in the meeting were the State Committee Executive Director, Bill Davis, his assistant and Maxwell Calloway. We went over the entire volunteer recruitment program via direct mail and the need for a coordinator in each of the ten county headquarters to process volunteers and materials. In addition, we discussed the need for persons being designated as Presidential Commitment Chairmen in each county whose sole responsibility would be the successful implementation of the program. We made the suggestion that Maxwell Calloway be assigned the responsibility for organizing young people to work in the ten county offices, making calls to volunteers and distribution of materials to volunteers. Paula Hawkins will work to obtain volunteers for this operation also.

It was decided that Ken Rietz and Pat Hutar would meet with Nancy Brataas, New Hampshire Telephone Coordinator, and key New Hampshire leaders. Attending were Millie Perkins, National Committeewoman, and Vicky Zachos, State Vice Chairman. Roma Spaulding, New Hampshire Committee for the Re-election of the President, was unable

to come. The objective of the meeting was to help Nancy Brataas recruit volunteers for the telephone operation. Mission was accomplished. Both Millie Perkins and Vicky Zachos know scores of outstanding men and women who can aid in this effort. No attempt had been made by Allan Walker to involve them in this process. Ted Wigger will be responsible for recruiting young people to work. In addition, Washington will arrange for him to coordinate the volunteer return cards being sent to the headquarters office. After talking with Nancy Brataas on Saturday, the assignment of Ted Wigger to this task had not as yet been established with Allan Walker. Nancy Brataas has recruited experienced volunteer supervisory help from three states. Bob Marik had suggested that Pat Hutar try to get additional support of this kind. Pat contacted key people in Massachusetts and put Nancy Brataas in touch with them. In addition, Mary Beggs was contacted by Pat and asked to see if some of the "Little Cabinet" wives would like to volunteer. Mary obtained several, and she is now in direct contact with Nancy Brataas to work out the schedule of her volunteers. These women will volunteer their time to help for a week to two weeks in New Hampshire. Out of the New Hampshire recruitment process will come trained and motivated volunteers to aid in the general election campaign.

A luncheon invitation was extended to women appointees by Pat Hutar to provide an opportunity to get their opinions, attitudes and ideas on the utilization of volunteers in the campaign. A discussion outline was provided which also indicated special activities aimed at focusing attention on the quality and number of outstanding women the President has appointed to high office: that he is aware, concerned and taking action to see that women have the opportunity to reach their full potential as individuals.

The discussion was lively and stimulating with different points of view being expressed. However, consensus was reached on the need for an attitudinal survey on women's issues. We considered this essential to planning strategy and promotions directed at women's issues.

Pat Hutar called Bob Teeter, and he explained that possibly some questions on women's issues could be included in some of the state surveys planned in the near future. We will meet with him next week to discuss the kinds of questions and the information we want to obtain from the survey.

Anne Armstrong asked Rita Hauser, Nancy Steorts and Pat Hutar to meet with her and Mary Beggs, wife of the Under Secretary, Department of Transportation. She wanted ideas as to how the wives of the Little Cabinet members could volunteer their services in the campaign. They are anxious to serve. A number of good suggestions

were made.

During the week, Pat Hutar had lunch with Barbara Gunderson of South Dakota, an Eisenhower appointee on the Civil Service Commission. She is interest in serving in the campaign. Also, she indicated an interest in a government appointment. She is an able person and would be useful in several capacities. We will follow up with discussions with our South Dakota chairman.

YOUTH

Following are the results of a Durham, New Hampshire, youth poll (18-24) conducted by the Public Broadcasting System television station during mid-December (the results were made public last week):

	<u>Yes</u>	<u>No</u>
Are you registered to vote	33%	67%
Do you plan to register	87%	13%

If the New Hampshire primary were held today, for whom would you vote in the

Republican primary:

Nixon	70%
McCloskey	30%

Democratic primary:

Kennedy	35%
Muskie	28%
McGovern	22%
Humphrey	7%
Yorty	3%
Jackson	3%
Lindsay	2%

If the Presidential elections were held today, who would you vote for?

Nixon	22%
Kennedy	21%
Muskie	21%
McGovern	12%
McCloskey	6%
Lindsay	5%
Humphrey	3%
Jackson	1%
Yorty	1%
Others	8%

If you have not registered yet to vote, why not?

Uninformed on the issues and candidates	43%
Disinterested	23%
Can't register	7%
Don't know how to register	6%
Can't get to polls	2%
Other reasons	19%

Media activity on youth trip for Congressmen Kemp and Steiger:

Radio and TV

Kemp - WNH, 15 minutes; WMUR-TV, 13 minutes

Steiger - WKSC (Keene State College), 1/2 hour live;
WKNE, 15 minutes.

Press

Kemp - Manchester Union Leader and Dover Daily Democrat

Steiger - Concord Monitor, Peterborough Transcript, and
Keene Sentinel

East Detroit High School survey (an area where the President received 25% in 1968):

Nixon	52%
Muskie	20%
Wallace	18%
Kennedy	9%
McGovern	1 vote
McCloskey	1 vote

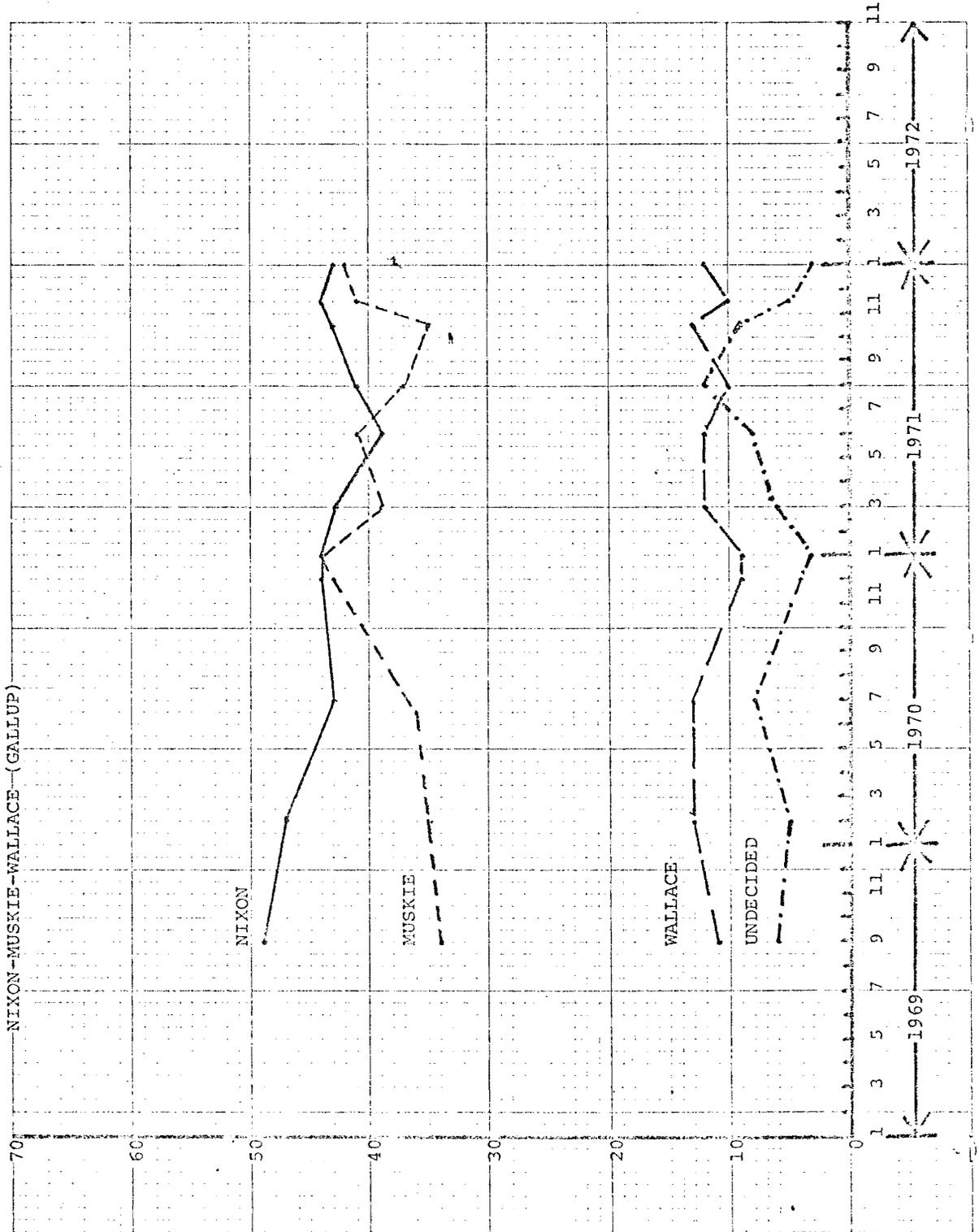
Speakers Place:

- Herb Klein will address the Ohio YR's quarterly meeting on the evening prior to registration drives in several Ohio counties (March 18).
- Director Ruckelshaus will appear at New Hampshire College and hold a press conference for youth media on February 9.
- Representative Steiger will attend ceremonies at the University of Wisconsin (at Milwaukee) and speak in behalf of the President. The other candidates are expected. (February 28)
- Representative Steiger will speak at Grace College in Indiana.
- Representative Frenzel will speak at the Illinois College Republicans convention on February 19.

- Representative Devine will address the Iowa YR convention on March 4.
- Clark MacGregor, Anne Armstrong and Senator Miller will speak to the Center for the Study of the Presidency in New York.
- Assistant Secretary Hyde will speak to the Evangelical Student Congress in upstate New York in behalf of the President.
- Representative Archer spoke to the Lancaster (Pennsylvania) GOP in behalf of the President and the youth campaign.

POLLS

The latest Gallup trial heat for Nixon-Muskie-Wallace puts Nixon and Muskie only one percentage point apart, Nixon 43% and Muskie 42%. Wallace has also gained by two points while the undecided voter dropped to only 3%.



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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

February 8, 1972

MEMORANDUM FOR: MR. CLIFFORD A. MILLER
FROM: ROBERT C. ODLE, JR.
SUBJECT: Statler-Hilton

Per our conversation, the procedure for making reservations at the Statler is outlined in the attached memorandum. I have given your name to the people at the hotel and informed them that you will be calling and should be treated as one of our very special guests. They promised a nice room.

Attachment

cc: Mr. Gordon C. Strachan

Get your \$5 ready

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

February 8, 1972

CONFIDENTIAL

MEMORANDUM FOR THE STAFF

FROM: ROBERT C. ODLE, JR. *R*

1. To celebrate the opening of the third floor, and to introduce new staff members to one another, a party will be held in Room 370 from 5:30 p.m. until 7:30 p.m. tomorrow, Wednesday, February 9. Wives, husbands, and dates are cordially invited as well.

2. The third floor conference room is now available to all staff members for meetings. It is scheduled by Teri Ann Thayer and must be reserved in advance. She can be reached on extension 329.

The fourth floor conference room continues to be scheduled by Jeanne Mason at extension 203.

Whoever uses these rooms has the responsibility for cleaning them up afterwards.

3. As was stated in the staff manual, it is the policy of the Committee that all staff members fly coach class (unless, of course, coach is not available on a particular flight).

4. Our security people have asked us to keep all the vertical blinds drawn across windows, particularly in rooms which might be photographed from buildings across the street. This is very important in the Press office area of the third floor and the Pennsylvania Avenue side of the third floor.

5. Fourth floor staff members should ask their guests to report to Kathy O'Melia first. This will avoid placing too much of a burden on Vicki Chern who has had to function as a receptionist in addition to her primary responsibilities.

Kathy is located on the second floor, but will move to the new third floor receptionist area next week. At that time, all guests should be asked to report to the third floor before coming to the fourth.

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When you are ready for your visitor, please call Kathy and she will send him up.

6. Inter-office envelopes (with holes) should be used for all mail destined for staff members in this building. Regular manila envelopes should be used if the mail is going outside this building.

7. Your front door office key opens our suite doors on all six floors -- 272, 372, 472, 872, 972, and 1138.

8. There has been some confusion with respect to our Committee's name. While it used to be "Citizens for," and there was some discussion of changing it to "Committee to Re-elect," the official name will remain "Committee for the Re-election of the President," not "Committee to Re-elect the President." Thus, our state committees should all follow this form, e.g., "California Committee for the . . .".

9. We have made an arrangement with the Statler Hilton Hotel, at 16th and K Streets, N. W., a few blocks from the office, to house all our people and guests there from now until the election. Everyone who has need to remain in a Washington hotel, or bring people to Washington, should utilize this arrangement in order to save the Committee money.

The rate which we will get is \$22 per day for a single or \$30 for a twin or double. Reservations can be made by calling the Statler Hilton at 393-1000 and asking for Mrs. Florence Zyderfeld at extension 219. You must ask for Mrs. Zyderfeld in order to get this special rate and identify yourself as representing this Committee. She will take it from there. Do not call the Statler and ask for "Reservations," however, because only Mrs. Zyderfeld is aware of our special arrangement.

If you should experience any difficulty, ask to speak with Mr. Ed Simmons, Convention Sales Manager, who has made these arrangements for us. He also can help you with plans for dinners, banquets, etc.

When checking out of the Statler, please pay for the room yourself and seek reimbursement from the Committee on a standard expense account form.

No one must stay at the Statler; however, because of this arrangement, no one will be reimbursed more than \$22 per night for a Washington hotel room.

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Arrangements can also be made through my office for a similar rate at any one of the four Marriott hotels in Washington and Marriott's Essex House in New York City. Please contact me for details.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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January 24, 1972

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

MEMORANDUM FOR: GORDON STRACHAN
FROM: JEB S. MAGRUDER

In reference to your memorandum of January 18 concerning special interest mailings in the Florida Primary, I believe that Bob Marik has already discussed our current plans with you. The Attorney General has approved only the first mailing. The additional mailings will be held in contingency depending upon the outcome of the trends. We may want to use a special mailing to test the response of elderly voters, but it would be inappropriate to mail a special mailing to interest groups such as Spanish-speaking citizens or Blacks in a Republican Primary. We will probably want to save such mailings for the general election.

January 18, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN **G**

SUBJECT:

Direct Mail and Florida

I noticed in the plans for the direct mail operation in Florida that there will be no "special issue mailings to individual voters". As you know, the subject of target mailings to target voters has been discussed in most of the Campaign Strategy Group meetings. In fact, much of the discussion centered on the advisability of target mailings in Florida because there were a few identifiable groups such as "Spanish Speaking" and "Old Voters" that could serve as a test for the general election effort. I have not been asked for any elaborate explanation of why the strategy has been changed. I am just curious. Could you give me a call at your convenience?

Handwritten notes:
Jeb
Gordon
Marik!
1/20/72

cc: Dwight Chapin ✓
Bob Marik

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

It needs to be

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

January 24, 1972

MEMORANDUM FOR:

MR. GORDON C. STRACHAN

FROM:

JEB S. MAGRUDER

SUBJECT:

Teachers and Politics

We had planned all along -- under the panoply of our citizens operation -- to form a committee of teachers, school and college administrators, professors, etc., sometime in the spring or summer. This would be one of the horizontal groups we would form after the major groups such as Businessmen, Doctors, and Lawyers get off the ground. It would probably be called "Educators Committee for the Re-Election of the President."

As soon as our overall citizens director comes on board, it would be his responsibility to select someone to work part-time at first and full-time later on the Educators' Committee. The Educators' operation certainly should fall under the direction of the citizens' man, and we do want to wait until he comes on board for the choice to be made. This should be very soon.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

February 9, 1972

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MEMORANDUM FOR: GORDON STRACHAN
FROM: JEB S. MAGRUDER

In answer to your memorandum of February 7 concerning a proposed issues poll at the Republican National Leadership Conference on March 1-4, I met with Ed DeBolt and Fred LaRue and we agreed that it would be best to ask the RNC to cancel the poll.

~~CONFIDENTIAL~~

February 12, 1972

MEMORANDUM FOR: JOHN MITCHELL
H. R. HALDEMAN ✓

FROM: MURRAY CHOTINER

RE: New Hampshire

People continue to pass on information to me. If important enough for you, I will send it on. Otherwise, I will give it to the proper campaign staffer.

1. "Rog" Morton drew 700 for the President. John Gardner drew 1,200 for Common Cause.
2. Question was raised -- "Did local people really work hard to get out a crowd?"
3. Bad picture of the President was used at the dinner.
4. "Rog" used too much time praising the Governor as a friend of the President. This is customary and is to be expected; however, Bob Hill people thought it went too far.
5. There was a "coffee" held for the President addressed by Lou Wyman. Only five were in attendance. Apparently there was lack of preparation.
6. Boston Globe says the President has 71% in New Hampshire. I assume the organization will get at least that much for the President.



MMC:bh