

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>
34	2	6/27/1972	<input type="checkbox"/>	Campaign	Memo	From Rietz to Malek, Magruder RE Press Coverage for Youth Functions. 11 pgs.
34	2	6/5/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Jones RE Progress Reeport on Fund Raiser. 2 pgs.
34	2	6/5/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Odle RE Staffing. 1 pg.
34	2	6/6/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Todd RE Coordination of Aging Efforts. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
34	2	6/16/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Staff RE Registration Drive. 1 pg.
34	2	6/16/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Staff RE Field Reports. 1 pg.
34	2	6/16/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Magruder RE Training Sessions in the States. 1 pg.
34	2	6/14/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Kayser RE: Business and Industry City Chairman's Guide. 2 pgs.
34	2	6/15/1972	<input type="checkbox"/>	Campaign	Letter	From Malek to Jenkins RE National Black Women's Political Leadership Caucus. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
34	2	6/1/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Odle RE Staff for Special Ballot Division. 1 pg.
34	2	6/1/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Jones RE Field Organization. 1 pg.
34	2	5/25/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Kayser RE Business of Political Activities. 1 pg.
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Kaupinen RE State Chairmen Meetings. 1 pg.
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Marumoto RE Your Public Apperances. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Goldberg RE Jewish Voter Registratton Efforts. 1 pg.
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Piliero RE National Advisory Committee - Lawyers for the President. 1 pg.
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Goldberg RE Cross-Over Democrat Store Front in Miami Beach. 1 pg.
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek To Goldberg RE The Attached News Article. 1 pg.
34	2	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Staff RE Surrogate Plans. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
34	2	6/26/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Magruder RE Notes on Campaign. 2 pgs.
34	2	5/29/1972	<input type="checkbox"/>	Campaign	Memo	From Marik to Mitchell, Magruder RE Planning Schedule. 2 pgs.
34	2	6/12/1972	<input type="checkbox"/>	Campaign	Memo	From Foust to Mitchell, Magruder RE Springfield Grand Opening, Team '76 Rally Anaheim. 2 pgs.
34	2	4/21/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE Television Equal Time. 5 pgs.
34	2	5/18/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE Senator James Buckley. 2 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>
34	2	5/26/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Mitchell RE AFL/CIO. 1 pg.
34	2	5/12/1972	<input type="checkbox"/>	Campaign	Memo	From Dailey to Stans, Magruder RE Televised Fund Raiser. 14 pgs.
34	2	6/15/1972	<input type="checkbox"/>	Campaign	Memo	From Odle to Magruder RE Distribution of "Lines." 1 pg.
34	2	5/9/1972	<input type="checkbox"/>	Campaign	Memo	From Porter to Mitchell, Magruder RE Monroe County Republican Committee Political Celebration, Rochester, NY. 2 pgs.
34	2	5/17/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE Talking Points for Surrogate Briefing. 6 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>
34	2	5/13/1972	<input type="checkbox"/>	Campaign	Memo	From Shumway to Mitchell, Magruder RE Backgrounder. 3 pgs.
34	2	6/22/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE Democratic Delegates. 2 pgs.
34	2	6/13/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE Sample Mailings to Spanish Speaking Voters. 4 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 314

Folder: Campaign 22 Part IV June 15-29, 1972

<u>Document</u>	<u>Disposition</u>
13	Return Private/Political mEMO, REITZ TO MALEK/MAGUIRER, 6/27/72
14	Return Private/Political mEMO, MALEK TO JONES, 6/5/72
15	Return Private/Political mEMO, MALEK TO ODLE, 6/5/72
16	Retain Close Invasion of Privacy mEMO, MALEK TO KENASLEY, 6/5/72
17	Retain Open
18	Retain Open
19	Return Private/Political mEMO, MALEK TO TODD, 6/6/72
20	Return Private/Political mEMO, MALEK TO ARMENDAREZ, ET AL, 6/10/72
21	Return Private/Political mEMO, MALEK TO ARMENDAREZ, ET AL, 6/10/72
22	Return Private/Political mEMO, MALEK TO MAGUIRER, 6/10/72
23	Return Private/Political mEMO, MALEK TO KAYSER, 6/11/72
24	Return Private/Political LTR, MALEK TO JENKINS, 6/15/72
25	Return Private/Political mEMO, MALEK TO ODLE, 6/11/72
26	Return Private/Political mEMO, MALEK TO JONES, 6/11/72
27	Return Private/Political mEMO, MALEK TO KAYSER, 5/25/72
28	Retain Open
29	Return Private/Political mEMO, MALEK TO KAUPINEN, 6/28/72
30	Return Private/Political mEMO, MALEK TO MARUMOTO 6/28/72
31	Return Private/Political mEMO, MALEK TO GOLDBERG, 6/28/72
32	Return Private/Political mEMO, MALEK TO PILIERO, 6/28/72
33	Return Private/Political mEMO, MALEK TO GOLDBERG, 6/28/72
34	Return Private/Political mEMO, MALEK TO GOLDBERG, 6/28/72
35	Return Private/Political mEMO, MALEK TO BROWN, ET AL, 6/28/72
36	Return Private/Political NOTES, "MALEK - ISM RE PLAN," 6/26/72



Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 314

37	Return	Private/Political NOTES, "MARIK D) DICK SHRIVER...", "nd.
38	Retain	Open
39	Return	Private/Political MEMO, FOUST TO MITCHELL, 6/12/72
40	Return	Private/Political NOTE/ATTACH, "UPDATE MEMO...", "6/11/72]
41	Return	Private/Political MEMO, MAGRUDER TO MITCHELL, 5/18/72
42	Return	Private/Political MEMO, COLSON TO MITCHELL, 5/26/72
43	Return	Private/Political MEMO, DAILEY TO STANS, 5/12/72
44	Return	Private/Political MEMO, ODLE TO MAGRUDER, 6/15/72
45	Return	Private/Political MEMO, PORTER TO MITCHELL, 5/9/72
46	Return	Private/Political NOTE/ATTACH, MAGRUDER TO HRH, 5/17/72
47	Return	Private/Political MEMO, SHUMWAY TO MITCHELL, 5/13/72
48	Return	Private/Political NOTE/ATTACH, MAGRUDER TO STRAHAN, 6/22/72
49	Retain	Open
50	Retain	Open
160	Retain	Open
161	Return	Private/Political MEMO, MAGRUDER TO HRH, 6/13/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

June 27, 1972

MEMORANDUM FOR: FRED MALEK  
~~ALB MAGRUDER~~

FROM: KEN RIETZ

SUBJECT: Summary of Press Coverage  
for Youth Functions

Toward the end of May, two youth events were held which received quite a bit of publicity: the Neighbors for Nixon/Tower registration drive on May 20 in Dallas, Ft. Worth and Beaumont; and the announcement of the formation of the Student Leaders for the President on May 22 in Los Angeles. I thought you would be interested in the publicity generated by these events:

NEIGHBORS FOR NIXON/TOWER (May 20):

May 19 - Ken Rietz was interviewed by:

Dallas Times Herald - clipping attached

WFAA Radio Station - aired May 19 (at least 3 times)

Dallas Morning News - clipping attached (two other small articles taken from the press release are attached)

KERA-TV (PBS) - aired May 19

KTVT-TV (Independent) - aired May 19

WBAP-TV (NBC) - news interview, aired May 19

KDFW-TV - Aired Crossroads '70s 30 minute talk show on May 20.

May 20 - Press conference with Ed Nixon was attended by:

Dallas Times Herald - ran on May 20 (no clipping)  
Dallas Morning News - ran on May 21 (no clipping)  
KTVT and KDFW Television Stations - ran May 20  
unidentified radio station - no feedback

May 20 - Registration drive was covered by:

KBAP-TV - Filmed young<sup>1</sup> people going door to door,  
aired on May 20

National Public Television covered the entire event  
for a Sander Vanocur special on June 23.

BEAUMONT REGISTRATION EVENT - May 20 Celebrity Jock Mahoney  
(Tarzan, Rangerider) attended this event in behalf of the  
Young Voters for the President. He was covered by:

Television - Channel 6 (interview and actual footage  
of him going door to door - no feedback)

Channel 4 (5 minute video tape - aired May 20)

Radio - KAYC (10 minute show)  
KLVI (45 minute talk show)

Newspaper - Picture story appeared on May 21 in  
Beaumont Enterprise (clipping being sent)

ANNOUNCEMENT OF STUDENT LEADERS FOR THE PRESIDENT - May 22

In attendance at press conference (no feedback on actual usage,  
although reports are that most media carried something):

Television: KTTV, KTLA, KNBC (NBC), KHJ, KABC (ABC), KCOP and  
Theta Cable television

\*We provided color film to the students' hometowns (10).  
\*We provided color sound film to 17 California stations.

Newspapers - Los Angeles Times (clipping attached), Los Angeles  
Herald-Examiner (clipping attached), Christian Science  
Monitor, UPI, and AP

\*We provided to all hometown newspapers (of the  
participants) with photographs and individualized  
press releases (one clipping attached, no feedback  
on others)

Radio - Radio News West (25 stations in Calif.), Mutual Broadcasting (27 Calif., 50 national), KNX-CBS, KBVQ, KHJ, KFI, KRLA, Western International News Service (30 stations)

\*We made audio telephone feeds to 50 California stations and to hometown stations in all national regions.

# Bullock Asks Return of Cost Data

## Austin Bureau

AUSTIN—County chairmen of political parties have been urged by Secretary of State Job Bullock to get their estimates of June 3 election expenses to him promptly.

Bullock said costs of the runoff should be less than the first primary because of the expected lighter vote. Fewer than half the county chairmen have returned their estimates for the runoff. Warrants are issued on the basis of three-fourths the estimated cost of holding the election.

After the election, payments are made on the basis of a sworn statement plus cancelled checks.

DOLPH BRISCOE'S headquarters announced endorsement of the gubernatorial candidate by a number of city officials attending their

convention in San Antonio this week.

Signers of the Briscoe endorsement include city manager Scott McDonald of Dallas, Mayors George Boyce of Mesquite, William H. Larkin of Waxahachie, Vernon Cowling of Lancaster, Joe Ramsey of Greenville, Bill Neu of Denton and John Gatten of San Antonio. More than 200 city officials signed the endorsement.

FRANCES FARENTHOLD, Briscoe's opponent, talked of taxes on a hedgehopping airplane tour from Denton to Texarkana and Tyler. She promised to exercise frugality in government, and to seek taxes on corporate profits if more revenue is needed. She said no tax increase would be levied on individuals or homeowners.

IN THE lieutenant governor's race, Bill Hobby said "I have always opposed forced busing" in schools and he denounced opponent Wayne Connally for trying to raise this as an issue.

Hobby also charged that the "infamous Parr machine" had supported Connally in the first primary. He cited Connally's 4,017 votes in Duval County to 160 for Hobby, 74 for sen. Joe Christie and 30 for Sen. Ralph Hall. Hobby also accused Connally of signing the "scandalous" Sharpstown banking legislation so it could come up in the Senate.

Connally charged Hobby with fence-straddling on school busing, support of party nominees for president and other questions. The candidate quoted from Hobby's newspaper, the Houston Post, as saying the only circumstance under which Hobby would support Richard Nixon for president this year is if George Wallace won the Democratic nomination.

Labor's Committee on Political Education endorsed Hobby on the basis of pledg-

ing support to the Democratic nominee for president.

U.S. SEN. JOHN TOWER will participate in a special voter registration drive in Dallas Saturday after making a fire ant inspection tour through Southeast Texas with undersecretary of agriculture J. Phil Campbell.

Tower and Campbell will tour the Eagle Lake and Wharton area Saturday morning to inspect a special fire ant eradication program.

The voter registration drive in Dallas is being sponsored jointly by the Committee to re-elect the President, Texans for Tower and the state Republican party.

Tower will appear at a coffee for workers in the voter registration "blitz" at the Promenade Shopping Center, Beltline and Coit Road. Also participating in the ceremony will be Edward Nixon, brother of the President, Dallas Congressman Jim Collins and Robert Fuller, television star.

Saturday night Tower will attend the Dallas gridiron dinner.

FORT WORTH —The Republican party is planning intensive campaign to register voters before the November general election. Assessor-collector Reed Stewart told county commission Friday.

Stewart said GOP leaders have asked him to get 300 persons to register voters. The assessor-collector said they plan to begin campaign May 20.

Dallas Morning News 5/20/72

# Dallas Times Herald 5/20/72 Nixon youth effort claimed success

President Nixon is not about to concede anything on the so-called "youth vote," says Ken Rietz, national director of the Young Voters for the President.

"A decision was made to go after the youth vote. We've got 25 million new voters and to sit back and say we can't get any of them is pretty ridiculous," Rietz said.

He was in Dallas Saturday for a voter registration drive in behalf of Nixon and Sen. John Tower.

He said in the 10 months since the Young Voters campaign was initiated "we have been more successful than anybody ever thought we would be."

President Nixon, he claimed, had more youngsters working for him in the New Hampshire primary "than McCarthy in 1968 or McGovern in 1972."

"The President has won 80

per cent of the mock elections and conventions that have been held at colleges and high schools."

What has Nixon got to offer the young?

"We are running on the President's record, whether it's an older person or a young person," Rietz said. "We are stressing the President helped the 18-year-old get the vote, that he endorsed it as a candidate and signed it into law."

"He is ending the draft and has put in a lottery system which affects every single young American. The President's winding down of the war has been a very popular issue with them."

"A third of the White House staff is under 30 years old and most of the young people are in key positions, not just messengers."

Rietz said although college campuses are tough grounds to plow for the President, surveys show him leading other hopefuls, including George McGovern, the Democratic frontrunner of the moment.

Surveys also show most youngsters are going along with the President's bombing and mining decision in Vietnam, at least for the "short term."

But he emphasized nobody on the Nixon team was "foolish enough" to believe Nixon would remain as popular as he is now if the Vietnam situation deteriorated.

"If the situation is real bad in November the President is in trouble with all voters, not just young voters," Rietz said.

## Sinatra sings one for Agnew

BALTIMORE (UPI)—Singer Frank Sinatra came out of a 14-month retirement Friday to sing at an extravaganza honoring Vice President Spiro T. Agnew.

"I feel like I haven't worked 10 years," Sinatra told the lack-luster audience at the state Republican fund-raiser "A Salute to Ted Agnew Night."

Sinatra retired March 23, 1971, and had not sung in public since. Sinatra said backstage following the performance that this was his last public song, even at Republican fund raising occasions.

Tailoring a rendition of "The Lady is a Tramp" from the show "Pal Joey," Sinatra paid tribute to the former Maryland governor.

"He has the gall to call the press a mess, that's this gentleman . . . He's a champ."

many of these new voters are going to vote in November," Rietz said, but he noted that Nixon is running ahead in college polls and success may depend on how many of the young people are registered.

Thirty per cent of the eligible new young voters are now registered. Rietz expects that number to reach 60 per cent by election day, which is the national average of all voters.

Now on leave of absence from the advertising-public relations firm of Allison, Treleaven and Rietz, the 39-year-old Rietz was campaign manager for Bill Brock in the Tennessee contest for U.S. Senate in 1970.

He is in Dallas to help kick off a giant voter registration blitz Saturday, which begins at 10 a.m. at Promenade Shopping Center. More than 300 volunteers will be sworn in as deputy registrars for the 1-day drive.

—Dallas News Staff Photo.  
Ken Rietz . . . "What we're trying to do is include young people in a meaningful way."

## President's Forces Seek Young Voters

By CAROLYN BARTA  
Ken Rietz, the man who successfully engineered a winning U.S. senatorial campaign in Tennessee two years ago, partly by involving young people, is now marshaling the youth vote for President Nixon.

National director of Young Voters for the President, Rietz is going after the 25 million new voters in the 18-21-year-old range—first to get them registered and second to convince them to vote for Nixon and get involved in the campaign.

"No one can predict how

*Dean Galton*  
*Angela Davis*

✓ ER-80 5/24/72

A-12. THE SAN DIEGO UNION

## Nixon Supported By College Group

San Diego Union Staff Dispatch

SACRAMENTO — Lt. Gov. Ed Reinecke, saying protesters against President Nixon's decision to mine Haiphong harbor were not representative of the majority, yesterday introduced leaders of Students for Peace in Vietnam to a press conference.

He said the newly formed group was typical of a majority of the nation's students who have "demonstrated they're tired of violence, tired of protest for the sake of protest."

### 1,600 SIGN PETITION

A spokesman for about 40 students accompanying Reinecke — Steve Block, a freshman in international studies at the University of California at Davis — said about 1,600 students on his campus signed a petition supporting Mr. Nixon's Vietnam policies, and that copies of the petition were being sent to all other campuses in the state.

The student group, Block said, "organized to openly support the President for his actions for obtaining of a sincere peace."

"We do not advocate war," he added. "We feel President Nixon's recent offer to the North Vietnamese was fair and reasonable, and should be accepted."

Block said U.S. military actions against North Vietnam were accompanied by a "generous" peace offer — withdrawal of all American troops four months after a cease-fire and

release of American prisoners of war.

Joel Piasta, student president at the University of San Francisco, announced formation of a similar group, Student Leaders for the President.

### NIXON'S TRIPS CITED

Piasta said Mr. Nixon, "by going to China and Russia has gone farther than other American presidents toward building the structure of peace."

He said student presidents at East Los Angeles College, California State College at Fullerton, Peppering University and others will visit California campuses "to speak to students, to try to organize them" in support of the Nixon administration's Vietnam policies.

Bill Feeney, another UC Davis freshman, said antiwar students utilizing "sensational tactics" have garnered more headlines from the nation's media than those who quietly support the President.

"But remember," he said, "the 1,600 students who signed petitions at UC Davis were 600 more than the 200 who sat on the railroad tracks" recently in a student-organized demonstration to delay trains.

## Reinecke, Students For Nixon

*SF Chronicle*

Sacramento 5/24/72

About 30 students and Lieutenant Governor Ed Reinecke announced a statewide petition drive yesterday to show that many students support President Nixon's Vietnam policy.

Displaying about 1,000 signatures of students backing Mr. Nixon, Steve Block, a Democrat and a student at the University of California, Davis, told newsmen he thought Mr. Nixon's last peace offer was "very generous" and called on U. S. citizens to unite behind the president.

"We do not think dissent is wrong," he said, "but the more dissent the less the chances are for peace in Vietnam."

Block, who initiated the petition drive last week, said despite "peer pressure" that makes students "afraid to talk against" protest leaders he has found that many students support the President.

The students formed a new group called Students for Peace in Vietnam to collect the signatures from California campuses.

"It's pretty hard to get (news) coverage if you don't sit on railroad tracks or turn over a few cars," Block said. Nonetheless, he said there was widespread student support for Mr. Nixon's policies.

"Students on campuses today are demonstrating that they are tired of violent protest," said Reinecke, who arranged the news conference.

*United Press*

feet in Snodgrass Slough south of the Elliott Ranch property — is proof of navigability.

## Students Who Back Nixon Policy Speak

*5/23/72*

Representatives of two groups of students supporting President Nixon's policies in Indochina held a news conference today in the Capitol, seeking "to dispel the myth that all students are against the President."

They conceded they have an uphill fight. But Joe Piasta, student body president at the University of San Francisco and representing the "Student Leaders for Nixon," argued:

"The only thing students are unanimous on is that they want peace in Vietnam." He predicted Nixon will get a large number of student votes, contending that when students go to the polls in November "in the last analysis, they will judge him (Nixon) on whether peace has arrived, not on the mining of Haiphong Harbor or the invasion of Cambodia."

Steve Block, a student on the Davis campus of the University of California and a representative of "Students for Peace in Vietnam," said he and others have circulated petitions supporting Nixon and have gathered 1,000 signatures on the Davis campus alone. He said plans are under way to circulate the petitions on other campuses.

But, he added, it is difficult to get press coverage at Davis "unless we sit on the railroad tracks or turn over cars."



# Metro Page

The Sacramento Union

Wednesday Morning, May 24, 1972 Page A3

## Assist From Reinecke

# Two Campus Movements Back Nixon Peace Plan

By JACK WOODARD  
Political Writer

With an assist from Lt. Gov. Ed Reinecke, leaders of two campus movements in support of President Nixon's Vietnam peace plan met the press Tuesday in the Capitol.

"We had to do something drastic to get on the news," explained Steve Block, a University of California at Davis student, when asked why Reinecke's help was sought.

"We didn't want to pop a fire hydrant or sit on the railroad tracks."

Block and fellow UC-Davis freshman Bill Fenev, both Democrats, are organizers of Students for Peace in Vietnam.

Also represented at the news conference arranged by Reinecke was Student Leaders for the President, a nationwide committee formed Monday in Los Angeles.

JOE PIASTA, student body president of the University of San Francisco, is western region representative on the

committee, headed by USC student body president Kent Clemence.

Piasta said the committee backs both Nixon's foreign policy and his domestic programs, including revenue sharing, the 18-year-old vote and draft reforms.

"We'll speak to students on our campuses and urge them to vote for President Nixon," he said.

Block and Fenev said they hope to expand the petition drive in support of Nixon's peace proposal to other campuses.

"We do not advocate war, but we think President Nixon's peace offer is most fair and should be accepted," said Block. "We do not feel dissent is wrong, but now it may jeopardize chances for peace."

FENEV SAID Nixon's plan was "drawn to put a quick end to the war, not as a means to escalate or expand it." He added that dissenters are giving aid and comfort to North Vietnam and Red China.

About 40 students, including members of the student senates at UC-Davis and UC-Berkeley, attended the gathering.

Tim Brockman, East Los Angeles College student body president and a former helicopter pilot in Vietnam, said the Nixon administration's goals are just.

He said the President wants only an honorable peace and to guarantee the right of self-determination of the people of South Vietnam.

Several of the students complained of systematic bias by the news media toward those who commit acts of violent protest and said campus newspapers are radically oriented.

TIM MORGAN, a student senator at UC-Davis, said the Cal Aggie newspaper there is "devoted 100 per cent to violent antiwar protesters."

A student senator from UC-Berkeley echoed the complaint and said "it is almost impossible to get elected (to student office) if you support President Nixon."

They said their only hope of forcing the UC papers to give non-radicals equal treatment is by means of appeals to the media boards that govern the campus publications.

FYI: Teri Ann from G. Cortez

Dallas Morning News

5/24/72

~~Dallas Morning News~~  
Students Back  
Nixon Campaign

LOS ANGELES (Sp.) — Eleven student body presidents representing 10 regions throughout the nation announced the formation of Student Leaders for President Committee. The committee will help organize campus support for President Nixon's re-election campaign.

Committee chairman Kent Clemence, president of the University of Southern California student body, pledged "a vigorous effort to get the President's message to the American students and mobilize maximum support for him on every college campus in the United States."

## National group formed

# U. W. student is Pro-Nixon leader

Thursday, May 25, 1972

The Seattle Times A 11

Ralph Anderson, former University of Washington student-body president, is one of 11 national student leaders who have formed the Student Leaders for the President Committee to help organize campus support for the re-election of President Nixon.

The committee was formed Monday in Los Angeles. Anderson will serve as the committee's representative for the Pacific Northwest.

Anderson said the President has "exhibited great proficiency and courage in dealing with foreign and do-

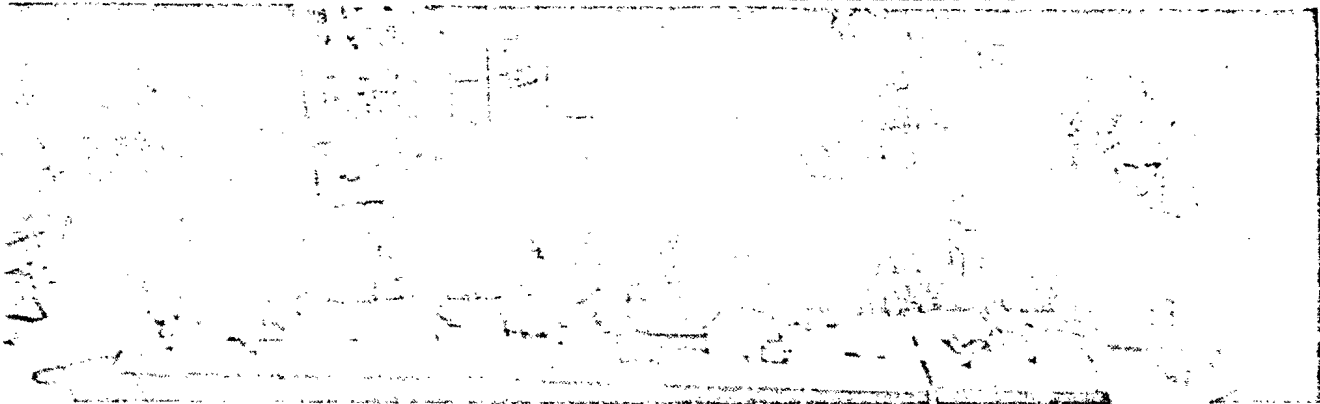
mestic policy problems and he is the best man for the job."

Anderson said he is working to set up a local organization that will embrace young people, 18 to 25, and not just collegians. He is president of the U. W. Col-

lege Republicans.

A political-science major, Anderson hopes to go into law. He is a senior.

The committee's national chairman is Kent Clemence, president of the student body at the University of California.



Herald-Examiner Photo

**PRESIDENT NIXON'S RE-ELECTION BOOSTED BY 11 COLLEGE STUDENT BODY LEADERS**  
Claim 'that all the students' were against the President's policies is labeled 'hogwash'

## STUDENT LEADERS BOOST NIXON

President Richard Nixon's re-election has been given a boost by 11 college student body leaders from across the country, who said there is more backing for the Chief Executive on the nation's campus than most people realize.

The young leaders, who said they have the backing of more than 100 student leaders across the nation, outlined their reasons for supporting the President during a news conference yesterday at the Los Angeles Press Club.

Kent Clemence, 22, student body president at the University of Southern California, said claims that "all the students" were against Mr. Nixon's policies were "hogwash" and that there was "strong" support for the President at USC.

John Remy, 22, student body president at South Dakota State University, said a recent mock election on his campus in the home state of Sen. George McGovern was won by President Nixon.

Ralph Anderson, 24, student

Nixon is "moving to meet our domestic needs," and Roger Lee, 22, of the University of Alabama, said the people of the South realize the President's controls impress him.

L. Patrick Mosher, 21, of the University of Texas, said the President's stands on economic issues are "responsive to the needs of Americans," and Joe Piasta, 20, of Brandeis University, said the President is "moving to meet our domestic needs."

Gregg Adams, 20, of Wabash University in Indiana, said he agrees with the President's foreign policies, while Jeff Wisniewski, 21, of the University of Wisconsin, saw the trip to China as a stroke of "diplomatic genius."

Mark Tulis, 21, of Brandeis University, said the President is "responsive to the needs of Americans," and Joe Piasta, 20, of Brandeis University, said the President is "moving to meet our domestic needs."

Kent Clemence, 22, student body president at the University of Southern California, said claims that "all the students" were against Mr. Nixon's policies were "hogwash" and that there was "strong" support for the President at USC.

Bruce Bishop, 20, of Old Dominion College in Virginia, said

June 5, 1972

MEMORANDUM FOR: PAUL JONES

FROM: FRED MALEK

SUBJECT: Progress Report on Fund-Raiser

At our meeting tomorrow afternoon, I would like you to present in comprehensive and concrete form the following for a review:

1. Report on sales. This should include:
  - Cash in hand
  - Firm Commitments. This should include who the commitments are from, when the cash is expected, and who is responsible for following up to make sure the commitments are met.
  - Further efforts that can be made in the next few days to gain more commitments and sales.
  - Your best current projection of total sales and attendance.
  
2. Program. You should be prepared to lay out the final recommended program including the participants, times for each participant, and entertainment.
  
3. Costs for the Event. Here, I would like to see a complete breakdown of all costs including the cost per dinner, the cost we will bear for the Friday reception, any travel and expenses we are bearing for participants, and the cost of any entertainment that is planned.
  
4. Public relations plan for the event. Here, you should lay out all actions that are planned to get maximum publicity for the event itself, including press releases, press attendance at the event, and all follow up action.
  
5. Your complete plans for the announcement and publicity on the National Black Committee for the Re-Election of the President. Here, you should show all those you plan to announce, together with their affiliation and home town, the clearances you have made on each of them, and leading alternates who were considered but are not planned for inclusion. You should also show here the total publicity plans for ensuring maximum mileage of the announcement of these prominent supporters of the President.

As far as I am concerned, the total planning for this entire event has been rather haphazard. I intend for the meeting Tuesday afternoon to be well prepared for and conclusive. Please ensure that all those whom you feel are necessary are included in the session because I want to come away from the meeting with definite decisions on each of the above areas.

bcc: Jeb Magruder  
John Clarke

0

June 5, 1972

MEMORANDUM FOR:

ROB ODLE

FROM:

FRED MALEK

SUBJECT:

Staffing

Dan Pillero does not have an administrative assistant in his budget. Consequently, I do not feel we can approve this addition. He will simply have to get along using his secretary as a part-time secretary and part-time administrative assistant. If he truly needs help, we should then help him find a suitable volunteer.

With regard to Larry Goldberg, I do not feel we should question whether he needs a replacement for Beryl Cohen. He is authorized two girls in that office, I feel his performance to date has been good, and I see no reason to deny him a second girl. The fact that Beryl felt underutilized is more due to her desire for higher level work rather than a lack of secretarial and clerical work.

0

June 6, 1972

MEMORANDUM FOR:

DAN TODD

FROM:

FRED MALEK

SUBJECT:

Coordination of Aging Efforts

The attached memo from Bud Evans on the above subject is quite encouraging, and I thought you would be interested in it. Is it really working as Bud suggests? I was quite disappointed by the results of your breakfast meeting last week. Perhaps we should have another one, but this would be good only if it could be clearly understood that it was my meeting rather than Flemming's. Arthur simply does not seem willing to knock heads together and get to the core of the problems, and I am somewhat reluctant to take over the meeting. I feel the need to have a meeting and get into all the communications and public relations aspects - as well as the substance. What do you think? I would also be interested to know what follow up has taken place on the substantive material discussed at the breakfast last week.

Attachment



June 16, 1972

MEMORANDUM FOR:

ALEX ARMENDARIZ  
BERNIE DeLURY  
LARRY GOLDBERG  
PAUL JONES  
PAUL KAYSER  
RICHARD McADOO  
FRANK NAYLOR  
KEN RIETZ  
CHUCK SHEARER  
DAN TODD  
JOHN WIRTH  
CLAYTON YEUTTER

FROM:

FRED MALEK

SUBJECT:

Registration Drive

As a pilot program to kick off the registration drives, a one-day registration blitz is being held in Joliet, Illinois (near Chicago) on Saturday, June 24th. Given the importance Mr. Mitchell is placing on this project and the key role you will be expected to play in the overall implementation, I think it would be quite worthwhile for at least one field representative from each Voting Bloc to be present to observe this particular blitz. Hopefully, it will serve as a prototype for our future registration efforts, and, therefore, what you learn could prove quite beneficial.

This could be done with a minimum drain on the time of the attendee since you could fly into Chicago Friday night and fly out Saturday night. Al Kaupinen will furnish further details. Please let me know who, if anyone, from your staff will be in attendance.

0

June 16, 1972

MEMORANDUM FOR:

ALEX ARMENDARIZ  
BERNIE DeLURY  
LARRY GOLDBERG  
PAUL JONES  
PAUL KAYSER  
RICHARD McADOO  
FRANK NAYLOR  
DAN PILIERO  
KEN RIETZ  
CHUCK SHEARER  
BILL STOVER  
DAN TODD  
JOHN WIRTH  
CLAYTON YEUTTER

FROM:

FRED MALEK

SUBJECT:

Field Reports

This memo is to confirm our discussion on field reports at a recent staff meeting. Briefly, I would like each of you to dictate a short field report each time you or one of your fieldmen visit a State. This report should be forwarded both to me and the appropriate Political Coordinator for his information and use. As we discussed, most of you are already doing this. Therefore, it should not be too much of a burden to you or your fieldmen, and it would be quite helpful to the Political Coordinators.

bcc: Harry Flemming  
Al Kaupinen  
Bob Marfilian  
Don Mosiman  
Clayton Yeutter

Fred LaRue

0

June 16, 1972

MEMORANDUM FOR: JEB MAGRUDER  
FROM: FRED MALEK  
SUBJECT: Training Sessions in the  
States

As Bob Marik may have mentioned to you, I am quite skeptical about the value of the training sessions that he has proposed. I do not feel so strongly about it as to try to talk you out of it or to change any decision that John Mitchell has reached. However, in view of my skepticism regarding the value of the program, I would appreciate your not using any of Ken Rietz' or the Youth staff's time on the program. I feel strongly that his other tasks carry a much higher priority.

cc: Bob Marik

June 14, 1972

MEMORANDUM FOR: PAUL KAYSER

FROM: FRED MALEK

SUBJECT: Business & Industry City  
Chairman's Guide

In preparation for the meeting we were supposed to have had with John Mitchell this morning, I read through once again the City Chairman's Guide. Since this is the cornerstone of your program, I wanted to provide you with some specific suggestions related to its contents. Overall, I think it is excellent and will be a first-rate tool in helping the City Chairmen do their jobs. My specific suggestions follow:

1. Chapter III. Organization. The organization as described and shown in the chart differs from the policy for these groups. The policy is that the State Chairman of any Citizens Group reports on a direct line to his Nixon Chairman and on a dotted line to his programmatic manager in Washington or in this case the Regional Chairman. The same holds true at the City level where the Citizens City Chairman reports on a direct line to the City Nixon Chairman and programmatically to the State Business Chairman.

2. Chapter VI. Political Liaison. It is good that you ask each City Chairman to maintain a cooperative relationship with the City's Nixon Chairman and the City Republican Chairman. However, again, as pointed out above, he should actually report to the City Nixon Chairman if we are to maximize his utilization in the campaign and conform to our policies. I don't know how you can make this change at this point without facing open rebellion from your people. Maybe we can't address it frontally - but should subtly and slowly steer things in this direction. Also, I think it is misleading to give the Republican organization equal billing with the Re-Election Committee. Republican organizations in most of these areas are relatively moribund and are, in fact, operating as subsidiaries of the Nixon organization.

3. Chapter X. Approaching the Employee. On the second page you mention that basic Administration accomplishments on an industry-by-industry basis will be made available. I think this is an excellent idea. I assume that you mean here that we are preparing tailored issue sheets where we can highlight why it is in the company's and the employee's self-interest to support the President. As you know, I feel this one of the most important elements of the program, and I think it is critical that we push hard to get this kind of communication forcefully conveyed in as many companies as possible. This is especially true in the key States and in those industries within the key States where we have a particularly strong or compelling story to tell (e.g., textiles and aerospace vis-a-vis McGovern).

4. Chapter XI. Approaching the Stockholder. This again to my mind is one of the most important parts of your program, and I think the ideas expressed are excellent. Here again, we should be able to use issue sheets that discuss the advantages of the President's position to that particular industry and company as contrasted to McGovern's positions. If McGovern is the candidate, the future of many of these companies could depend on the election's outcome, and they should surely make this clear to their stockholders.

5. Chapter XII. Youth in Business. The idea of getting youth from the various businesses involved is excellent. However, in the third paragraph, you give the Republican organization and other Nixon supporting groups equal billing with the Committee for the Re-Election of the President (CREP). In fact, we should target all volunteers to CREP as this is the only organization of real meaning to us in the campaign.

6. Chapter XXIII. Volunteers. Here again, you suggest the referral of volunteers to either CREP or the regular GOP organization. As noted above, volunteers should be sent only to CREP and not the regular GOP organization.

7. Chapter XXIV. Get Out the Vote. I am not sure I agree with the premise that we should get every employer to seek 100% registration and 100% voting by his employees in a given company. In a company with heavy minority or other blue collar representation, this could work to our disadvantage. I am sure that you would agree that we should be selective in the way we handle this particular aspect and try to ensure that there is a heavy leaning toward Nixon in this kind of a drive.

As mentioned earlier, the Guide in my opinion is excellent. The above suggestions will, I hope, be of some help.

bcc: Jeb Magruder  
Cliff White  
Chuck Shearer

June 15, 1972

Mrs. Elaine Jenkins, President  
One America, Inc.  
1330 Massachusetts Avenue, N. W.  
Washington, D. C.

Dear Elaine:

It was a pleasure to see you again at the fantastic fund-raising dinner on Saturday night. It was a huge success, and we appreciate your participation.

I have heard great reports on your participation in the National Black Women's Political Leadership Caucus, and I wanted to take this opportunity to congratulate you for your fine performance. Your keynote luncheon speech was evidently the highlight of the caucus, and we are grateful for your continued support and contributions.

Let me also take this opportunity to congratulate you on your election as First Vice President of the National Black Women's Political Leadership Caucus and your appointment as Convention Chairman. I cannot think of anyone better suited to provide leadership to this important effort.

Sincerely,

Frederic V. Malek  
Special Assistant to the President

FVM:jl

June 1, 1972

MEMORANDUM FOR: ROB ODLE  
FROM: FRED MALEK  
SUBJECT: Staff for Special Ballot Division

I have authorized Dick McAdoo to hire the following people:

1. John Sawicki as Western Fieldman at \$1,632 per month. (This is his current rate of pay.) He will come on board around June 15th.
2. Biff Barnard as Eastern Fieldman at \$1,250 per month. He will report around June 25th.

Both of these people fall within the budgetary limitations for the Special Ballots Division (formerly called Transients), and Dick will contact you to make specific arrangements.

Also, Dick will require some additional help on research for his program. He desires to contract with Ann McGlone for a maximum of 6 weeks at \$225.00 per week. I feel this is appropriate, and he will request this be done through a purchase order.

June 1, 1972

MEMORANDUM FOR:

PAUL JONES

FROM:

FRED MALEK

SUBJECT:

Field Organization

In your last weekly activity report you mentioned that you had again written to the Nixon State Chairmen asking them to identify and select their Black State Chairmen. I would hope in the key States that you aren't necessarily waiting for them to act, but are out identifying candidates on your own. Obviously, you wouldn't want to finalize a selection without the concurrence of the Nixon Chairman, but the point is that it is important for you to take the initiative in the key States.



May 25, 1972

MEMORANDUM FOR:

PAUL KAYSER

FROM:

FRED MALEK

SUBJECT:

Business Political Activities

Mr. Mitchell passed on to me his feeling that Wisconsin has a quite effective program in operation for gaining the businessmen's involvement in Republican politics. It is, evidently, a sort of businessmen's COPE. You may already know about such a program, but Mr. Mitchell felt it was worth looking into to consider its applicability to your own efforts. John MacIver, the Wisconsin Chairman, is involved and could provide more information if you desire it.

0

June 28, 1972

MEMORANDUM FOR:

AL KAUPINEN

FROM:

FRED MALEK

SUBJECT:

State Chairmen Meetings

Thank you for your response to my memo on the State Chairmen meetings. Let me respond to the two questions you raised. The outline of what the Directors will use for talking points is really provided by the Compendium. The State Directors will, of course, have read the Compendium, and the purpose of the sessions will be to discuss its content, how it might apply to that particular state, and what type of activities would seem desirable in the state.

I agree with you that the planned activity in Rhode Island and Massachusetts is not absolutely essential, and it would easily be eliminated. Our feeling, however, was that it would be wrong to completely exclude Massachusetts and Rhode Island from any Citizens activity. We have, therefore, selected several groups that could easily implement programs in these states. It is not anticipated that there would be any major level of activity, but we did not want to completely leave them out of consideration.

June 28, 1972

MEMORANDUM FOR:

BILL MARUMOTO

FROM:

FRED MALEK

SUBJECT:

Your Public Appearances

1

Your July schedule is entirely too heavy with external activities. Please try to minimize your participation in the various conferences, particularly those that are scheduled in D. C. Once again, let me make the point as strongly as possible that you are not going to help the President by politicking at conferences. Let's let our Spanish speaking appointees and campaign people do that. Your maximum contribution is going to come from the planning of activities and the programming of others to carry out these activities.

4

0

June 28, 1972

MEMORANDUM FOR:

LARRY GOLDBERG

FROM:

FRED MALEK

SUBJECT:

Jewish Voter Registration  
Efforts

I am glad Mike was able to participate in the Joliet Pilot Project. I want to make several comments regarding conclusions drawn in his memo on this project.

First, I would agree with both of you that generally speaking a voter registration blitz in Jewish neighborhoods is not practical or advisable. On the other hand, in selective areas door-to-door canvassing could be an excellent tool for voter identification, distribution of literature, and demonstrating to the Jewish people that the President, along with other Jews, is taking the Jewish vote quite seriously. The idea of a pilot project in Philadelphia might make good sense in this regard.

On the subject of Cuban Jews in Florida, I really don't see the potential in your spending any time on this. First, a great majority of those Cubans eligible to vote already are committed to the President. Secondly, Alex Armendariz does have some efforts planned for the Cuban community. Consequently, I think it is a low pay-off area for your efforts.

0

June 28, 1972

MEMORANDUM FOR:

DAN PILIERO

FROM:

FRED MALEK

SUBJECT:

National Advisory Committee -  
Lawyers for the President

In putting together your recommended list for the National Advisory Committee, please be sure not to include attorneys from the major Democratic law firms. These would include Covington and Burling, Arnold and Porter, and to a lesser extent Wilmer, Cutler, and Pickering. These are by and large Democratic establishments, and their presence on the Committee could prove embarrassing.

0  
June 28, 1972

MEMORANDUM FOR:

LARRY GOLDBERG

FROM:

FRED MALEK

SUBJECT:

Cross-Over Democrat  
Store Front in Miami Beach

My reaction to your proposal is mixed, but on balance, negative. I can see the advantages that you state in your memo of emphasizing divisions in the Democratic Party and enlisting the aid of many potential Democratic workers. I am afraid, however, that this store-front could become a real target for the long hairs in Miami. Also, I am afraid that the passing out of literature to Democratic delegates could really backfire. Thus, I feel on balance that the possibility of negative public reaction along with the possible volatility that could arise would negate the value of the project. Therefore, I do not think we should pursue it.

June 28, 1972

MEMORANDUM FOR: LARRY GOLDBERG  
FROM: FRED MALEK  
SUBJECT: The Attached News Article

The report in the attached news article is completely accurate. I am sorry that you were not informed of this. For the most part, liaison on this sort of thing should be with Howard Cohen. By copy of this memo, I am asking Howard to get a copy of the letter for you.

Howard, and possibly you, should confer with Lew Engman and Ed Harper regarding the desirability of making the subject of the article a campaign plank. In addition, I would suggest that you and Howard work together to decide how best to distribute the letter to ensure the maximum impact on the Jewish community. In this regard, however, I would caution you to take another look at Teeter's polling analysis. It would seem to me from these polls that the issue of aid to non-public schools cuts both ways with the Jewish constituency. However, I will rely on your judgment for a final determination on this.

Attachment

cc: Howard Cohen

0  
June 28, 1972

MEMORANDUM FOR:

BOB BROWN  
HOWARD COHEN  
BUD EVANS  
BARBARA FRANKLIN  
BILL MARUMOTO  
FRANK NAYLOR  
JOHN WIRTH  
CLAYTON YEUTTER

FROM:

FRED MALEK

SUBJECT:

Surrogate Plans

In our meeting on June 19th and in my follow up memo, I enumerated the major media centers in each key state. It has now been suggested that other cities also be included in the appearance schedules - particularly for surrogates not capable of drawing state-wide attention. Obviously, many of your surrogates fall into this category.

Therefore, in completing your plans, in addition to the major media centers, you should include a number of other cities as appropriate. Those additional cities that have been suggested are covered below for your consideration.

California

Santa Barbara  
Bakersfield  
San Jose

Illinois

East St. Louis (tri cities of Rock Island, Moline, and Davenport)  
Decatur  
Peoria  
Rockford

Michigan

Muskegon  
Grand Rapids  
Saginaw  
Flint

Missouri

St. Joseph  
Springfield

New York

Syracuse

Ohio

Dayton  
Youngstown  
Canton  
Toledo

Oregon

Pendleton  
Roseburg  
Medford  
Klamath Falls

Pennsylvania

Allentown  
Scranton/Wilkes Barre

Texas

Amarillo  
Wichita Falls  
San Antonio  
El Paso

Wisconsin

Green Bay  
Sheboygan  
Eau Claire  
La Cross  
Wausau

cc: Alex Armendariz  
Mike Balzano  
Des Barker

Larry Goldberg  
Paul Jones  
Ken Rietz

Stan Scott  
Dan Todd



Malek - JSM re plan

0

6/26

Camp Stra -

McG - man, camp, docu + spots.

Rick Fore - Cal - H Has read.

Mike Hesser - November Group - McG Media

Ed Failer - McG man

McG Ad's: Mike Hesser

McG ads have been very well done;  
- most done back in Jan.

Used McG on camera to get over  
being unknown thru primaries  
Not One Issue, but VN is always  
the base - 1963 on floor  
of Sen I opposed VN

"Right from the start" - Off VN

McG doesn't project emotion so  
they borrow; ex - Vets w/ McG  
Ran ag/ RN as concerned, competent  
and credible

Cal spots - "old style pol's" -> jibe at H

tries to get on it side of POW issue

Uses Radio for the more topical,  
quick issues.

USJ article is fullest attempt  
to ball off + respond on issue

Spots

H - 1960 Camp 2  
Ed Stolenwerk -  
ad manager  
of Gulf  
sponsored  
of Ben + Replen

Marick

- 1) Bill ~~Shriver~~ - Shriver - Planning
- 2) Rich Fore
- 3) - Bob Morgan

- Cal -  
 Bank  
 Ansey  
 -esa bel's  
 +GK+RF

Tom Slivinski - PhD in Computer  
 Product man for mail  
 knows thru voter legis lists  
 Cal - pros w/ Comp Sys Inc  
 Put him more pressured by Morgan  
 Demog + voter data base

65,000 last yr + 10,000 per mo.

4) Nancy Bratoas - telephones 9 centers of

40% of Cal phones  
 unlisted so prob getting

10 phones each  
 1500 per day  
 8000 per center  
 4  
 32-35000 per  
 center

McG reached  
 75% of Dem households  
 2 - 2 1/2 mil <sup>Teleph</sup> <sub>covered</sub>

275,000


RA letter in Cal generated  
 130,000 volunteers for P  
 (1/2 million - 1 1/2% per  
 so could develop + volunteers = McG  
 Dir Mail a communique  
 device that can get volunteer  
 Computer Phoning rejected beca  
 too impersonal + negative press on H <sup>recorded</sup> <sub>teleph</sub> <sub>in file</sub>

Committee for the Re-election of the President

MEMORANDUM

May 29, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL  
THROUGH: JEB S. MAGRUDER  
FROM: ROBERT H. MARIK   
SUBJECT: Planning Schedule

This memorandum is to document the schedule you set out in the last Strategy Group Meeting, for developing campaign plans for the states. The schedule is as follows:

1. The State Chairman's Organizational Manual to be sent out as soon as possible, with re-drafted letter from you.
2. Demographic information, for inclusion in the notebooks, to be sent to the State Chairmen, as soon as it is compiled from the RNC and our Research Department.
3. Compendium of Re-election Committee programs to be completed by June 3, to be sent to State Chairmen, with cover letter from you, early in the week of June 5.
4. Regional orientation meetings to be held during the last two weeks of June. Purpose is to thoroughly acquaint the State Chairmen with the programs which might be implemented in their state. Program Directors from 1701 would take part in these meetings. Plans would also be discussed for in-state training workshops on "nuts and bolts" campaign activities. These workshops would be coordinated by the Washington Re-election Committee.
5. After the regional meetings, the State Chairmen would work with the key staff members within the state and their political coordinators to develop campaign plans for each state, including both the programs coordinated from Washington, and the registration, voter identification and get-out-the-vote programs at the local levels. These plans would be completed as soon as possible, and all before the end of July.

CONFIDENTIAL

- 2 -

6. The Program Managers at 1701 would proceed to develop their plans in detail, and to begin on long lead-time tasks. They would be notified immediately if decisions were made to add, delete or substantially alter their proposed activities in any state, as a result of the process described in steps 3, 4 and 5 above.

7. When the state plan has been developed and agreed to by the State Chairman and the political coordinator, and reviewed by you, the Planning Division will draw together the detailed plans for all campaign activities involved. The total Victory Plans for every state will be completed and submitted to you by the date of the Republican National Convention.

Recommendation

That you confirm that the schedule outlined above reflects your decisions regarding the planning process for the general campaign.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

CONFIDENTIAL

①

Committee for the Re-election of the President

MEMORANDUM

June 12, 1972

MEMORANDUM TO: MR. JOHN N. MITCHELL  
THROUGH: JEB S. MAGRUDER  
FROM: JON A. FOUST  
SUBJECT: Springfield, Illinois, Grand Opening  
Team '72 Rally - Anaheim, California

SPRINGFIELD GRAND OPENING

The grand opening of the Illinois Downstate Headquarters at noon on Friday, June 2, was a street rally complete with two bands, a balloon rise, and Nixonettes. Counselor Donald Rumsfeld, Governor Richard Ogilvie, Congressman Paul Findley, Tom Houser (Illinois State Campaign Chairman), John Henry Altorfer (Downstate Campaign Chairman), and two celebrities, actor Jock Mahoney and actress Terry Moore, participated in the event.

We received excellent media coverage including front page stories in both a.m. and p.m. papers on Saturday and excellent play on both the early and late evening newscasts on the three local television stations Friday night.

The event ran through the noon hour and we had from 300-500 people there during the program. From all reports Mr. Rumsfeld, Mr. Houser, Mr. Altorfer, and the local organization were extremely pleased with the event.

Total cost, which included expenditures for crowd-building and publicity, was about \$4,000.00.

TEAM '72 RALLY

The Team '72 rally, co-sponsored by the Orange County Republican party and the Orange County Committee for the Re-election of the President, was held in the Anaheim, California, convention center on Sunday, June 4.

Approximately 1,000 people attended the event which was complete with folk singers, movie stars, athletes, surrogate John Volpe, and the incumbent Republican candidates in the area. A pre-program featured a band, a gymnastics team and emcee Johnny Grant, a television personality. The Committee provided celebrities Kathy Garver, Mary Ann Mobley, Gary Collins, and Stan Livingston. The event also featured a VIP reception prior to the program where ticketed guests could mingle with the celebrities.

MEMORANDUM TO: MR. JOHN N. MITCHELL  
SUBJECT: Springfield, Illinois, Grand Opening  
Team '72 Rally - Anaheim, California

PAGE 2

The event received good media coverage considering this was the same day the Angela Davis story broke, including an LA Times exclusive interview with Secretary Volpe.

This event was successful in many regards, including the fact that this was the first campaign event in Orange County where the Committee for the Re-election of the President and the Republican party worked closely together to ensure a successful event.

Total cost of the event was approximately \$6,000.00.

THE WHITE HOUSE  
WASHINGTON

Date: \_\_\_\_\_

TO: H.R. HALDEMAN

FROM: GORDON STRACHAN

*This information  
has been g*

~~Q~~ G/1 H  
EU  
~~EU~~  
Update memo on way  
Dailey  
quit  
would not  
pay  
memo  
re: raising  
of 50

THE WHITE HOUSE  
WASHINGTON

LS

Date: 4/21

TO: H.R. HALDEMAN  
FROM: GORDON STRACHAN

Peter Dailey told me that Wolper would probably hire Bruce Herschensohn as Executive Producer of the Documentaries.

He's wrong

L



THE WHITE HOUSE

WASHINGTON

May 13, 1972

MEMORANDUM FOR:

~~GORDON STRACHAN~~

FROM:

CHARLES COLSON 

With respect to the attached, the equal time offer should be accepted by the RNC. Never decline an offer. We wish to take the equal time later, however, on August 12-13, as Dailey recommends, if that is the best time and, of course, we don't have to take exactly equal time. We can take any portion. In fact, to decline the offer might preclude getting it later or give rise to additional time to the Democrats which, by the way, if they prove they don't have money, would be awarded free. I would recommend against a letter turning down the equal time and accepting on the basis I have outlined above. However, it should be cleared with me and Ted Pierson first.

THE WHITE HOUSE  
WASHINGTON

<sup>1</sup>  
Date: 5/5

TO: CHUCK COLSON  
FROM: GORDON STRACHAN

As the resident Equal Time expert, would you review this before it goes to Bob?

Thank you.

Committee  
for the Re-election  
of the President

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

H

May 1, 1972

~~CONFIDENTIAL~~

MEMORANDUM TO: THE HONORABLE JOHN N. MITCHELL  
THE HONORABLE MAURICE STANS

THROUGH: JEB S. MAGRUDER

FROM: PETER H. DAILEY

SUBJECT: Use of Television for Fund-Raising/  
Response to ABC's Equal Time Offer  
of 18 Hours.

Following our meeting Friday, and subsequent meeting with our group, we have the following recommendations:

1. Have the Republican National Committee \* decline ABC's offer of equal time.

We do not see the value of a full 18 hours of telethon for a fund-raising effort on behalf of President Nixon. It would be overkill. An effective program can be mounted with less time. Should we wish to pursue a program approach of the 18 hour length at a later date, our people are reasonably sure that it can be cleared on the major networks.

2. We are developing a format for a televised fund-raising program with the following objectives and timing.

The program should be directed first at maximizing the number of donors.

It should be developed in such a manner that it invites and has provision for maximum participation on the part of state fund-raising organizations, with the national television effort being the catalyst.

\* The offer was made to the RNC, therefore, response should come from them.

CONFIDENTIAL

It should make maximum use of "celebrities for President Nixon", with particular emphasis on younger celebrities.

It should not be presented just prior to the convention, as is the Democratic telethon, since it will only blend with the overall week's performance.

It should be timed for the weekend of August 12-13. This is one week prior to our convention. The separation would add emphasis to the program.

If you agree with this document, we'll work closely with Hugh Sloan to develop a recommendation at the earliest date.

CONFIDENTIAL

A handwritten signature in cursive script, appearing to read "Bill Sullivan".

0

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

May 18, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Senator James Buckley

I have been in contact with Senator Buckley's office and have worked out the following arrangements relating to the Senator's scheduling for the campaign:

Our scheduling office will come up with a list of approximately ten cities in which we would like to have Senator Buckley appear on behalf of the President, during the period - August 23 - November 7. We will then forward this list to the Senator's office for review and approval.

The Senator has expressed a desire that his name not be included on the list of surrogate candidates, and we will comply with his request. In addition, either Bart Porter or I will be the Committee contact with the Senator's office, relating to his scheduled appearances.

UNITED STATES SENATE  
WASHINGTON, D. C.

JAMES L. BUCKLEY  
NEW YORK

May 3, 1972

The Honorable John N. Mitchell  
Committee for the Re-Election  
of the President  
1701 Pennsylvania Avenue, N.W.  
Washington, D.C. 20006

Dear John:

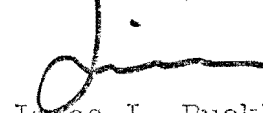
My apologies for having taken so long to reply to your letter of April 20th inviting me to act as a surrogate candidate for the President.

I have given the matter a great deal of careful thought, and have come to the conclusion that I can use my energies during the campaign to best effect both on behalf of the President and on behalf of the election of Congressmen and Senators who are apt to support his programs by maintaining the maximum freedom from specific commitments at this time.

I have a very special kind of constituency to which I am able to appeal, and I think that my shop will know how I can best address myself to it.

With best personal regards,

Sincerely,



James L. Buckley

May 26, 1972

MEMORANDUM FOR: JOHN MITCHELL  
FROM: CHARLES COLSON

1

As continuing evidence to support your thesis that a Stop McGovern Campaign is underway, one of Meany's closest associates called me today to say that Meany has issued all-out instructions to AFL/CIO operatives around the country that McGovern is to be stopped at all costs in California and/or Miami. Meany has commissioned a special research project to pick out extremist positions that McGovern has taken and is including research into McGovern's activities in 1948 in support of Henry Wallace. This is apparently to be disseminated through the political apparatus of the AFL/CIO. What Don Rodgers said to you Thursday, however, is absolutely true; many labor leaders below the level of the AFL/CIO national headquarters would be delighted to see McGovern nominated because it gives them an excuse then to walk away from the Democratic Party this year (which they would like to have) and then recapture the Party in 1976.

My friend reports, however, that while the instructions have gone out to "Stop McGovern" and, of course, to back Humphrey they are finding very little enthusiasm in the ranks for Humphrey -- much less than Meany thought they would find, which further buttresses the point that Rodgers made in your office Thursday.

In any event, you might want to use this the next time you talk about the Stop McGovern drive.

Some of the old guard conservatives in the labor movement are very pessimistic about their chances of stopping McGovern and their feeling now is that he has the nomination sewed up.

0

Committee for the Re-election of the President

May 12, 1972

MEMORANDUM

TO: THE HONORABLE MAURICE H. STANS  
THROUGH: JEB S. MAGRUDER  
FROM: PETER H. DAILEY

Attached is a recommendation for a televised fund-raising effort. I would appreciate your reviewing it and giving us the opportunity to discuss it with you at your earliest convenience.

*Peter H. Dailey*



NOVEMBER  
GROUP  
INC.

---

MEMORANDUM TO: PHIL JOANOU  
FROM: M. LESSER  
SUBJECT: TV FUND RAISING

CC: P. Dailey  
W. Novelli  
S. Willis  
S. O'Leary  
M. Giangrande  
G. Karalekas  
E. Fitzpatrick

RECOMMENDATION

Attached are copies of the recommendation for a fund raising effort in behalf of the President using television.

There is some concern that television is not the best medium in which to conduct a fund raising appeal. However, as requested, the attached document provides only a program for the use of television in fund raising. We still have not done a complete review of all available media.

If you have any questions or comments regarding this recommendation, please call.

RECOMMENDATION  
A TV FUND RAISING  
EFFORT FOR  
THE PRESIDENT

Prepared by: November Group, Inc  
date: May 10, 1972

## PURPOSE

The purpose of this document is to recommend a method for using TV to raise funds in behalf of the President.

## BACKGROUND

The Democratic National Committee has purchased 19 hours of air time on the ABC television network just prior to the Democratic Convention. This time will be used to raise money for the Democratic Party - to repay their 1968 campaign debts and to fund the 1972 campaign.

The theme of the broadcast will be - save the country by saving the two party system. The program will be a tightly packaged format rather than the open format fund raising telethons usually take. The estimated cost of the telethon including media and production costs will be \$1.2MM. The program will feature many of the big name stars who support the Democratic party candidates.

The potentially damaging affect of the telethon is obvious

- 1) The program will appeal to the "little guy" for financial help. The Republican Party therefore will appear in contrast as the "fat cat" party of the big money contributors - the party that doesn't need the little guy and therefore will not respond to his needs.

- 2) The telethon will involve the contributors in the Democratic Party - an involvement that may carry over to campaign time and to the election. Once he has made a dollar committment, the contributor is likely to give his support in terms of his vote as well.
- 3) A major success by the telethon in raising money for the Democratic campaign will seem, to some, a condemnation of President Nixon and his administration.
- 4) The telethon will act as a powerful publicity device for the Democratic Party. Big name stars appearing in the telethon will, in effect, act as spokesmen for the party.

RECOMMENDATION

In order to counter these potential obstacles to the upcoming Presidential campaign, it is recommended that the Republican Party launch a broad base appeal to the American people via television for contributions and support.

For maximum effectiveness, this fund raising effort should be

- 1) Dignified in tone in keeping with the office of the President. Remember, this is a fund raising effort to support his candidacy - not to support a political party.

- 2) Obviously less expensive than the Democratic effort so as not to appear to overpower the "poor" opposition. Also, we don't want to be caught short if broadcast fund raising doesn't work from a financial point-of-view.
- 3) Different from the telethon - we want to raise money, not compete with the Democrats to see who can present the biggest and best telethon.
- 4) Timed, if possible, to appear prior to the Democratic telethon to steal the impact from the Democratic effort. If this timing is impossible for some reason, the effort must run before the Republican National Convention to avoid having the cost of the fund raising campaign count against the \$14.2MM spending limitation.
- 5) Scheduled to reach the greatest number of voters possible in order to generate a broad base of support for the President.

The use of television for this fund raising effort provides us with two options - a spot announcement campaign or a special program.

Of these, a spot announcement schedule on network television appears to be the best way to accomplish all the above objectives. This effort would employ 60-second announcements in prime time television to nationally request support for the President by campaign contributions.

Alternative suggestions are TV specials: 1) a thematic program keyed to a special event 2) a star studded special or 3) a packaged program already in existence.

DETAILS

Both the spot announcement schedule or a TV special, prepared and scheduled properly, would

- develop the attitude that the Republican Party wants and needs the participation of the individual.
- deflate the Democratic appeal before it is made by making them appear the imitators.

Following is a review of the recommended fund raising effort and the alternatives.

1) Prime time spot announcement schedule

A special schedule of 60-second announcements may be purchased at our discretion throughout primetime (7:30-10:30PM) network television. For planning purposes a \$400M spot plan (twelve 60-second announcements) has been arbitrarily scheduled during a single week this summer. This schedule would reach 60% of the people 18+ an average of two times during the week.

It should be emphasized that the \$400M plan is arbitrary. The primary criteria for establishing a plan is that the effort at least pay for itself. Therefore, pending further analysis and testing, it may be necessary to increase the extent of this schedule.

For attention, the spot announcements would feature star performers in a straight forward request for money (or secondarily, volunteers). The basic thrust of the brief, to-the-point message would be

America needs President Nixon and the President needs you. Please help in the re-election campaign. We need money, we need volunteers. Please write or contact the Committee for the Re-election of the President, (address).

As noted previously, the spots would be scheduled to appear prior to the Democratic telethon.

The advantages of this spot schedule vs a TV special are

- a) Spots scheduled randomly throughout the high viewer hours will reach more people, more times than a single two hour special (Exhibit I).
- b) Spots can be selectively placed in known high rated programs to deliver maximum audience for the money.
- c) The spot program is dignified - no gloss or glitter. Just a simple, direct appeal for funds and support. And it doesn't overpower.
- d) This program will provide a striking contrast to the obviously expensive, highly produced glossy style of the telethon.
- e) Production problems and cost will be limited to three to four simple, inexpensive 60<sup>4</sup>-second commercials.

f) The spot announcement program may be easily and relatively inexpensively tested on a local basis to determine whether it is a viable fund raising vehicle and whether it does promote good will for the President and his re-election bid. The production and media costs of testing this effort in three geographically dispersed areas (Syracuse, Tampa, Portland, Ore.) is approximately \$28.2M (Exhibit II).

The disadvantages of the spot schedule when compared with a single special program are

- a) Spots don't have the impact of a single program.
- b) Spots lack the publicity value of a special.
- c) It is difficult to register the name and address for making a contribution in a short 60-second announcement. The repetition of the same message in a single program provides more opportunity for the viewer to write down the appropriate information.

(NOTE: The name and address problem might be solved by a supplementary campaign via newspaper ads with coupons in major markets the week of the spot campaign).

## 2) Specials

\$400M will purchase two hours of network time (\$300M) and cover the cost of producing a two hour special (\$100M, assuming all performers work for free or scale as required). Of course, a shorter length special may also be purchased.



A TV special scheduled prior to the Democratic telethon has several advantages:

- a) A special has high impact.
- b) A special has high publicity value.
- c) A special provides entertainment and therefore attention for the fund appeal.
- d) A special may be tailored to provide an appropriate environment for the fund raising effort.
- e) A complete program will provide a more substantial platform for making a fund plea-announcements will be fewer, but longer for a more complete, in depth appeal (90 seconds - two minutes).
- f) A single program with several repeat announcements will provide ample time for the viewer to see and write down the details for making a contribution.

TV specials, however, have disadvantages:

- a) A special requires a substantial production investment (\$100M) even though the stars etc. appear for free or for scale. And a special will tie-up extensive committee personnel and time.
- b) A single two hour program will reach a small number of people (25% of the voters) and will do so with little frequency (less than one time each).

- c) The risk is greater in terms of success or failure.  
If the show is uninteresting, viewers will tune-out and an unfavorable comparison with the telethon will be made.
- d) Any Republican special is contingent on the stars available. "Our stars" must compare favorably with "their stars."
- e) If the special is run after the Democratic telethon, it will smack of "me-too."
- f) Due to cost considerations, a TV special cannot be pre-tested - thereby increasing the risk of the effort.

If a TV special is used, following, in order of preference, are the directions that might be taken.

a) Theme Special - Fourth of July

The best special is a special built around a single theme. For a political special, the Fourth of July, the day of celebration of the nation's birth, seems made-to-order - and it comes before the Democratic telethon.

The content of the program could then be tailored to feature prominent entertainers - and perhaps a few political figures - in a giant flag waving display - joyously celebrating the United States, its history and its future. And, of course, part of that future is the continued Presidency of Richard Nixon.

A thematic special would, of course, require some extensive pre-program planning so that all participants may be tightly coordinated into the required time and program sequence without extensive rehearsal.

b) Star-Studded Entertainment Special

A special which would require less pre-program planning is a straight entertainment special - featuring a loosely integrated parade of big name stars. Little or no rehearsal would be required for this program.

This, of course, would be the easiest special (vs a theme special) to coordinate and, given enough big name stars, the interest of the audience shouldn't lag for lack of a sophisticated program vehicle.

c) Existing Program Package

Independent producers prepare and produce programs about special subjects - American life, the life of a woman, the fate of wild horses, etc. These programs are then sold to interested sponsors for network use.

The opportunity may therefore exist to purchase an appropriate packaged "theme" special and to insert the fund raising pleas within the program. The program would then be run in the time slot purchased on the network.

We are now in the process of investigating the availability of such programs for use in a fund raising effort.

COMPARATIVE R & F ANALYSIS2 HOUR TV SPECIAL VS PRIME SPOT1 WEEK SUMMER '72

	<u>Total Cost \$M</u>	<u># 60 Anncts.</u>		<u>R</u>	<u>F</u>	<u>GRP's</u>
2 Hour Special	400.0		H.H	32	1.0	32
			Adults 18+	25	.8	22
Prime Scatter	400.0	12-60's	H.H.	71	2.5	180
			Adults 18+	60	2.1	126

Est. Costs

Special: \$300.0M time cost + \$100.0M production  
 Scatter: "60" - \$3.70 CPM - \$34,000 per "60"

Est. Rtgs.

Special 25 avg. - 32 total through whole show

SPOT ANNOUNCEMENT PROGRAM

TEST COSTS

MEDIA

\$M

Test Market

Estimated  
Cost 12 Prime  
Spot 60's

Syracuse  
Tampa-St. Petersburg  
Portland, Ore.

6058.80  
6058.80  
6058.80

18.2

PRODUCTION

Four 60-second spots (assuming  
free or scale talent)

10.0

TOTAL TEST EXPENSE

28.2

Committee for the Re-election of the President

MEMORANDUM

June 15, 1972

MEMORANDUM FOR: MR. JEB S. MAGRUDER  
FROM: ROBERT C. ODLE, JR.  
SUBJECT: Distribution of "Lines"

You asked me to demonstrate how our system for distributing various lines worked. A particular line can be distributed to any of the following groups of people as detailed below. The actual work and distribution is handled by the Press Division's production department.

1. To the White House staff. First, a phone call goes to Bruce Kehrli, and then a suggested cover letter and copy of the item is sent over to him by messenger. Bruce either distributes it to the staff in his capacity as Staff Secretary or has someone else, such as Harry Dent, send it to the staff. It may either go to the White House staff as a whole, or to a list Bruce has of people from the Staff Assistant level up.
2. The staff at 1701. It can either go to the various division directors or to all members of the staff. It is usually accompanied by a cover memo from Odle in his capacity as Director of Administration and is distributed by 1701's mail room. It can also have a cover memo from Mitchell, you, or Shumway.
3. Our 32 surrogates. If it is a White House piece, it is distributed by Pat O'Donnell's operation. If a 1701 item, by Ann Dore usually with a Shumway cover memo. The envelopes are marked "Eyes Only" and if necessary telephone calls can be made to the surrogates' secretaries advising them to be on the alert for the material. In some cases, a 1701 messenger will deliver the 32 envelopes.
4. Nixon State Chairmen, Co-Chairmen, press directors, executive directors, etc. Usually accompanied by a cover letter signed by Van Shumway.
5. RNC state chairmen, national committeemen and women, etc. These are mailed from the RNC with a cover letter from Tom Evans. Our messenger takes the item to the RNC and it is in the mail a few hours later.
6. Republican Governors, Senators, and sometimes, Congressmen.

~~cc:~~ Mr. Gordon C. Strachan

May 9, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEE S. MACRUDER

FROM: HERBERT L. PORTER

SUBJECT: Monroe County Republican Committee  
Political Celebration  
Rochester, New York

By letter, dated March 28, 1972, Cong. Frank Horton invited you and Mrs. Mitchell to be the honored guests at a gathering of Republican committeemen and party workers, which is to be held in the Eastman Theater in Rochester, New York. The proposed date is open to suit your convenience, although it has been suggested that it be held between June 15 and June 30. It is anticipated that 3,000 people would be in attendance.

The program would commence at approximately 8:00 p.m. and it would include musical and vocal entertainment. It is proposed that you would be the only speaker and that your address would follow an audio-visual presentation on the accomplishments of the President. There would be no charge for admission to the event.

We have discussed this event with Bob Teeter. As you know, Bob is of the opinion that Rochester is a critical city in New York, particularly because it is now the home of the Cannett newspaper chain. Bob recommends that you give this invitation serious consideration, particularly if you feel you would have an opportunity to meet with Cannett newspaper executives.

It should be noted that Bill Dwyer, Chairman of the Monroe County Republican Committee stated that this event has been proposed for you and that, if you are not in a position to accept, the event will not be held.

Page Two

Harry Fleming recommends this event to you, but only if the Gannett editorial conference could be arranged.

We would appreciate it if you would advise us whether you will accept this invitation.

Yes \_\_\_\_\_ No \_\_\_\_\_ Comment \_\_\_\_\_

The most convenient date would be: \_\_\_\_\_.

cc: JSM working  
JSM chron  
JSM subject  
HLP chron  
HLP subject  
JCH



COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

May 17, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: JEB S. MACLEUDER

For your information.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

May 15, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: HERBERT L. PORTER 

SUBJECT: Talking Points for Surrogate Briefing,  
Tuesday, May 16, 1972

The meeting is scheduled to begin at 9:30 a.m. in the third floor conference room. The list of attendees is attached at TAB A. The schedule of speakers is attached at TAB B.

Suggested talking points:

- 1) The campaign is now in high gear and we will need their help.
- 2) Because the President will not campaign actively (at least until the Convention), the surrogate program is vitally important.
- 3) Discuss the fact that they are a select group representing the President.
- 4) Review the need for their cooperation to look to us for political, as well as scheduling, guidance.
- 5) Talk about how much the President looks to them to "carry the word" to the American public and how this effort must be "coordinated". This builds credence for our scheduling and advance offices.
- 6) They would all be interested, of course, in the overall strategy to be employed -- i.e. key states, target groups, high vs. low profile of the President, etc.
- 7) Discuss how effective they were last week in responding to the coordinated effort to support the President's Vietnam policy.

Page 2

Any allotted time not used by you will be taken up by Jeb Magruder when he discusses the surrogate and advance operations in more detail.

Attachments

A

LIST OF ATTENDEESSURROGATES ATTENDING WITH THEIR ASSISTANTS

Mr. William Ruckelshaus	Jack Conmy Jim Barnes
Sen. Edward J. Gurney	Lois Elliott, Scheduler Jim Groot, Administrative Assistant Eleanor Jordan, Press Aide Leo Zani, T. V. Appearances Aide
Sec. George Romney	Mr. James Judge
Gov. Winfield Dunn	Ralph Griffith, Press Secretary
Gov. Linwood Holton	Jeane Richie, Scheduler Staige Blackford, Press Secretary
Gov. William G. Milliken	George Weeks Fred Grassman
Sen. Robert Taft, Jr.	Doris Huddleston, Press Secretary Laverne Wilkom, Scheduler Joy Gwaltney, Scheduler
Sen. Hugh Scott	Martin Hamberger, Administrative Assistant Miss Edith Skinner, Executive Assistant
Sen. William E. Brock III	Bob Bradford Bill Goodwin Carol Browning
Mr. Herb Klein	Jeni Brown
Sen. Henry L. Bellmon	Bob Haught Helen Lawson
Mr. Joseph Blatchford	Claire Palmour, Scheduling Secretary Paul Costello Elizabeth Williams
Cong. Gerald Ford	Bob Hartman, Legislative Assistant
Sen. Marlow W. Cook	George Yenowine, Executive Assistant
Cong. Jack Kemp	Lou Rotterman, Press Secretary Libby Reynolds, Appointment Secretary Harry Clark, Staff Assistant
Sec. Rogers C. B. Morton	Robert Hitt Dave Guwin Bob Kelly

Sec. James Hodgson	Harvey Harris, Special Assistant
Sec. Earl Butz	Claude Gifford, Office of Information Sally Bloom
Sec. John Volpe	Barry Locke
Sec. Elliot Richardson	Dick Mastrangelo, Assistant to the Sec.
Sen. Jacob Javits	Alan Blanchard, Administrative Assistant Jean McKee
Mr. Donald Rumsfeld	Dick Cheney Al Abrahms Miss Elaine La Roche
Mr. Harry Dent	Wallace Henley Rose Smith

SURROGATES NOT ATTENDING, BUT SENDING REPRESENTATIVES

Cong. John Rhodes	Claire Posey
Mrs. Virginia Knauer	Mr. Joe Dawson, Director of Public Affairs for Office of Consumer Affairs
Mr. Robert Finch	Ray Hanzlik Bonnie Bradbeer
Sen. Barry Goldwater	Leonard Kilgore
Sec. Peter Peterson	Easil Littin, Director of Public Affairs George Pantos, Special Assistant

SURROGATES NOT ATTENDING AND NOT SENDING REPRESENTATIVES

Gov. Ronald Reagan  
Acting Attorney General Richard Kleindienst  
Gov. Nelson A. Rockefeller

OTHER THAN SURROGATES AND STAFF ATTENDING

Taft Schreiber  
John Damgard  
Pat O'Donnell

B

SCHEDULE OF SPEAKERS

9:30	Opening & Strategy	Mr. Mitchell
9:50	Organization, surrogate scheduling & advancing	Mr. Magruder
10:05	Finance & fundraising events	Mr. Stans
10:20	Questions & Answers	Mr. Mitchell Mr. Stans
10:30	Break (Cabinet Officers leave for 11:00 Cabinet Meeting)	
10:40	Voter Blocs	Mr. Malek
10:47	Polling	Mr. Teeter
10:54	Public Relations	Mr. Miller
11:01	Press	Mr. Shumway
11:08	Advertising	Mr. Dailey
11:15	Planning, telephone, and direct mail	Dr. Marik
11:22	Questions & Answers	Staff
11:30	Close Meeting	Mr. Magruder



Committee for the Re-election of the President

MEMORANDUM

May 13, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER  
SUBJECT: Backgrounder

The attached is an invitation from Peter Edson for you to meet his group (list enclosed) for a background luncheon at some future date.

With a couple of notable exceptions -- Joe Kraft, Ed Morgan and Clay Fritchey -- this is a fairly top level group.

Since it would be a backgrounder, I would hope you could work it in sometime after the California primary, perhaps in mid-June.

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_

COMMENTS \_\_\_\_\_



DeVan L. Shumway

Attachments

Peter Edson

May 5, 1972

Dear Mr. Mitchell,

Early in your administration as Attorney General, you may recall that you met with a group of Washington news bureau managers, columnists and commentators for a background discussion luncheon at the Hay Adams.

You said at the time that you found the session useful, for you did not know that a group of senior newsmen could be brought together in this manner. The group still meets from time to time, as it has since the early days of World War Two. And now that you are again directing the Nixon presidential campaign, the group would like to invite you to a similar luncheon meeting to discuss the campaign.

Attached is a list of the men who have been attending the luncheons this year. They represent some of the most important newspaper, news magazine and broadcasting media in the country and they are the top news managers and interpreters of news out of Washington.

I have discussed this by phone with Dan Shugway and I believe he agrees that another session with you would be profitable for us all. If you can accept this invitation, I shall be glad to work out with him the details for any date in the near future that will fit in with your schedule.

With best wishes,

Peter Edson

The Hon John W. Mitchell,  
Nixon Campaign Headquarters,  
1701 Pennsylvania Ave., N.W.,  
Washington, D.C. 20006

## WASHINGTON NEWS BUREAU MANAGERS, COLUMNISTS AND COMMENTATORS LIST 1972

833-5300	Arrowsmith, Marvin	Associated Press	1300 Conn. NW	35
EX3-3430	Bell, Jack	Gannett Newspapers	4000 Cathedral NW	16
ME8-2844	Boyd, Robert S.	Knight Newspapers	1195 Nat. Press Bldg.	04
298-7790	Cauley, John R.	Kansas City Star	1750 Penna. Ave. NW	06
NA8-0335	Cromley, Allan S.	Daily Oklahoman	707 Nat. Press Bldg.	04
638-3760	Drummond, Roscoe	Publishers Syndicate	1377 Nat. Press Bldg.	04
298-6930	Dudman, Richard	St. Louis Post Dispatch	1701 Penna. Ave. NW	06
FE3-7400	Foltz, Charles	U.S. News & World Report	2300 H St. NW	37
EX3-3430	Frandsen, Julius	United Press Intl.	314 Nat. Press Bldg.	04
293-2100	Fritchey, Clayton	L.A. Times Syndicate	2100 Mass. Ave. NW	37
NA8-5058	Greene, Chas. J. Jr.	N.Y. Daily News	1272 Nat. Press Bldg.	04
LI3-5000	Hempstone, Smith	Wash. Eve. Star	225 Va. Ave. SE	03
EM2-4000	Jordan, Frank	N B C	4000 Nebraska Ave. NW	16
223-6000	Kilpatrick, Carroll	Washington Post	1515 L St. NW	05
965-2871	Kraft, Joseph	Publishers Syndicate	3021 N St. NW	07
296-1440	Kraslow, David	L. A. Times	1700 Penna. Ave. NW	06
DI7-9828	Lisagor, Peter	Chi. Daily News	1229 Nat. Press Bldg.	04
393-7700	Morgan, Edward P.	A B C	1124 Conn. Ave. NW	36
298-7080	Naumann, Oscar	US Journal Commerce	1750 Penna. Ave. NW	04
783-0164	Otten, Alan N.	Wall St. Journal	245 Nat. Press Bldg.	04
737-2934	Poe, Edgar	New Orleans Times Pic.	1224 Nat. Press Bldg.	04
347-8250	Potter, Philip	Baltimore Sunpapers	1214 Nat. Press Bldg.	04
737-7770	Pyper, William	Booth Newspapers	515 Nat. Press Bldg.	04
298-7080	Reed, Dean	Newhouse Newspapers	1750 Penna. Ave. NW	06
DI7-7750	Richert, Earl	Scripps-Howard	1013 13th St. NW	05
EX3-0151	Ross, Tom	Chicago Sun Times	1245 Nat. Press Bldg.	04
737-0403	Roth, Robert	Philadelphia Bulletin	1238 Nat. Press Bldg.	04
296-1234	Sevareid, Eric	Columbia Broadcasting	2020 M St. NW	36
785-4400	Sheldon, Courtney	Christian Sci Monitor	1293 Nat. Press Bldg.	04
283-4300	Steele, John L.	Time, Inc.	888 16th St. NW	06
NA8-4566	Ter Horst, J. F.	Detroit News	511 Nat. Press Bldg.	04
298-6920	Theis, William	Hearst Newspapers	1701 Penna. Ave. NW	06
RE7-3198	Warren, Lucien C.	Buffalo Evening News	1286 Nat. Press Bldg.	04
DI7-9111	Wilson, Richard	Cowles Publications	352 Nat. Press Bldg.	04
EM2-6509	Edson, Peter	3714 University Ave. NW	Washington, D. C.	20016

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

June 22, 1972

MEMORANDUM FOR: MR. GORDON G. STRACHAN  
FROM: JEB S. MACGRUDER

Attached for your information is a copy of a memorandum I received from Glenn Sedam regarding the Democratic delegates.

822

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

June 20, 1972

MEMORANDUM FOR: JEB S. MAGRUDER  
FROM: GLENN SEDAM  
SUBJECT: Democratic Delegates

As you requested I have begun an investigation of the makeup of various state delegations of the Democratic National Convention to determine the accuracy of the News Week article which reports that approximately 70% are new delegates at the convention.

Our initial investigation indicates that the Article is essentially accurate. The RNC Research Division is preparing a memo for me on their findings and I should have this tomorrow morning.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

June 13, 1972

MEMORANDUM FOR ~~MR. H. R. HALDEMAN~~ L

FROM: JEB S. MAGRUDER

Attached for your information<sup>t</sup> are copies of the sample mailing that went to the Spanish-speaking voters in California.

Attachment

*These must not be  
read by anyone  
Have you seen the stuff  
Mc Honer used in  
Calif? —*

**California Committee  
for the Re-election  
of the President**

1670 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 (213) 484-1330

Dear Miss Gonzales:

This year before we vote all of us had better ask some important questions...

What man running for President can we really believe? How can we be sure we won't be forgotten after the election? How can our votes help open doors for ourselves and for our families?

All of these questions deal with the future. But the only way they can be answered is by looking at the records of the past.

The President has earned our support. He has brought more than 400,000 men home from Vietnam. He created the Environmental Protection Agency and signed into law the Clean Air Act. He has slowed the rate of inflation and slowed the awful crime rate. He has proposed revenue sharing as one way to ease our heavy local and property taxes.

He has focused his attention on bilingual education and has taken initiatives to address the most serious problem Spanish-speaking children face. He has put millions into migrant education programs throughout the country. He has increased aid to minority businesses and he has made sure that Spanish-speaking people get their fair share of the aid; in 1971 alone, 2,500 Small Business loans--a total of 58 million dollars--went to businesses owned by the Spanish-speaking people. To our people he has given not words but action. He is the first President to name dozens of Spanish-speaking Americans to high offices--more than four times as many as any previous President.

He has acted quietly...without a lot of words. Maybe you didn't realize the things he's done, right? As you can see, he has acted for us as people...for our state...and for the country we live in.

Now, shouldn't you support the President? The man who has not taken your vote for granted, but has gone out and earned it. I answer that with a big Yes!

Can we count on your vote for President Nixon in November?

Sincerely,

Manuel (Manny) Quevedo, Jr.  
Committee Coordinator



**California Committee  
for the Re-election  
of the President**

1670 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 (213) 484-1330

Dear Miss Gonzales:

For a long time the Spanish-speaking community has been overlooked when it came to Federal programs specifically designed to aid minorities. That's why in 1968, President Nixon said he would do something about America's "forgotten" people.

Well, he has taken action - he has remembered. He's moved in the area of education with programs at both the high school and college levels. He's acted to get more businesses run by Spanish-speaking people off the ground, and to get people without jobs into jobs. He's done a lot to solve the problems of drug abuse, and adequate housing. And he has been outstanding-- more so than any other President--in naming Spanish-speaking individuals to top government posts--individuals such as Romana Banuelos, who is the new Treasurer of the United States.

I won't go into detail here because the enclosed brochure does that. But, what I would like to do is ask that you think about the President of the United States. Because it is an election year, presidential candidates will be making many promises to the Spanish-speaking community in America. Listen to those promises and then look at what President Nixon has done. Then decide whether you want a man for the next four years who promises or a man who has performed.

Be an independent thinker! Support the man who has already performed. The President is that man.

Sincerely,

Manuel (Manny) Quevedo  
Committee Coordinator





**California Committee  
for the Re-election  
of the President**

1670 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 (213) 484-1330

Dear Miss Gonzales:

When you want something, you work at getting it. That's part of life. It's the same way with government. The people who get involved and participate are the ones whose voices are heard and get results.

For us, it's even more important. We have to get involved and work for the candidate who's proven he represents the interests of our people. I believe that President Nixon is such a person. Why? Simply because of the things he has already done for Spanish-speaking Americans.

Here's a man who didn't get a lot of support from us in 1968. And yet in 3 1/2 years, he's done more for us than any other President in history. Imagine how much more might be done in the years ahead, if we give him our support.

That's why you should get involved in this year's important election. In addition, we would like to know how you feel about the President, so please fill out the enclosed questionnaire and mail it in...it's a first step in getting involved.

Sincerely,

Manuel (Manny) Quevedo, Jr.  
Committee Coordinator

P.S. It's time we judge a man for his actions not his words!  
Let's get behind the man who has already helped us...so  
he will help us more.

