

Richard Nixon Presidential Library
White House Special Files Collection
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36	6	10/15/1968	Memo	Buchanan to Haldeman re: Henry Tasca visit to U.S. 1 page.
36	6	10/08/1968	Memo	Whitaker to Mitchell/Flanigan re: Election Night arrangements. 2 pages.
36	6	n.d.	Report	handwritten notes re: Neighbors for Nixon-Agnew program, indicating how it would work, with attachments summarizing other programs involving citizens. 20 pages.
36	6	n.d.	Report	Duplicate of handwritten notes re: Neighbors for Nixon-Agnew program, indicating how it would work, with attachments summarizing other programs involving citizens. 20 pages.
36	6	10/09/1968	Memo	Whitaker to Shakespeare re: Chicago TV - October 19. 1 page.
36	6	10/10/1968	Memo	Murray Chotiner to Haldeman re: 3-4 minute Nixon tape to be used at rallies in Nixon's absence. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
36	6	10/08/1968	Report	Status Report United Citizens for Nixon-Agnew. 3 pages.

File

MEMO TO HALDEMAN

From Buchanan

October 15, 1968

Henry Tasca is the U.S. ambassador to Morocco. Guy RN regards highly. He will be in States on Nov. 4 Staying at in-laws:

MRS MARIA TENAGLIA
7208 Sellers Avenue
Bywood, Upper Darby
Pennsylvania
FL-2-4310

This message comew to RN from "Ofie" who is a friend of RN, PN and Tasca----and just contributed to campaign through Clay.

You might mention this to RN---since RN has a high regard for his abilities in foreign policy.

BUCHANAN

MEMORANDUM

OCTOBER 2, 1968

TO: JOHN MITCHELL
PETER FLANIGAN
FROM: JOHN WHITAKER
RE: ELECTION NIGHT

jit

JF
~~already covered~~

Of necessity the advance team has done some preliminary thinking on this matter. Bill Codus is attempting to lock up the Waldorf today. I have discussed the matter with Haldeman who takes the financial position that we should pay for large facility rooms like the Grand Ballroom, the press room and a smaller VIP room for approximately 150, the idea being that RN would probably do a dropby at the small VIP and Grand Ballroom. Then Codus would lock approximately 300 (400 if we can get them) rooms but with a firm understanding with the hotel that individual people will be making reservations and paying for their own rooms, and that this is not the financial responsibility of the Nixon-Agnew Committee.

I assume the Nixon staff would be dispersed and not sleep there overnight and that RN would probably operate from his apartment with possibly 2-3 staff people running a phone operation for him from the apartment, and only after the results are in would RN come to the Waldorf.

From the Secret Service point of view even the Party worker and hangers-on faithful types who would be in the Ballroom will have to be by invitation only, because of the substantial danger of any nut coming in off the street that night and getting into the Ballroom.

Haldeman suggested that Peter Flanigan be in charge of issuing the invitations. It seems to me that one way to approach this would be to invite at least the following categories and start adding names on to those suggested. These categories would be

- (1) Old personal friends like Don Hughes, BB Rebozo, General Bob Cushman
- (2) Old political friends like Murray Chotiner, Jack Drown, Ray Arbuthnot, Warren Brock
- (3) Business financial friends like law partners, Don Kendall, Clem Stone, Max Fisher, Gene McGovern, Hap Flanigan, Wayne Apflanback, Joe Miller of AMPAC.

- (4) Travelling staff members
- (5) Close staff members who do not travel with him such as Len Garment, Tom Evans, Charlie Rhyne, Pat Hitt, Maurice Stans, Herb Klein, etc., etc., etc.
- (6) The Nixon-Ryan family
- (7) Some of the group from the 1960 office staff like Loie Gaunt, The Dannenhauer girls Jane and Rita, Bessie Newton, Dale Grubb, Jack Sherwood, Jim Golden
- (8) Any close personal friends of Mrs. Nixon - Pat Dunbar, ???
- (9) The original Nixon advisory committee like Fred Seaton, John Lodge, Ambassador Hill, Walter Williams
- (10) The surrogate candidates and VIPS who spoke for RN during the campaign
- (11) Advance men
- (12) Then the whole sticky question of the entire Washington and New York staffs
- (13) The close-in Senators and Governors and Congressmen who supported RN early in the game like Mundt, Curtis, Hickel, Babcock, etc.
- (14) The sticky question of RN State Chairmen and/or GOP State Chairmen who have been with RN since early in the game

What really hangs me up on the whole thing is the idea of inviting these people to New York and not underwriting their transportation or their hotel bill. But if you do take that approach, and we rent as many as 400 rooms at the Waldorf, you are looking at probably \$16,000 just for rooms - not counting room service, etc.

Finally, there is the whole question as to whether the travelling staff and close-in New York and Washington staffs should have rooms on one floor of the Waldorf with RN on that floor rather than in his apartment.

Peter may wish to divide up the responsibility by asking Department heads to prepare their own lists of who they think should be invited.

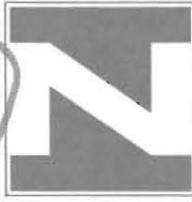
Will have more information on the facility in the Waldorf and potential room arrangements in the next few days.

cc: Ken Cole
Bob Haldeman

John A. Whitaker

H. R. Haldeman

Nixon for President Committee
450 Park Avenue
New York, N.Y. 10022
(212) 661-6400



File

Chief of Staff
for Richard M. Nixon

Memo:

*Hold for RV
citizens mtg.*

Report on Telephone Program - Neighbors for Nixon - Agnew

Where - Ky, Fla, Wash, Cal, Tex, N.C.
S.C., Tenn, VA., Missouri,
Ill, Wis, Mich, Ohio, Penn, N.J.,
Cal, Georgia,

Cost Total \$1,486,500.⁰⁰/₁₀₀
VA. paying $\frac{1}{2}$ their cost.
Cal & Georgia all their costs.

Organization -
5,000 people involved at caller level or above

Honorary Chairman - John Wayne.

Chairman - Allen Peterson.

Regional Field Chairmen - End of app. of State

State Coordinators.

City Managers.

Supervisors for callers.

(2)

Procedure:

- Phonebook for City divided into 10
names per card.
- Callers work in 2 six hr. shifts per day
calling people on each grp of 10 until
one of these persons agrees to become a
Neighborhood Chairman and contact others
on a list of 10. He is then sent
a packet of literature as a neighborhood
chairman & info. on who he is to contact.
- ~~He~~ he ~~gives~~ ^{gives} literature to others on
list 2 weeks before the election when
he makes a personal visit to each person.
- 1 week before election he follows up
with a phone call to each person
on list.
- Each person on the list is also called
on election day.
- A follow up thank you letter is sent.

Coverage

- 1 1/2 million Neighborhood Chairman
- contact 15 million homes.
- " 30 million voters.



UNITED CITIZENS FOR NIXON-AGNEW

CHARLES S. RHYNE
National Chairman

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

MEMORANDUM

TO: Bob Haldeman
FROM: Charles S. Rhyne *CSR*
DATE: October 10, 1968

Enclosed herewith is the information requested this morning by Larry Higby in relation to the United Citizens Status Report.

Headquarters staff composed of 225 paid, ~~406 full-time volunteers~~ and 1336 part-time volunteers.

Professional and occupational group questions answered by attached memorandum from Jack Padrick.

Mamie Eisenhower Day produced over 1,000,000 signed commitment cards and more are arriving every day.

Nixon-Agnew Clubs questions answered by attached memorandum from Bundy Clarke.

Campus programs during the summer were conducted only where summer school was in session.

The attached Wilkinson memorandum answers the Commitment '68 questions.

The Women's Division has formed 226 clubs nation-wide, 130 in key or priority states.

The 84 programs are those described herein, including each professional, occupational and nationality group activity counted as a separate program.

The Youth Division and Student Coalition questions are answered by Mort Allin's attached memorandum.

The Ballot Security program is under the direction of Louis Nichols with assistance from Charles Barr of Republican National Committee. They have identified potential trouble locations, recruited former FBI agents and others knowledgeable on vote frauds and enlisted lawyers to prepare count complaints where the facts warrant.

The telephone program consists of almost daily calls to state and local leaders urging more and better effort, offering help, the passing on of "encouraging" or "critical" information designed to stimulate all-out effort. Common comments are "we are told in Washington you are behind in _____" (naming various programs); "why no letters to the Editors or reports on telephone calls or talk programs, put someone on this please". "We do not want you or our candidates to be embarrassed by your failing to do this or that." "You should emphasize the Volunteer program on voter registration, or get your volunteers to start their "get-out-the-vote" activities", or "one or more of our candidates are arriving on such a date, volunteer your help and your people to named persons in charge."

The result of the information program is thousands of small and large items in the daily and weekly press, radio and TV. We believe the over-all impact is great of so many items on local people being announced as backers of our candidates.

The Kelly memorandum explains the 100 county program. It is Craig Truaxe's brainchild.

Finally, we are sending 5,000,000 post cards featuring the Nixon Family photo from the brochure, to our committed volunteers asking each recipient to: "This time, take 4 to the polls November 5 -- and above all, remember polls don't vote!"

The new, novel and effective literature for the programs described in this report is something our candidates can be very proud of. It has all been cleared through designated New York clearance sources.

P. S. In the rush to get this ready we wrote it before the question on the 50 fieldmen was answered. The answer is 3 athletes/celebrities under Cy Laughter, 23 direct field operations under Craig Truaxe checking and encouraging state and local efforts, and 25 Speak to Nixon-Agnew, Listening Post program.

C. S. R.



UNITED CITIZENS FOR NIXON-AGNEW

CHARLES S. RHYNE
National Chairman

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

October 10, 1968

MEMORANDUM

TO: Charles Rhyne
FROM: Jack Padrick
SUBJECT: Information requested by Mr. Nixon

*Professional & Occupational
Groups.*

1. Attached is a list of our current groups.
2. Mass mailings total 1,216,600 letters.
3. The purpose of organizing via group mechanism is to reach people through identification with their membership or interest in a professional/occupational or special interest group. The emphasis is on personal contact and participation by citizens as distinguished from mass media approach or regular GOP activities.

We are attempting:

- a. To tap the existing cohesive human relationships existing within the various groups and special interests - which relationships influence or can be influenced from an electoral standpoint.
- b. To obtain endorsements from leaders and members of the various groups (physicians, scientists, scholars, barbers, veterans, senior citizens, youth, lawyers, farmers, conservationists, etc.), to demonstrate the support of such groups for Nixon-Agnew and in return to demonstrate the candidates' interest in and concern for such groups and the members thereof.
- c. To use the existing organizational structure of these groups and the manpower available therein to personally contact at the precinct level as many potential voters as possible.
- d. To generate at the national and local level broad visible support and activity through such means as press releases, interviews, letters to the editor, speeches, campaign materials and personal contacts.
- e. To make available to the local Republican organization for election day activities (e. g. poll watching, telephone campaigns, transporting voters to polls, etc.) all members of the various organized groups as an additional source of volunteer manpower.

PROGRAMS

JACK PADRICK, DIRECTOR, Rm. 412, X212

<u>GROUP</u>	<u>NATIONAL CHAIRMAN</u>	<u>STAFF COORDINATOR</u>	<u>ROOM</u>	<u>EXT.</u>
AGRI-BUSINESS Food Mfgs. & Distributors	Evans Harrell	Alan Potter	417	333
		George B. Travis	235	425
AMBASSADORS	Hon. John Davis Lodge	Roger Clark	461	357
BARBERS	Albert J. Rothe	Jim Kelly	Jackson	517
CPA'S	Maurice Stans	Dick Fogg	426	305
	Dewey Arnold, Co-Chairman			
CELEBRITIES & ATHLETES	Les Brown	Cy Laughtar	428	241
	Larry McPhail			
CLERGY		Fred Rhodes	238	429
COMMUNICATIONS		Col. Eli Stevens	239	474
COMPUTERS	Sam Wiley	Dick Tozer		Texas 214-357-0216
CONSERVATIONISTS	Frederick Smith	Marion Hornbeck	218	459
COSMETOLOGISTS	Mary Delatis	Mary Matthews		Capitol Hill 225-2571
COUNTY OFFICIALS	Warren Dorn	C. D. Ward		Annapolis 301-723-0750
CULTURE & FINE ARTS	Mrs. Peggy Durdick	Frederick Frost	341	122
DENTISTS	William Garrett	William Walsh	414	218
FARMERS	Frank H. Gildner	Alan Potter	417	333
		Kenneth H. Hardy	417	325
HAM RADIO OPERATORS		Robert J. Nesnick	Jackson	518
HANDICAPPED	Roy Rogers	Robert J. Nesnick	Jackson	518
	Dale Evans			
HOUSE BUILDERS FINANCERS	Norman P. Mason	Peter Millsbaugh	439	342

<u>GROUP</u>	<u>NATIONAL CHAIRMAN</u>	<u>STAFF COORDINATOR</u>	<u>ROOM</u>	<u>EXT.</u>
HOTEL & RESTAURANT OWNERS & MANAGERS	Allan James Lown	William A. Aabin	215	493
		Bob Walker	"	"
		Graham Randolph	"	"
		Leonard K. Dowiak	"	"
JEWELERS	Darward Howes III	Fat Abshire	236	427
LABOR		Robert Walker	336	109
		Junius Holte, Asst.		
LANDSCAPE ARCHITECTS	Boris Timchenko	George Gaines	419	325
LAW ENFORCEMENT		Coleman Bean	418	328
LAW STUDENTS	Bill Dowd	Barney Skladany	320	149
LAWYERS	Richard Kiefer	G. Cope Stewart III	320	149
LIFE INSURANCE	John D. Marsh Stephen Skubik, Director	Don Miller	433	319
			433	319
LUMBER & BUILDING MATERIALS DEALERS	J. P. Hemerschmidt D. T. Martin	Peter Millsbaugh	439	342
MARITIME		E. W. Huffcut	337	539
MAYORS	Mayor John Lindsay	Dan Cohen, Ex. Dir. Coleman Bean	418	328
NURSES		William Walsh	414	218
PATENT LAWYERS	Francis Cole	Alan Fotter	417	333
PHARMACISTS	William Hennessy	Larry Pilot	237	429
PHYSICIANS	Ed Amis & Wm. Walsh	William Walsh	415	218
PILOTS	Charles Lawson	Bill Hurley Dan Coon	238	476
REALTORS	Richard B. Morris	Richard Hirschberg	236	427
SCHOLARS	David Rowe, Joseph Kaplan, Co-Chairman	Vernon Farnsworth	317	86-87
SCIENTISTS & ENGINEERS	Adm. Lewis Strauss	J. T. Martin	217	479
SECRETARIES	Fat Kinney	Mary Jane McCaffree	311	83-84
SENIOR CITIZENS	Amb. Harry Stimpson Bernard Van Rensselaer	Edward L. Sawyer	435	176

<u>GROUP</u>	<u>NATIONAL CHAIRMAN</u>	<u>STAFF COORDINATOR</u>	<u>ROOM</u>	<u>EXT.</u>
SERVICE STATION ATTENDANTS	Charles Binstead	Elliott De Graff	235	425-6
SMALL BUSINESS	Donald A. Hipkins	George Willman	237	429
STUDENT CONVENTION	Sam Williams	John Campbell	Jackson	20-23
TAXI DRIVERS	C. Arnold Smith	J. B. Bailey	216	491
TEACHERS	Ray Page	Jack Turner	416	246
TELEPHONE OPERATORS		Linda Carter		
TRADE ASSOCIATIONS		Elliott De Graff	235	425-6
TRANSPORTATION	H. Vance Greenslit	Charles Webb Col. Eli Stevens Stanley Hamilton	239	474
TRAVEL AGENTS	Mrs. Claire Craig Oglesby	A. D. Wallace	418	328
TRUCKERS & TRUCK DRIVERS		Bill Stephens		
VETERANS	Jos Foss Frank Naylor, Director	Edward McGinnis	441	166
YOUNG ADULTS	Charles Wilkinson	Jay Wilkinson, Dir.	334	103
YOUNG CIVIC LEADERS	Carl Terzian Richard Headlee	John Hyington, E. Secy. Coleman Bean	418	328
YOUTH	David Eisenhower	Mort Allin	113	37

MEMORANDUM

To: Charles S. Rhyne

Date: October 10, 1968

From: B. P. Clarke

Re: Club Report for
Nixon Plane

1. Total clubs - key states:

California - 19
Florida - 59
Illinois - 69 *
Massachusetts - 239
Minnesota - 138
New York - 121 *
Ohio - 16

N.J. - 14
Oregon - 35
Pennsylvania - 85 *
Tennessee - 116
Texas - 9 **
Washington - 44
Wisconsin - 5
Michigan - 12

NOTE: (1) Illinois, Pennsylvania, New York probably low because of slow reporting.

(2) Norman Newton of Texas started crash program last weekend to promote clubs in 26 major population centers.

2. National total: Passed 1,000 on October 2. Now about 1,500. Coming in at 125 a day (approximately.)

3. Activities in terms of priorities stress personal contact, get out OUR vote.

- (1) Work with party on precinct organization to get N/A voter registered and to polls.
- (2) Volunteer card program.
- (3) "Speak to Nixon" Listening Posts.
- (4) Store fronts, shopping center tours, crowd turnouts, other "show the flag" activities.
- (5) "Contact" or "special group" formation.

4. Quality: Random sample reports better than anticipated! Group in Memphis canvassed 3,400 dwelling units; Fox Chapel area of Pittsburgh touring with "Voteswagon"; over 2,200 volunteers signed up October 5 in Nassau County, New York; club in Nixon, Texas, 90 percent Democrats. Less than 10 percent checked by phone obviously paper.

5. Comparisons:

- (a) 400 Willkie clubs, 1940.
- (b) Approximately 3,500 in 1952 after 16 months promotion.
- (c) Our goal 8,000 (state quotas based on non-voting population.)

from Jay Wilkinson
"Commitment '68"

"Commitment '68" is a program designed to penetrate the Democratic strongholds of fifty-nine metropolitan areas of 250,000 or more in eight key states - California, Texas, Illinois, Michigan, Ohio, Pennsylvania, New Jersey, and New York. The program derives its name from the fact that individuals who participate commit themselves to recruiting five individuals who will agree to vote Nixon-Agnew and to convince five other Independents and Democrats to do the same.

Each State Director selects individuals who will agree to help structure an organization to the ward level in each metropolitan area of that state. From the ward level, the program is based on the pyramid concept approach whereby a ward chairman and co-chairman each select five Independents and Democrats who will commit themselves to vote for Nixon-Agnew and will also agree to get five more names. In theory, the number of people actively committing themselves to this effort increases substantially in each ward from 5 to 25 to 125, etc.

Originally, the program was designed to attract the young adult between the ages of 21 and 35, and although our efforts are still concentrating on this age group, research has shown that there is no significant difference in voter attitudes between a person 25 and 45 years of age. For this reason, the thrust of this program has been centered on reaching the Independent and Democrat - the uncommitted voter - based on the presupposition that most people are not asked to participate and to work in a campaign and that if a person agrees to vote for Nixon that he will be able to solicit the support of only five other individuals to do the same.

The success of this program in many respects, especially among the minority group people, is due to the fact that they honestly believe that through this program they have a direct channel of communication with RN. For instance in several of the Black and Mexican-American Communities, the individuals believe that Nixon will, after his election, immediately attempt to implement some of the programs in his Black Capitalism speech. Through this effort, new people who have never been involved in politics before are active in the RN campaign.

October 10, 1968

TO: CHARLES RHYRE

FROM: MORT ALLIN

RE: CURRENT ACTIVITIES OF YOUTH FOR NIXON/AGNEW

Youth for Nixon/Agnew groups have been active thus far in the campaign in two primary areas:

1. On campus with literature distribution tables in an effort to build support which can be utilized for:
 - a. mock election victories
 - b. volunteer campaign work in community
 - c. increasing the Nixon share of the student votes on Nov. 5th.
2. Active work in the community with bumper branding, telephoning and literature distribution.

There are 40 state directors and YFN/A campus reps on over 600 campuses. Materials shipped to them in the last two weeks include 80,000 copies of Bridges to Human Dignity, 80,000 copies of Toward an Expanded Democracy, 80,000 copies of Bork's "Why I am For Richard Nixon, 200,000 "piece of the action" issues Brochure, 27,000 Nixon "neo-psychedelic" posters (as featured in the New York Times last Wednesday), and thousands of buttons and bumper stickers.

Mock Elections are a key concern on the campus for we feel victories gained ~~the~~ the campaign will need the last four

featured in the New York Times last Wednesday), and thousands of buttons and bumper stickers.

Mock Elections are a key concern on the campus for we feel victories gained can greatly contribute to the win psychology the campaign will need the last four weeks. While only 20 elections have thus far been reported to us, RN has won 19. All campus groups - YR and YPR/A - are being urged to be sure that the upcoming elections receive considerable attention in the next ten days.

Within the past ten days we have witnessed the enlistment of 70 former activists for RFK, McCarthy, and Rockefeller in 17 states who will circulate a petition commending RN's stand on certain issues and urging him to expand his discussion of those matters with which they find themselves in substantial agreement.

On the weekends of Oct. 19 and 26th, a major effort will be made at college football games to distribute buttons. The ten key states will be involved in massive bumper branding on the 19th.

The Student Advisory Board - now with over 300 members - this week added Pete Maravich, LSU basketball star and Chuck Hixon, leading college offensive from SMI. The President of International Circle K has also joined the board.

A Division of United Citizens for Nixon-Agnew

STUDENT COALITION -- PROGRESS REPORT

From Matt Allin

In order to make an impact between now and election day, the scope of the Student Coalition was narrowed to explore and encourage ways of involving students, faculty, and the academic community in solving the problems of our cities. The Student Coalition is organized in New Haven, Los Angeles, Pittsburgh, Detroit, Boston, Austin, Atlanta, New York, Newark, Chicago, Philadelphia, Cleveland, Memphis and Baltimore. With one person responsible for contacting all colleges in his urban area, discovering programs presently existing, between students and the core city, service organizations, special academic courses related to city problems, contacting a representative of the city government to explore present projects utilizing college students and contacting professors doing consulting with city oriented problems. He will also appoint a representative on each campus and will work with these men as a team for increasing their city's involvement.

Besides working directly within these cities we have set up communications with the Urban Coalition, SREB, N.Y. Urban Corps, Senators, Brooke, Percy, Hatfield, Goodell and Baker, the National Service Secretariat. The Ripon Society is doing research for us.

Our major impetus has come from our meeting with RR in Williamsburg, Va. After tele-taping of 10 question and answers with 4 student body presidents we helped the T.V. producers choose. Mr. Nixon met with representatives of the Student Coalition for an hour behind closed doors as an indication of his interest in involving youth in a new administration and in the ideas of the Student Coalition. He also asked us to do research on other means of involving students in the administration like increasing White House ~~intern~~ ^{FELLOW} programs and a way of

achieving communication between the executive department and youth. We are in the process of combining our ideas on youth participation in a Nixon administration with our ideas on the Student Coalition in a "white paper" to be presented to Mr. Nixon before November 5.

MEMORANDUM

TO: CHARLES S. RHYNE

FROM: LARRY KELLY, FIELD OPERATIONS

RE: DESCRIPTION OF THE PURPOSES OF THE 100 COUNTY EMPHASIS

The 100 county emphasis is not a program. It is a concentration of existing programs on 10 of the most important states and 10 counties within each of these states which account for between 57% and 97% of the population of the states selected.

Data is currently being collected from these 100 counties which will include the names, addresses and telephone numbers of all regular organization and citizen personnel with leadership responsibility.

The purpose of this emphasis is to demonstrate to the personnel in each of these counties that they are of special importance to the success of the campaign, and to render concentrated assistance to them.

If the county chairman of each of these counties are contacted by leading national figures, they will know of the special effort expected of them.

It is the plan that a leading national figure actually assume the responsibility of going into each of these counties to render assistance to the several persons with leadership responsibility.

It is the theory of the emphasis that if these county leaders are "put into the spotlight" of recognition by the national organization, they will each conduct an even more enthusiastic campaign and insure that the job gets done.

They will realize emphatically that Dick Nixon and Ted Agnew are looking to them, through their various organizations, to produce maximum results on Election Day.

Oct. 10

SUBJECT: Pre-election day plans

TO: Mr. Rhyne

FROM: Lew Helm

Beginning immediately, the press department plans to start telephoning key newspapers in target states to plant articles about our national activities, tying them into the local state efforts. This will assure the press that we are interested in their problems and result in additional publicity about the people supporting Mr. Nixon.

The Advertising Department is calling a minimum of 10 state chairmen per day to spur them on in their local advertising and press efforts to turn out a big vote on election day. Also, the department is sending suggested localized pamphlet kits through our field organization...with approved copy and layouts ...to local leaders for their final effort.

Beginning immediately, the Information Division will be manned around the clock to handle all press calls, to answer incoming calls and to serve as an incentive for the volunteers throughout the country.

A dozen prime-interest feature articles have been prepared and saved for the final three-week effort to prove the organization has a determined stretch drive. For example, the Associated Press will run a 300-word article Sunday featuring athletes for Nixon-Agnew and the many members of the Olympic team supporting our candidate. Also, New York office in cooperation with us will send telegrams to Olympic team members as they win medals in Mexico City and publicity will be continuous.

A hundred releases a week, mostly localized for state press, have been sent and this will continue through election day with a definite increase in target states. These emphasize local people supporting our ticket. Likewise, two five-minute radio tapes are sent weekly to target states for news features. One-minute TV news tapes also are sent to target state TV stations featuring personalities such as Mrs. Agnew and their efforts in the campaign.

Weekly mat releases are being sent about UCNA personalities to weekly newspapers in target states since those papers often are overlooked during national campaigns.

A definite overall increase will be shown in coverage of UCNA activities during the final three weeks by both the national press and local press including the above articles plus features in such publications as NEWSWEEK and the New York Times.



UNITED CITIZENS FOR NIXON-AGNEW

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

Bob - This is the report. I feel it is unsatisfactory, off time permit me to write have them get more specific.

CHARLES S. RHYNE
National Chairman

October 8, 1968

STATUS REPORT

UNITED CITIZENS FOR NIXON-AGNEW

Organized in 50 states and the District of Columbia.

- * State Chairmen are largely dynamic young leaders who are bringing their state and local organizations to maximum efforts to peak around October 30.

A Headquarters staff here at the Willard of some 600, mostly unpaid volunteers. Some 50 fieldmen are out working on various programs.

what specific

- * Our group and division heads and chairmen, largely under 35, are one of the most outstanding young teams ever assembled.

52 professional and occupational groups organized nationally and in most states, cities and counties.

what are they - & what do they do

- * Letters mailed by the thousands, much publicity generated.

how many

what

The Nationalities Division has organized 500 local nationalities action committees and has 200 local organizers among 24 nationality groups in the 17 key states of greatest nationality concentration. Activity is progressing in each major industrial-population center in these states.

2,000,000 volunteers commitment cards received, goal in excess of 5,000,000 assured. Mamie Eisenhower Day (i.e. October 5) a tremendous success.

in what way

1,000 mark in Nixon-Agnew Clubs passed October 1. Goal of 8,000 will be achieved.

how many in key states - what do they do

3,600 "Listening Post" kits requested and over 1500 verified as in operation.

7,155 at "Speak to Nixon-Agnew" taping sessions, 1,918 recorded messages September 15 - October 4.

- * Weekly breakdown subject analysis (in full in weekly report to Mitchell) shows Vietnam 18.6%, law and order 15.5%.

- * Campus programs have been exceptionally successful.

how could they be in the Semmer

- * Program given 12 hours free radio time in Portland, Oregon. Many hours in other cities; people like to hear what their neighbors are saying.

- * Ghetto programs show a general black disinterest in the election.
- * TV coverage excellent and increasing.
- * 1,897 newspaper column inches September 15 - October 1.

CATV project developed for "free" to use one channel for each system, in operation running Nixon-Agnew speeches and statements.

Commitment '68 ^{What is this?} operating effectively in 8 priority states, at ward level.

The Women's Division has formed clubs and furnished several hundred volunteers to help our ^{how many - where} some 84 ^{what are they} programs and groups.

- * A "Nixon-Agnew County Seat Special" using donated planes containing celebrated women and women leaders will "blitz" county seats in some 48 states shortly after October 15.

Fund raising is underway through mailings of thousands of letters to professional and occupational groups (\$250,000 raised to date).

- * Sportsmen's Dinners being organized for October 29 in Chicago, New York and Las Vegas. Goal: \$1,000,000.
- * Twenty fund solicitors via telephone at work. Goal: \$1,000,000.

Youth Division has 40 State Directors, and some activity on hundreds of college campuses, a most effective effort. ^{? - what}

Student Coalition a tremendous idea; is attracting thousands of students and faculty on urban problems. ^{how many} *how*

Concerned Students, a new group of former McCarthy students, in process of formation.

Ballot Security, a program of poll watchers, law suits and publicity directed at prevention of vote stealing is being geared up. *in what way - where*

Get-out-the-vote effort coordinated largely through party channels.

Telephone Program to pass on information, encourage and stimulate state and local leaders is underway. *how does it work*

Information. Hundreds of press releases on programs, appointments and people have been distributed. A high degree of visibility for the candidates is being secured in this way. For example, 750 lawyer county chairmen, Manuals, how-to-do-it instructions, approved ads, radio tapes and billboards have been prepared for state and local use. Weekly news letters are publicizing successful citizens activities encouraging letters to editors and calls to radio stations praising or protesting views expressed.

What is actual result of this - what follows then

Athletes/Celebrities - Some 500 commitments from our countries greatest names have been signed up. The "Sportsmen's dinners" are a unique idea. This activity is eminently successful as athletes have a strong feeling for Richard Nixon.

Campaign Materials by the million have been sent out and state and local groups aided in securing more.

100 Counties Program is directed at energizing all effort in the largest counties of priority or battle-ground states. *in what way*

good idea
"Confidential Memoranda" containing important suggestions (any of which could be printed on the front page of any newspaper) are used to secure maximum attention from our state leaders. This device was used, for example, to stress the idea of constant reference to the acceptance speech, the outstanding Nixon staff, the successful unifying effort and similar suggestions sent along to us.

We are geared up for an "all-out" drive right up to and including November 5. We could use some words of praise for our Citizens efforts from our Candidates as they move about the Nation.

If more complete facts on the activities covered herein are desired, they are contained in the weekly reports handed to John Mitchell each Monday. These reports are from those who are directing each of the above programs or projects.

All of us here are each fully dedicated to doing everything we can to produce every vote we can on November 5.

Sincerely,

Charles S. Rhyne

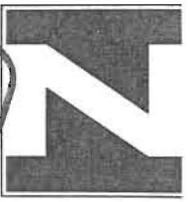
Charles S. Rhyne
National Chairman

CSR:p

H. R. Haldeman

Nixon for President Committee
450 Park Avenue
New York, N.Y. 10022
(212) 661-6400

Chief of Staff
for Richard M. Nixon



File

Memo:

*Hold for RN
citizens mtg.*

Report on Telephone Program - Neighbors for Nixon - Agnew

Where - Ky, Fla, Wash, Cal, Tex, N.C.
S.C., Tenn, VA., Missouri,
Ill, Wis, Mich, Ohio, Penn, N.J.,
Cal, Georgia,

Cost Total \$ 1,486,500.⁰⁰/₁₀₀
VA. paying $\frac{1}{2}$ their cost.
Cal & Georgia all their costs.

Organization -
5,000 people involved at caller level or above

- Honorary Chairman - John Wayne.
- Chairman - Allen Peterson.
- Regional Field Chairmen - Each of 49 of States
- State Coordinators.
- City Managers.
- Supervisors for callers.

(2).

Procedure:

- Phonebook for City divided into 10
names per card.
- Callers work in 2 six hr. shifts per day
calling people on each grp of 10 until
one of these person agrees to become a
Neighborhood Chairman and contact others
on a list of 10. He is then sent
a packet of literature as a neighborhood
chairman & info. on who he is to contact.
- ~~He~~ he ^{gives} ~~send~~ literature to others on
list 2 weeks before the election when
he makes a personal visit to each person.
- 1 week before election he follows up
with a phone call to each person
on list.
- Each person on the list is also called
on election day
- A follow up thank you letter is sent.

Coverage

- 1 1/2 million Neighborhood Chairman
- contact 15 million homes.
- " 30 million voters.



UNITED CITIZENS FOR NIXON-AGNEW

CHARLES S. RHYNE
National Chairman

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

MEMORANDUM

TO: Bob Haldeman
FROM: Charles S. Rhyne *CR*
DATE: October 10, 1968

Enclosed herewith is the information requested this morning by Larry Higby in relation to the United Citizens Status Report.

Headquarters staff composed of 225 paid, ~~406 full-time volunteers~~ and 1336 part-time volunteers.

Professional and occupational group questions answered by attached memorandum from Jack Padrick.

Mamie Eisenhower Day produced over 1,000,000 signed commitment cards and more are arriving every day.

Nixon-Agnew Clubs questions answered by attached memorandum from Bundy Clarke.

Campus programs during the summer were conducted only where summer school was in session.

The attached Wilkinson memorandum answers the Commitment '68 questions.

The Women's Division has formed 226 clubs nation-wide, 130 in key or priority states.

The 84 programs are those described herein, including each professional, occupational and nationality group activity counted as a separate program.

The Youth Division and Student Coalition questions are answered by Mort Allin's attached memorandum.

The ~~Ballot Security~~ program is under the direction of Louis Nichols with assistance from Charles Barr of Republican National Committee. They have identified potential trouble locations, recruited former FBI agents and others knowledgeable on vote frauds and enlisted lawyers to prepare court complaints where the facts warrant.

The telephone program consists of almost daily calls to state and local leaders urging more and better effort, offering help, the passing on of "encouraging" or "critical" information designed to stimulate all-out effort. Common comments are "we are told in Washington you are behind in _____" (naming various programs), "why no letters to the Editors or reports on telephone calls or talk programs, put someone on this please". "We do not want you or our candidates to be embarrassed by your failing to do this or that." "You should emphasize the Volunteer program on voter registration, or get your volunteers to start their "get-out-the-vote" activities", or "one or more of our candidates are arriving on such a date, volunteer your help and your people to named persons in charge."

The result of the information program is thousands of small and large items in the daily and weekly press, radio and TV. We believe the over-all impact is great of so many items on local people being announced as backers of our candidates.

The Kelly memorandum explains the 100 county program. It is Craig Truaxe's brainchild.

Finally, we are sending 5,000,000 post cards featuring the Nixon Family photo from the brochure, to our committed volunteers asking each recipient to: "This time, take 4 to the polls November 5 -- and above all, remember polls don't vote!"

The new, novel and effective literature for the programs described in this report is something our candidates can be very proud of. It has all been cleared through designated New York clearance sources.

P. S. In the rush to get this ready we wrote it before the question on the 50 fieldmen was answered. The answer is 3 athletes/celebrities under Cy Laughter, 23 direct field operations under Craig Truaxe checking and encouraging state and local efforts, and 25 Speak to Nixon-Agnew, Listening Post program.

C. S. R.



UNITED CITIZENS FOR NIXON-AGNEW

CHARLES S. RHYNE
National Chairman

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

October 10, 1968

MEMORANDUM

TO: Charles Rhyne

FROM: Jack Padrick

SUBJECT: Information requested by Mr. Nixon

*Professional & Occupational
Groups.*

1. Attached is a list of our current groups.
2. Mass mailings total 1,216,600 letters.
3. The purpose of organizing via group mechanism is to reach people through identification with their membership or interest in a professional/occupational or special interest group. The emphasis is on personal contact and participation by citizens as distinguished from mass media approach or regular GOP activities.

We are attempting:

- a. To tap the existing cohesive human relationships existing within the various groups and special interests - which relationships influence or can be influenced from an electoral standpoint.
- b. To obtain endorsements from leaders and members of the various groups (physicians, scientists, scholars, barbers, veterans, senior citizens, youth, lawyers, farmers, conservationists, etc.), to demonstrate the support of such groups for Nixon-Agnew and in return to demonstrate the candidates' interest in and concern for such groups and the members thereof.
- c. To use the existing organizational structure of these groups and the manpower available therein to personally contact at the precinct level as many potential voters as possible.
- d. To generate at the national and local level broad visible support and activity through such means as press releases, interviews, letters to the editor, speeches, campaign materials and personal contacts.
- e. To make available to the local Republican organization for election day activities (e. g. poll watching, telephone campaigns, transporting voters to polls, etc.) all members of the various organized groups as an additional source of volunteer manpower.

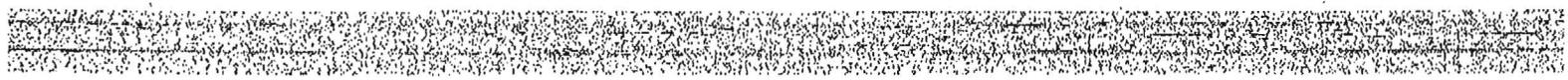
PROGRAMS

JACK PLEDYCK, DIRECTOR, Rm. 412, X212

<u>GROUP</u>	<u>NATIONAL CHAIRMAN</u>	<u>STAFF COORDINATOR</u>	<u>ROOM</u>	<u>EXT.</u>
AGRI-BUSINESS Food Mfgs. & Distributors	Evans Harrall	Alan Potter	417	333
		George B. Travis	235	425
AMBASSADORS	Hon. John Davis Lodge	Roger Clark	461	357
BARBERS	Albert J. Rothe	Jim Kelly	Jackson	517
CPA'S	Maurice Stens	Dick Fogg	426	305
	Davey Arnold, Co-Chairman			
CELEBRITIES & ATHLETES	Les Brown	Cy Laughtar	428	241
	Larry Mohrnil			
CLERGY		Fred Rhodes	238	429
COMMUNICATIONS		Col. Eli Stevens	239	474
COMPUTERS	Sam Wiloy	Dick Tozer	Texas	214-357-0246
CONSERVATIONISTS	Frederick Smith	Marion Hornback	218	459
COSMETOLOGISTS	Mary DeMatie	Mary Matthews	Capitol Hill	225-2571
COUNTY OFFICIALS	Warren Dorn	C. D. Ward	Annapolis	301-723-0750
CULTURE & FINE ARTS	Mrs. Peggy Durdick	Frederick Frost	341	122
DENTISTS	William Garrett	William Walsh	414	218
FARMERS	Frank H. Gildner	Alan Potter	417	333
		Kenneth H. Hardy	417	325
HAM RADIO OPERATORS		Robert J. Heenick	Jackson	518
HANDICAPPED	Roy Rogers	Robert J. Heenick	Jackson	518
	Dale Evans			
HOME BUILDERS FINANCERS	Norman P. Mason	Peter Millspongh	439	342

<u>GROUP</u>	<u>NATIONAL CHAIRMAN</u>	<u>STAFF COORDINATOR</u>	<u>DOM</u>	<u>EXT.</u>
HOTEL & RESTAURANT OWNERS & MANAGERS	Allan James Lows	William A. Adrin Bob Walker Grohars Randolph Leonard K. Dowiak	215 " " "	493 " " "
JEWELERS	Darward Houss III	Pat Abshire	236	427
LABOR		Robert Walker Junius Holte, Asst.	336	109
LANDSCAPE ARCHITECTS	Boris Timchenko	George Gaines	419	325
LAW ENFORCEMENT		Coleman Bean	418	328
LAW STUDENTS	Bill Dowd	Barney Skladany	320	149
LAWYERS	Richard Kiefer	G. Cope Stewart III	320	149
LIFE INSURANCE	John D. Marsh Stephen Skabik, Director	Don Miller	433 433	319 319
LUMBER & BUILDING MATERIALS DEALERS	J. P. Hammerschmidt D. T. Martin	Peter Millsbaugh	439	342
MARITIME		E. W. Huffcut	337	539
MAYORS	Mayor John Lindsay	Dan Cohen, Ex. Dir. Coleman Bean	418	328
NURSES		William Walsh	414	218
PATENT LAWYERS	Francis Cole	Alan Fotter	417	333
PHARMACISTS	William Hennessy	Larry Pilot	237	429
PHYSICIANS	Ed Arnis & Wm. Walsh	William Walsh	415	218
PILOTS	Charles Lawson	Bill Hurley Dan Coon	238	476
REALTORS	Richard B. Morris	Richard Hirschberg	236	427
SCHOLARS	David Rowe, Joseph Kaplan, Co-Chairman	Vernon Farnsworth	317	86-87
SCIENTISTS & ENGINEERS	Adm. Lewis Strauss	J. T. Martin	217	479
SECRETARIES	Pat Kinney	Mary Jane McGaffree	311	83-84
SENIOR CITIZENS	Asst. Harry Stimpson Bernard Van Rensselaer	Edward L. Sawyer	435	176

<u>GROUP</u>	<u>NATIONAL CHAIRMAN</u>	<u>STAFF COORDINATOR</u>	<u>ROOM</u>	<u>EXT.</u>
SERVICE STATION ATTENDANTS	Charles Binstead	Elliott De Graff	235	425-6
SMALL BUSINESS	Donald A. Hopkins	George Williams	237	429
STUDENT ORGANIZATION	Sam Williams	John Campbell	Jackson	20-23
TAXI DRIVERS	C. Arnold Smith	J. B. Bailey	216	491
TEACHERS	Ray Page	Jack Turner	416	216
TELEPHONE OPERATORS		Linda Carter		
TRADE ASSOCIATIONS		Elliott De Graff	235	425-6
TRANSPORTATION	H. Vance Greenleaf	Charles Webb Col. Eli Stevens Stanley Hamilton	239	474
TRAVEL AGENTS	Mrs. Claire Craig Oglesby	A. D. Wallace	418	328
TRUCKERS & TRUCK DRIVERS		Bill Stephens		
VETERANS	Joe Foss Frank Naylor, Director	Edward McGinnis	441	166
YOUNG ADULTS	Charles Wilkinson	Jay Wilkinson, Dir.	334	103
YOUNG CIVIC LEADERS	Carl Terzian Richard Headlee	John Byington, E. Secy. Coleman Pean	418	328
YOUTH	David Eisenhower	Mort Allin	113	37



MEMORANDUM

To: Charles S. Rhyne

Date: October 10, 1968

From: B. F. Clarke

Re: Club Report for
Nixon Plane

1. Total clubs - key states:

California - 19
Florida - 59
Illinois - 69 *
Massachusetts - 239
Minnesota - 138
New York - 121 *
Ohio - 16

N.J. - 14
Oregon - 35
Pennsylvania - 85 *
Tennessee - 116
Texas - 9 **
Washington - 44
Wisconsin - 5
Michigan - 12

NOTE: (1) Illinois, Pennsylvania, New York probably low because of slow reporting.

(2) Norman Newton of Texas started crash program last weekend to promote clubs in 26 major population centers.

2. National total: Passed 1,000 on October 2. Now about 1,500. Coming in at 125 a day (approximately.)

3. Activities in terms of priorities stress personal contact, get out OUR vote.

- (1) Work with party on precinct organization to get N/A voter registered and to polls.
- (2) Volunteer card program.
- (3) "Speak to Nixon" Listening Posts.
- (4) Store fronts, shopping center tours, crowd turnouts, other "show the flag" activities.
- (5) "Contact" or "special group" formation.

4. Quality: Random sample reports better than anticipated! Group in Memphis canvassed 3,400 dwelling units; Fox Chapel area of Pittsburgh touring with "Voteswagon"; over 2,200 volunteers signed up October 5 in Nassau County, New York; club in Nixon, Texas, 90 percent Democrats. Less than 10 percent checked by phone obviously paper.

5. Comparisons:

- (a) 400 Willkie clubs, 1940.
- (b) Approximately 3,500 in 1952 after 16 months promotion.
- (c) Our goal 8,000 (state quotas based on non-voting population.)

from Jay Wilkinson

"Commitment '68"

"Commitment '68" is a program designed to penetrate the Democratic strongholds of fifty-nine metropolitan areas of 250,000 or more in eight key states - California, Texas, Illinois, Michigan, Ohio, Pennsylvania, New Jersey, and New York. The program derives its name from the fact that individuals who participate commit themselves to recruiting five individuals who will agree to vote Nixon-Agnew and to convince five other independents and Democrats to do the same.

Each State Director selects individuals who will agree to help structure an organization to the ward level in each metropolitan area of that state. From the ward level, the program is based on the pyramid concept approach whereby a ward chairman and co-chairman each select five independents and Democrats who will commit themselves to vote for Nixon-Agnew and will also agree to get five more names. In theory, the number of people actively committing themselves to this effort increases substantially in each ward from 5 to 25 to 125, etc.

Originally, the program was designed to attract the young adult between the ages of 21 and 35, and although our efforts are still concentrating on this age group, research has shown that there is no significant difference in voter attitudes between a person 25 and 45 years of age. For this reason, the thrust of this program has been centered on reaching the Independent and Democrat - the uncommitted voter - based on the presupposition that most people are not asked to participate and to work in a campaign and that if a person agrees to vote for Nixon that he will be able to solicit the support of only five other individuals to do the same.

The success of this program in many respects, especially among the minority group people, is due to the fact that they honestly believe that through this program they have a direct channel of communication with RN. For instance in several of the Black and Mexican-American Communities, the individuals believe that Nixon will, after his election, immediately attempt to implement some of the programs in his Black Capitalism speech. Through this effort, new people who have never been involved in politics before are active in the RN campaign.

featured in the New York Times last Wednesday), and thousands of buttons and bumper stickers.

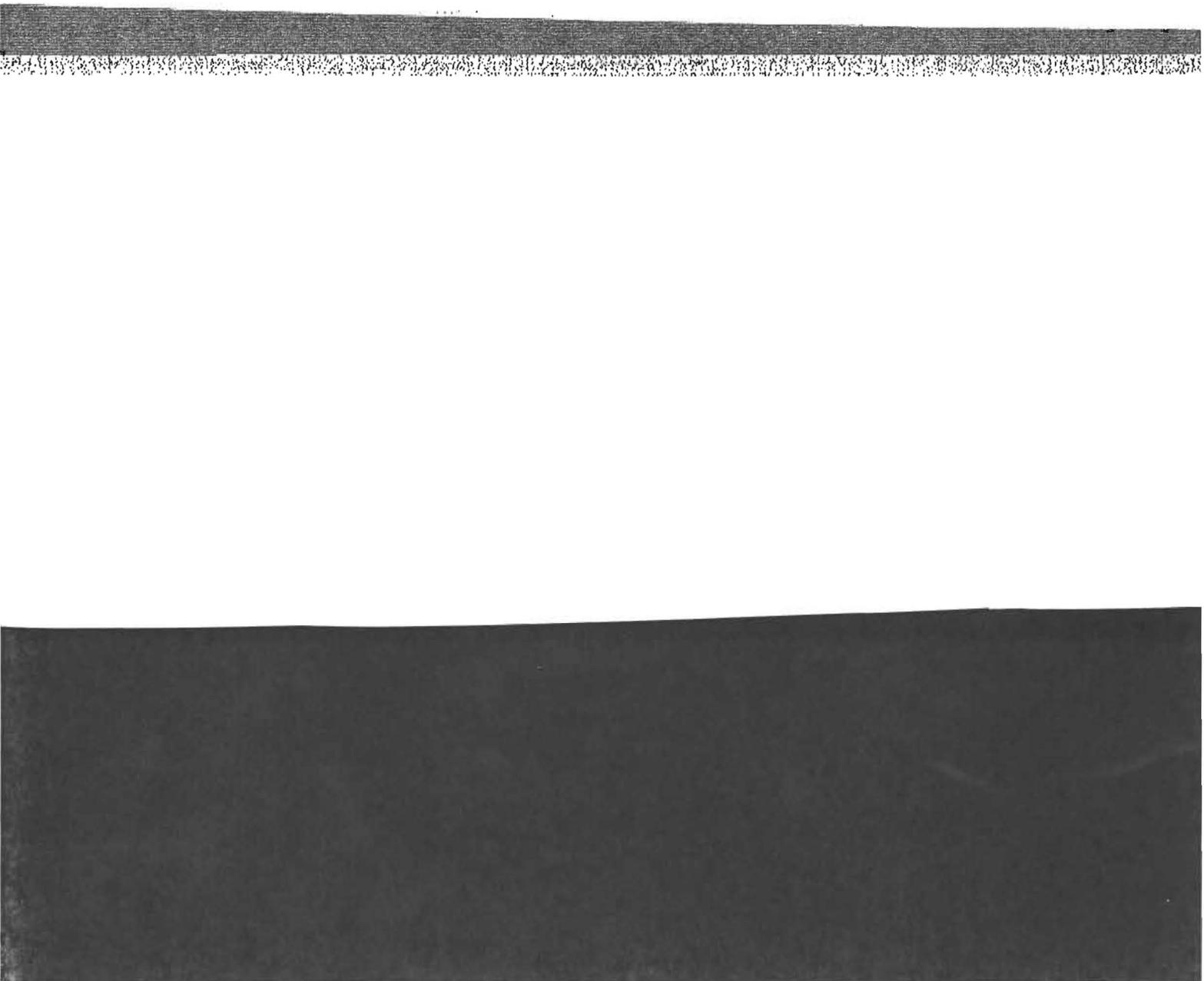
Mock Elections are a key concern on the campus for we feel victories gained can greatly contribute to the win psychology the campaign will need the last four weeks. While only 20 elections have thus far been reported to us, RN has won 19. All campus groups - YR and YR/A - are being urged to be sure that the upcoming elections receive considerable attention in the next ten days.

Within the past ten days we have witnessed the enlistment of 70 former activists for RFK, McCarthy, and Rockefeller in 17 states who will circulate a petition commending RN's stand on certain issues and urging him to expand his discussion of those matters with which they find themselves in substantial agreement.

On the weekends of Oct. 19 and 26th, a major effort will be made at college football games to distribute buttons. The ten key states will be involved in massive bumper branding on the 19th.

The Student Advisory Board - now with over 300 members - this week added Pete Maravich, LSU basketball star and Chuck Hixon, leading college offensive from SMU. The President of International Circle K has also joined the board.

A Division of United Citizens for Nixon-Agnew



STUDENT COALITION -- PROGRESS REPORT

From Matt Allie

In order to make an impact between now and election day, the scope of the Student Coalition was narrowed to explore and encourage ways of involving students, faculty, and the academic community in solving the problems of our cities. The Student Coalition is organized in New Haven, Los Angeles, Pittsburgh, Detroit, Boston, Austin, Atlanta, New York, Newark, Chicago, Philadelphia, Cleveland, Memphis and Baltimore. With one person responsible for contacting all colleges in his urban area, discovering programs presently existing, between students and the core city, service organizations, special academic courses related to city problems, contacting a representative of the city government to explore present projects utilizing college students and contacting professors doing consulting with city oriented problems. He will also appoint a representative on each campus and will work with these men as a team for increasing their city's involvement.

Besides working directly within these cities we have set up communications with the Urban Coalition, SREB, N.Y. Urban Corps, Senators, Brooke, Percy, Hatfield, Goodell and Baker, the National Service Secretariat. The Ripon Society is doing research for us.

Our major impetus has come from our meeting with KK in Williamsburg, Va. After tele-taping of 10 question and answers with 4 student body presidents we helped the T.V. producers choose. Mr. Nixon met with representatives of the Student Coalition for an hour behind closed doors as an indication of his interest in involving youth in a new administration and in the ideas of the Student Coalition. He also asked us to do research on other means of involving students in the administration like increasing White House ~~intern~~ ^{FELLOW} programs and a way of

achieving communication between the executive department and youth. We are in the process of combining our ideas on youth participation in a Nixon administration with our ideas on the Student Coalition in a "white paper" to be presented to Mr. Nixon before November 5.



MEMORANDUM

TO: CHARLES S. RHYNE

FROM: LARRY KELLY, FIELD OPERATIONS

RE: DESCRIPTION OF THE PURPOSES OF THE 100 COUNTY EMPHASIS

The 100 county emphasis is not a program. It is a concentration of existing programs on 10 of the most important states and 10 counties within each of these states which account for between 57% and 97% of the population of the states selected.

Data is currently being collected from these 100 counties which will include the names, addresses and telephone numbers of all regular organization and citizen personnel with leadership responsibility.

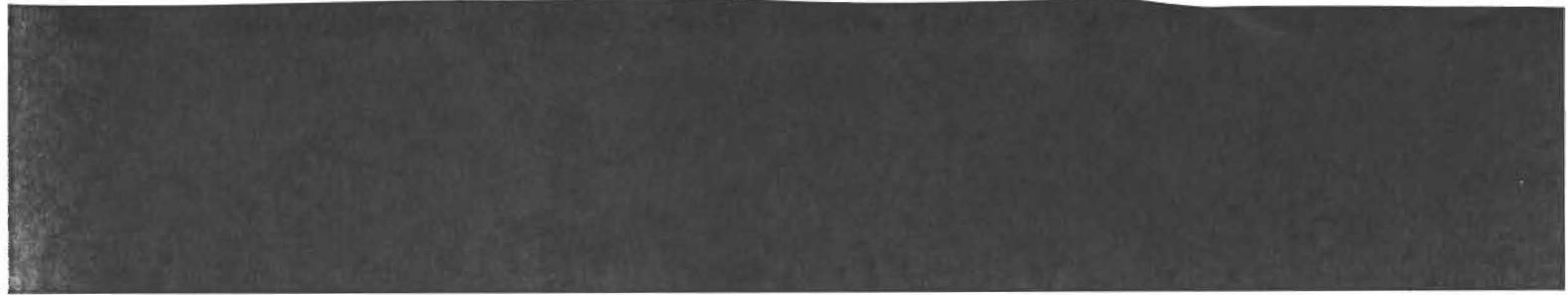
The purpose of this emphasis is to demonstrate to the personnel in each of these counties that they are of special importance to the success of the campaign, and to render concentrated assistance to them.

If the county chairman of each of these counties are contacted by leading national figures, they will know of the special effort expected of them.

It is the plan that a leading national figure actually assume the responsibility of going into each of these counties to render assistance to the several persons with leadership responsibility.

It is the theory of the emphasis that if these county leaders are "put into the spotlight" of recognition by the national organization, they will each conduct an even more enthusiastic campaign and insure that the job gets done.

They will realize emphatically that Dick Nixon and Ted Agnew are looking to them, through their various organizations, to produce maximum results on Election Day.



Oct. 10

SUBJECT: Pre-election day plans

TO: Mr. Rhyme

FROM: Lew Helm

Beginning immediately, the press department plans to start telephoning key newspapers in target states to plant articles about our national activities, tying them into the local state efforts. This will assure the press that we are interested in their problems and result in additional publicity about the people supporting Mr. Nixon.

The Advertising Department is calling a minimum of 10 state chairmen per day to spur them on in their local advertising and press efforts to turn out a big vote on election day. Also, the department is sending suggested localized pamphlet kits through our field organization...with approved copy and layouts ...to local leaders for their final effort.

Beginning immediately, the Information Division will be manned around the clock to handle all press calls, to answer incoming calls and to serve as an incentive for the volunteers throughout the country.

A dozen prime-interest feature articles have been prepared and saved for the final three-week effort to prove the organization has a determined stretch drive. For example, the Associated Press will run a 300-word article Sunday featuring athletes for Nixon-Agnew and the many members of the Olympic team supporting our candidate. Also, New York office in cooperation with us will send telegrams to Olympic team members as they win medals in Mexico City and publicity will be continuous.

A hundred releases a week, mostly localized for state press, have been sent and this will continue through election day with a definite increase in target states. These emphasize local people supporting our ticket. Likewise, two five-minute radio tapes are sent weekly to target states for news features. One-minute TV news tapes also are sent to target state TV stations featuring personalities such as Mrs. Agnew and their efforts in the campaign.

Weekly mat releases are being sent about UCNA personalities to weekly newspapers in target states since those papers often are overlooked during national campaigns.

A definite overall increase will be shown in coverage of UCNA activities during the final three weeks by both the national press and local press including the above articles plus features in such publications as NEWSWEEK and the New York Times.





UNITED CITIZENS FOR NIXON-AGNEW

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

Bob - This is the report. I feel it is unsatisfactory, at times permit it will have them get more specific.

CHARLES S. RHYNE National Chairman

L.

October 8, 1968

STATUS REPORT

UNITED CITIZENS FOR NIXON-AGNEW

Organized in 50 states and the District of Columbia.

- * State Chairmen are largely dynamic young leaders who are bringing their state and local organizations to maximum efforts to peak around October 30.

A Headquarters staff here at the Willard of some 600, mostly unpaid volunteers. Some 50 fieldmen are out working on various programs.

what specific

- * Our group and division heads and chairmen, largely under 35, are one of the most outstanding young teams every assembled.

52 professional and occupational groups organized nationally and in most states, cities and counties.

what are they - & what do they do

- * Letters mailed by the thousands, much publicity generated.

how many

what

The Nationalities Division has organized 500 local nationalities action committees and has 200 local organizers among 24 nationality groups in the 17 key states of greatest nationality concentration. Activity is progressing in each major industrial-population center in these states.

2,000,000 volunteers commitment cards received, goal in excess of 5,000,000 assured. Mamie Eisenhower Day (i.e. October 5) a tremendous success.

in what way

1,000 mark in Nixon-Agnew Clubs passed October 1. Goal of 8,000 will be achieved.

how many in key states - what do they do

3,600 "Listening Post" kits requested and over 1500 verified as in operation.

7,155 at "Speak to Nixon-Agnew" taping sessions, 1,918 recorded messages September 15 - October 4.

- * Weekly breakdown subject analysis (in full in weekly report to Mitchell) shows Vietnam 18.6%, law and order 15.5%.

- * Campus programs have been exceptionally successful.

how could they be in the Semmer

- * 12 hours for radio time in Portland, Oregon

- * Ghetto programs show a general black disinterest in the election.
- * TV coverage excellent and increasing.
- * 1,897 newspaper column inches September 15 - October 1.

CATV project developed for "free" to use one channel for each system, in operation running Nixon-Agnew speeches and statements.

Commitment '68 ^{What is this?} operating effectively in 8 priority states, at ward level.

The Women's Division has formed clubs and furnished several hundred volunteers to help our some 84 ^{how many - where} programs and groups. _{What are they}

- * A "Nixon-Agnew County Seat Special" using donated planes containing celebrated women and women leaders will "blitz" county seats in some 48 states shortly after October 15.

Fund raising is underway through mailings of thousands of letters to professional and occupational groups (\$250,000 raised to date).

- * Sportsmen's Dinners being organized for October 29 in Chicago, New York and Las Vegas. Goal: \$1,000,000.

- * Twenty fund solicitors via telephone at work. Goal: \$1,000,000.

Youth Division has 40 State Directors, and some ^{? - what} activity on hundreds of college campuses, a most effective effort. _{How many}

Student Coalition a tremendous idea; is attracting thousands of students and faculty on urban problems. _{how}

Concerned Students, a new group of former McCarthy students, in process of formation.

Ballot Security, a program of poll watchers, law suits and publicity directed at prevention of vote stealing is being geared up. _{in what way - where}

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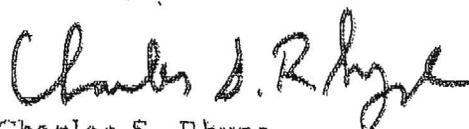
good idea
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We are geared up for an "all-out" drive right up to and including November 5. We could use some words of praise for our Citizens efforts from our Candidates as they move about the Nation.

If more complete facts on the activities covered herein are desired, they are contained in the weekly reports handed to John Mitchell each Monday. These reports are from those who are directing each of the above programs or projects.

All of us here are each fully dedicated to doing everything we can to produce every vote we can on November 5.

Sincerely,



Charles S. Rhyne
National Chairman

CSR:p

MEMORANDUM

OCTOBER 9, 1968

TO: FRANK SHAKESPEARE ✓
CC: BOB HALDEMAN ✓

FROM: JOHN WHITAKER

RE: CHICAGO TV - OCTOBER 19

Handwritten initials:
RN
~~TD~~
✓ Done

10:15-11:15 a.m. - RN could do a head to head with Capital City or Tom O'Neill - whatever you recommend and still do his first motorcade stop at 12 Noon.

Please work this out with Haldeman how you want to lock it.

Handwritten signature:
John

TO: BOB HALDEMAN
FROM: MURRAY CHOTINER
DATE: OCTOBER 10, 1968

*Have someone
give us a
script*

WE URGENTLY NEED A THREEE OR FOUR MINUTE TAPE FROM DICK THAT COULD
BE USED AT RALLIES, IN VIEW OF DICK'S INABILITY TO BE PRESENT. HENRY
HYDE TELLS ME THIS WILL SERVE A NUMBER OF INSTANCES. I KNOW THE DEMAND
FOR MAKING TAPES, BUT THIS WOULD REALLY BE THE SOLUTION TO
A NUMBER OF PROBLEMS.

END

Chot will follow up.



UNITED CITIZENS FOR NIXON-AGNEW



CHARLES S. RHYNE
National Chairman

HEADQUARTERS • WILLARD HOTEL, WASHINGTON, D.C. 20004 • PHONE (202) 783-1560

October 8, 1968

STATUS REPORT

UNITED CITIZENS FOR NIXON-AGNEW

Organized in 50 states and the District of Columbia.

Which was strong.

- * State Chairmen are largely dynamic young leaders who are bringing their state and local organizations to maximum efforts to peak around October 30.

How many Paid . . .

A Headquarters staff here at the Willard of some 600, mostly unpaid volunteers. Some 50 fieldmen are out working on various programs.

- * Our group and division heads and chairmen, largely under 35, are one of the most outstanding young teams ever assembled.

52 professional and occupational groups organized nationally and in most states, cities and counties.

- * ~~Letters mailed by the thousands, much publicity generated.~~

The Nationalities Division has organized 500 local nationalities action committees and has 200 local organizers among 24 nationality groups in the 17 key states of greatest nationality concentration. Activity is progressing in each major industrial-population center in these states.

2,000,000 volunteers commitment cards received, goal in excess of 5,000,000 assured. Mamie Eisenhower Day (i. e. October 5) a tremendous success.

1,000 mark in Nixon-Agnew Clubs passed October 1. Goal of 8,000 will be achieved.

3,600 "Listening Post" kits requested and over 1500 verified as in operation.

7,155 at "Speak to Nixon-Agnew" taping sessions, 1,918 recorded messages September 15 - October 4.

- * Weekly breakdown subject analysis (in full in weekly report to Mitchell) shows Vietnam 18.6%, law and order 15.5%.

Where / What done .

Campus programs have been exceptionally successful.

- * ~~Program given 12 hours free radio time in Portland, Oregon.~~

* Ghetto programs show a general black disinterest in the election.

* ~~TV coverage excellent and increasing.~~

* 1,897 newspaper column inches September 15 - October 1.

CATV project developed for "free" to use one channel for each system, in operation running Nixon-Agnew speeches and statements.

Commitment '68 operating effectively in 8 priority states, at ward level.

The Women's Division has formed clubs and furnished several hundred volunteers to help our some 84 programs and groups.

* A "Nixon-Agnew County Seat Special" using donated planes containing celebrated women and women leaders will "blitz" county seats in some 48 states shortly after October 15.

Fund raising is underway through mailings of thousands of letters to professional and occupational groups (\$250,000 raised to date).

* Sportsmen's Dinners being organized for October 29 in Chicago, New York and Las Vegas. Goal: \$1,000,000.

* Twenty fund solicitors via telephone at work. Goal: \$1,000,000.

Youth Division has 40 State Directors, and some activity on hundreds of college campuses, a most effective effort. *what not effective who in charge.*

Student Coalition a tremendous idea; is attracting thousands of students and faculty on urban problems.

Concerned Students, a new group of former McCarthy students, in process of formation.

Ballot Security, a program of poll watchers, law suits and publicity directed at prevention of vote stealing is being geared up.

Get-out-the-vote effort coordinated largely through party channels.

Telephone Program to pass on information, encourage and stimulate state and local leaders is underway.

Information. Hundreds of press releases on programs, appointments and people have been distributed. A high degree of visibility for the candidates is being secured in this way. For example, 750 lawyer county chairmen, Manuals, how-to-do-it instructions, approved ads, radio tapes and billboards have been prepared for state and local use. Weekly news letters are publicizing successful citizens activities encouraging letters to editors and calls to radio stations praising or protesting views expressed.

Athletes/Celebrities - Some 500 commitments from our countries greatest names have been signed up. The "Sportsmen's dinners" are a unique idea. This activity is eminently successful as athletes have a strong feeling for Richard Nixon.

Campaign Materials by the million have been sent out and state and local groups aided in securing more.

100 Counties Program is directed at energizing all effort in the largest counties of priority or battle-ground states.

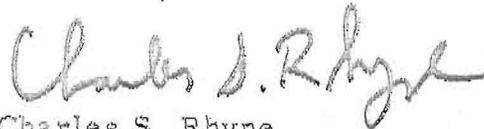
"Confidential Memoranda" containing important suggestions (any of which could be printed on the front page of any newspaper) are used to secure maximum attention from our state leaders. This device was used, for example, to stress the idea of constant reference to the acceptance speech, the outstanding Nixon staff, the successful unifying effort and similar suggestions sent along to us.

We are geared up for an "all-out" drive right up to and including November 5. We could use some words of praise for our Citizens efforts from our Candidates as they move about the Nation.

If more complete facts on the activities covered herein are desired, they are contained in the weekly reports handed to John Mitchell each Monday. These reports are from those who are directing each of the above programs or projects.

All of us here are each fully dedicated to doing everything we can to produce every vote we can on November 5.

Sincerely,



Charles S. Rhyne
National Chairman

CSR:p