

Senator McGovern's campaign headquarters in Washington, D.C., today released to reporters a memorandum written by an official in the Committee to Re-elect the President, describing a Republican strategy for dealing with the Spanish-speaking segment of the electorate.

The memo, written by Alex Armandarez [phonetic], head of President Nixon's campaign among Spanish-speaking voters, says, "A campaign which tries to sell the President would be hopeless. The campaign must be conducted entirely as an effort to denigrate the opposition and keep the electorate home." Mr. Armandarez wrote the memo last summer, based upon his analysis of Spanish-speaking voters in Los Angeles, San Antonio, New York and Chicago, in which he concludes, "For example, Puerto Ricans are under-motivated, easily self-divided, and rely extraordinarily on luck for the betterment of their lives. This should be a fairly simple campaign to organize. With a one-issue attack, an uneducated, apolitical audience addicted to media could be drenched with simple slogans."

A spokesman for the Nixon campaign acknowledged the authenticity of the memo, but denied that the strategy recommendations had been acted upon.

Fro NMTimes account, see Demo bugging, 4 Nov 72.