

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>
14	14	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Peter Dailey's Campaign Advertising Presentation. 8 pgs.
14	14	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Ray Price To: Bob Haldeman RE: Notes on Ad Presentation. 2 pgs.
14	14		<input checked="" type="checkbox"/>	Campaign	Other Document	Comments on Ad Presentation by November Group. 6 pgs.
14	14	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Ron Ziegler To: Gordon Strachan RE: Random thoughts on advertising presentation last night. 4 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	14	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Frank Shakespeare To: H.R. Haldeman RE: Comments on Campaign Film. 2 pgs.
14	14	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign Polls - Wave II Briefings. One page of handwritten notes attached. 3 pgs.
14	14	8/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Jeb S. Magruder To: Clark MacGregor RE: Liason with the RNC. One page of hadwritten notes attached. 3 pgs.

ADMINISTRATIVELY CONFIDENTIAL

August 15, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Peter Dailey's Campaign
Advertising Presentation

On August 14 Dwight Chapin, Ray Price, Frank Shakespeare, Tex McCrary, and Ron Sieglar participated in a two and one-half hour presentation by Peter Dailey, Bill Taylor, and Phil Joanou of the campaign advertising and media plan. After an introduction by Dailey, Taylor presented the 16 5-minute and 60 second TV spots. Taylor then presented the print advertisements, and Joanou concluded with a brief description of the media plan. In addition to the memoranda submitted by Price, McCrary, Sieglar, and Shakespeare (attached at Tab A), notes taken during the discussion covered several points. The comments by each individual are listed under each advertisement:

1) "The Record" - 5-minute TV spot

Chapin - The economy is not mentioned.

McCrary - Very poor; quite unuseable;
- Don't show President in any way but at strong points; some scenes show him fumbling and in ungraceful movements;
- The President lights up during his strong handshake; can't we use the handshake with Chou in China? -- that's the highlight of the whole trip;
- What about the use of animated charts, newsreels, and news headlines?

Shakespeare - Completely unuseable;
- Concept is excellent but the execution is unacceptable.

1) "The Record" (cont.)

- Siegler** - Try to get better footage of the President's appearance;
- There must be better footage of the President signing the SALT agreement - Brezhnev appears stronger;
- Change the 39,000 men left in VN to "withdrawal of 500,000 men in 4 years" and "no more combat ground troops";
- Get better China footage - where is the handshake?
- Why not finish with the President's return?

2) "Property Taxes" - 60 second TV spot

Chapin - Looks stagey.

McCrary - Approved of the force of conversation with Mr. Ehrlichman; should have scenes of the President working with his staff.

Price - Prejudiced against it but that's an in-house feeling;
- It's an effective topic but he doesn't trust public reaction to it - could be negative.

Shakespeare - Opposed to staging the President;
- The concept of the advertisement (staged) could be negative with the public.

Siegler - President appears to be "chewing out" Mr. Ehrlichman;
- Did not find it stagey.

3) "China Trip" - 5-Minute TV spot

- Chapin** - Liked the plane shot;
- Should show more shots with Mao;
- Too quick on sightseeing parts;
- Omit the picture of Mrs. Nixon in fur coat;
- Possibly add the pictures from the sporting event;
- Add the President's return;
- Dr. Kissinger has tremendous credibility.

3) "China Trip" (cont.)

- McCrary - Scene of President throwing food to fish much too awkward - don't ever picture President with a limp wrist; show him only at his best;
- Why not shift from color to black & white news headlines, brings back the impact of the trip to the public; use Reston's New York Times banner line "President's Finest Hour";
 - The tempo of the advertisement is much too slow;
 - Why not a recurring music theme in background? - "Hail to the Chief" (after all he is the President) or "Pomp and Circumstance";
 - "Name of the game is that he's the President"
- Price - Very good; liked it very much;
- Will make interesting TV; will hold the audience;
 - Good point about the President's feeling about the future with China made in 1967;
 - Gives you the feeling of "Our President" -- nothing crystallizes the President's support more than this point.
- Shakespeare - Liked it very much;
- Very effective;
 - Are there better shots of the President at diplomatic negotiation functions?
 - Scene of President throwing food to fish much too awkward.
- Ziegler - The President does not appear at ease at the planeside troop inspection - do not include it;
- Have more shots of him with Chou alone - possibly at the Hall of the People;
 - Get some good shots at the banquet with "Americanthe Beautiful" being played;
 - Less sightseeing shots and more diplomatic meetings - need a higher setting;
 - Including Dr. Kissinger is a terrible waste of film.
- Dailey - Not satisfied with announcer's voice;
- There should be a balance of shots of President at diplomatic events and people-to-people meetings.

4) "Environmental Protection Agency" -

- Chapin - Drop the T.S. Eliot quote;
- We're doing the ad for the young yet we don't seem to be promoting them (the young) in it.
- McCrary - Liked it;
- Show some real traffic - Long Island Expressway crowded-type traffic;
- Really emphasize the "Now" and "President Nixon";
- Use some arresting music;
- Use some National Geographic-type shots at end;
- This is a big youth topic -- why not use Billie's voice?
- Price - Shows a decisive President;
- Can get better footage of America's beauty from Department of Interior.
- Shakespeare - Liked it much better at the end than at the beginning;
- The beginning is boring - will not hold an audience; the shots are very pedestrian; not interesting;
- President has an extraordinary voice; it should be used as a voiceover; use less shots of the President giving the speech - use his voice as background.
- Ziegler - Does not like the scenes of the President finishing the signing of a bill with a great flourish of his hand - tone it down;
- Copy is very good;
- Try to get better footage of the President in the environmental context; maybe Chicago/ Great Lakes trip.

5) "POWs" - 60 second TV spot

- McCrary - Highly emotional subject which could change any day - "5th Aes up someone's sleeve";
- POWs appear much too healthy in opening scenes - "they look like camp counselors" - looks as though Hanoi is treating them well;

5) "POWs" (cont.)

- McCrary** - It's a gut punch issue - hit the public hard or don't use it;
- Stay loose on this one - hold it open - wait until later in the campaign - you might have to use it.
- Price** - Very well done;
- Subject could work against you;
- We must stress the difference in the President's policy of meeting terms and getting the POWs back and McGovern's getting out and expecting the POWs returned.
- Shakespeare** - Should it be run at all?
- If you use it, wait until late into the campaign;
- Shots of POWs at the beginning show them much too well taken care of. If you're going to use such an emotional idea, go all the way;
- Possibly have alternate advertisements prepared as War situation might change in closing days of campaign;
- CIA has very tough shots of POWs but they would have to be used judiciously.

6) "The Record" - 60 second TV spot

- Chapin** - Why not drugs and crime?
- Does not like draft shot.
- McCrary** - Tempo of voice must be faster;
- How about more headlines?
- Good stills;
- Why not include drugs and crime and what the President has achieved in these areas?
- Last still of President very weak;
- Personalise more with the use of the President's voice in background;
- Why not use the First Family?
- Why always make President look like a loner - get shots of him as a team leader with staff, as a family man, friend;

6) "The Record" (cont.)

McCrary - Why not shots of the President at Camp David relaxing?
- Show the President as a forceful leader in comparison to McGovern's disorganized command;
- Push the morality of the President.

Shakespeare - Make up different versions using the President's many achievements;
- Bring in the fact that there are "no combat troops in Vietnam";
- Why not more First Family shots -- an extraordinary family;
- Underline the morality of the Nixon approach to life;
- "There's nothing wrong with being square."

Ziegler - Damn good;
- Keep loose on war figures.

Dailey - The war is a tough issue to present;
- The missing element which must be included is the President's strong moral message - his perception of America's future.

7) "Youth" - 60 second TV spot

Chapin - The only scene with blacks is concerning drugs, which must be changed.

Price - Very good;
- At the beginning all the young look grubby, include some more normal looking young people - non-demonstrators.

8) "Older Americans" - 60 second TV spot

Chapin -- There are some awkward portions - example, where the President reaches into the crowd.

8) "Older Americans" (cont.)

McCrary - The segment where the woman discusses the rise in the cost of onions will go great in New York - the Jewish vote;
- Should you possibly have a dialogue - maybe between a man and a woman as commentators;
- You're not reaching the female vote;
- Need for contrast.

Price - Stress the "usefulness" theme.

9) "China Trip" - 60 second TV spot

Chapin - There are no scenes with Mao.

10) "Russia Trip" - 5-minute TV spot

Chapin - Play up Rogers, out back Kissinger.

Everyone was very enthusiastic about it.

11) "Welfare - Construction Worker" - 60 second TV spot

Chapin - Show many more people on the streets to emphasize the numbers.

Everyone was very enthusiastic about it.

12) Layouts, Newspaper, Magazine ads (General Comments)

McCrary - Israeli ad - Italicise McGovern - give it punch;
o Did not like the defense cut ad with carrier disappearing into the sunset;
- Very enthusiastic about the "Senator McGovern Meet Senator McGovern" ad.

Price - Uncomfortable with the Supreme Court ad - remove the "can" - make it "All American Respect".

13) "Passport" - 60 second TV spot

Shakespeare - Great!

Random Comments --

- McCrary - Why is the President always seen at a 3/4 angle in his campaign pictures? Why only profile shots? No eye contact? Does not remember ever seeing a candidate completely at angles;
- There must be more emphasis on the word "Now" and "President Nixon";
 - Very poor announcer;
 - Is there an urban ad?
 - Make Agnew a more prominent force in the campaign; there's a very positive feeling for him (as well as very negative) and especially after the Eagleton issue Agnew grows stronger; he's a big plus - include him.

Shakespeare - Generally liked the campaign songs; his only question was with the clarity of the words. The November Group assured him that what he had heard was only a trial run and that it would be much improved in the final version.

- Dailey - Campaign songs ("After these two, everything else pales");
- "We on the outside have great awe and respect for the President and the Office of the Presidency so this is the way we want to present him -- the impressive man at work."
 - Comments on Agnew ("There is either positive or negative reaction to him, and we're after the marginal voter.")

Dailey also has two focus group sessions with 11 participants each conducted to assess reaction to six commercials. The results, which Dailey emphasizes is not "research", is attached at Tab B.

GS/jb

August 15, 1972

MEMORANDUM FOR: BOB HALDEMAN
FROM: RAY PRICE *RP*
SUBJECT: Notes on Ad Presentation

Most of my reactions were to individual pieces, rather than overall -- and these would presumably be reflected in the notes that were taken.

A few general thoughts:

Overall, I liked it. There were some of the commercials that all of us had problems with, but for the most part these seemed fixable things.

The "President Nixon -- Now More Than Ever" theme, which I was cool to earlier, seems a lot better to me now, particularly in the wake of the McGovern nomination and the chaos on the other side -- and their explanation of the rationale behind it seemed to make sense.

One thing I think needed fixing in some of them was to sharpen up the notion of being at mid-point -- with great things begun, which have yet to be completed. This has got to be one of our principal selling points -- as I gather they recognize, and are trying to do.

The ad people seemed generally unenthusiastic about the 5-minute format, and I gather one of the key decisions to be made later on will be whether we use all our availabilities on these and, if not, how far we cut back. I like the 5-minute format, particularly when it's done with a "documentary" feel, such as those on the China and Russia trips. Granted there will be a lot of people turning to another channel when they find themselves facing a campaign film --

but those who don't switch channels will, by definition, be people who are interested. People who'll watch a 5-minute film are more likely, perhaps, to be those who are still trying to make up their minds. And this is an exceptionally good opportunity to capitalize on some of our exceptional strengths: showing the President moving the world, and showing him in situations that people remember as ones that made them proud of their President -- which is something the opposition simply can't do.

#

TO: ~~DWIGHT CHAPIN~~ H
FROM: TEX MCCRARY
SUBJECT: COMMENTS ON PRESENTATION BY NOVEMBER GROUP
(AS REQUESTED BY THE TALL GUY IN THE GREY SUIT, PRONTO)

Spencer Abraham

1. At the outset, let me thank you for inviting me to sit in on the showing. Not only for what I saw from the November Group, but more important, for what I heard from the President's own team:

- (1) There was clearly a healthy irreverence among you, no disrespect -- but neither was there any spastic awe among you, for either the Man or the Office of President.
- (2) Equally evident, however, was the weary acceptance, born of long and constant association, which triggers the recurrent response to some of my suggestions -- "the President just won't do that..." But I never knew a man more skillful at reversing the field.
- (3) The interplay among you -- Shakespeare, Ziegler, Price, you -- was the most reassuring thing to me. Someday, I would like to watch a session with Haldeman in the group.
- (4) However, I am still looking for the one guy I would call "Editor-in-Chief". Maybe that guy is the President. Okay, then I'm looking for the Executive Editor. Maybe that is Haldeman. Okay, so then I'm looking for the Managing Editor. Is that ~~Chapin~~ Chapin? Then somewhere, the chain of communication has snapped.

Out of the thousands of Headlines and Pictures, the Caption under the Portrait of the President has not been phrased and sharpened and passed down to the November Group, or the voters.

2. I don't have the answer. But for the first time last night, I saw the question. After watching the best efforts of those skilled professionals to capture the whole sequence of Headline-Picture-Caption on still and cine film -- in music, on TV, and in print -- in phrase and word and even punctuation -- for the first time I realized fully how hard it is to capture the essence of the most complicated President since Lincoln... who grew a beard to change ~~the~~ the image of "my poor, lean face, from which nobody has ever seen any fat cabbages sprouting...."

For the first time, I understand why, after a lifetime ~~of~~ ^{of} writing and speaking in the ~~the~~ political arena, Richard Nixon has yet to make Bartlett's Familiar Quotations, and rarely coins a quote for a headline.

But ~~now~~ nowhere did the November Group, in 60 seconds or 300, in slogan or full page ad, nowhere did they match the precise line you dug up -- "I never ~~shoot~~ "I never shoot blanks". POW!!!!

3. And out of all that groping, much of it very good, searching for

the meaning of the Man who will not finally emerge until after November 7 -- unless, of course, his margin shrinks to the razor's edge of the last week of '68 -- I can now understand why you finally settled for that Goldwater slogan:

President Nixon. Now More Than Ever.

In Your Heart, You Know He's Right.

5. But having voiced my misgivings about the campaign's battlecry, let me quickly say that I believe the November Group has accomplished -- or proved to me they will accomplish on time -- their "Mission Impossible". Better perhaps in the newspaper ads than on TV -- but then as you know, I am partial to Print.

And because I believe this will be a tight and slugging campaign at the end, they have demonstrated sheer brilliance in their attack stuff -- left jab, left hook, right cross, POW!

6. They have avoided the slick "packaged" look and sound that would quickly or finally rankle millions of people who have begun to suspect every hard sell they see on TV, except Alka Seltzer.

7. There is an easy, Polaroid, picture album quality that ~~and~~ avoids the Coronation tone, the lecture, the hard sell, and instead, appeals and persuades.

However, I think a damn good news film editor -- a guy who has never seen the bundle before, should see it as I saw it -- that guy's eye would catch and zip closed the ~~the~~ open flies like the President's limp wrist feeding of the fish... the price of onions... and too much of Mrs. Nixon's blonde fur coat... and he would know how to tighten the sequence, because he has to fit headline film clips into newscasts day after day. That whole problem of handling the five minute spots reminds me sharply that Lincoln's Gettysburg Address took only 3 minutes and 10 seconds and he was a slow talker.

8. What ~~follows~~ follows is random notes, already given during the critique last night, reprised here for reminder:

USE OF STILLS

The spots that wound up with punchlines over stills were great. The one with only stills equally effective.

Stills make great visual for sound of Nixon voice -- his voice does have macho... command... voice of command... better when not tied to footage of him speaking the lines you hear.

Suggest more use of dramatic stills to show Family -- his own and ~~and~~ Official... contrast to McGovern's total disarray.

A great bumper sticker for McGovern would be:

LEAP BEFORE YOU LOOK
 WITH MCGOVERN !

against

Match that universal feeling about McGovern ~~with~~ the recognized fact that Nixon, the President, is surrounded by a team he has not suffered any Vietnam or Bay of Pigs....he mined Haiphong and did not scuttle Moscow...he ~~knows~~ knows what he is doing.....

~~Kissinger~~ Kissinger is far better locked into a still with the President than in action...certainly better silent than in sound.

USE OF HEADLINES AND GRAPHICS

Recognizing my partiality to print, still, I submit that TV sells newspapers...people hear it and ~~see~~ see it on TV then read the papers for confirmation and clarification.

As accent, punctuation, and pace in the TV ~~spots~~ spots, suggest injecting headlines...even covers of Time and Newsweek of President and Pat in Peking and Moscow almost better than any cine footage...

Bottom line on Peking trip might be ~~clipping of that night~~ clipping of that headline on Reston column in Times and Wash Post:

NIXON'S
 FINEST HOUR
 By Reston

Ron Ziegler once ~~was~~ used chart to show withdrawal of troops from Moscow...how about simple ~~animation~~ animation insert...

Red line rising against years of Democrats...black line falling against Nixon years...visibility is ~~is~~ credibility.

TYPOGRAPHY

Suggest simply underscoring of one word in the campaign battlecry... because even people who are not immigrants do still move their lips when they read...that's why you always print what the punch ~~line~~ line voice in a commercial reads....hence:

PRESIDENT NIXON.
NOW, MORE THAN EVER!

THE "VOICE"

Everybody ~~is~~ agreed that ~~the~~ the voice of the spots was wrong -- more like Henry Fonda than Clark Gable.

I suggested consideration of a very macho voice, like ~~like~~ Charles Bronson... in sharp contrast to McGovern sounding like Liberace.

Suggested also that you might use Helen Hayes, whose voice on the primo commercials for the Ageing is great...

~~Generally~~ ~~through~~ Generally, throughout, there seemed to be a failure to reach women in the spots... and my understanding is that ~~by~~ far more women watch TV than men...

Very little appeal to ~~to~~ women in content, phrasing, or voice.

How ~~expensive~~ expensive would it be to change voices for regions -- Johnny Cash down South... ~~John~~ John Connally down south and elsewhere... Scandanavian voice to catch the ear of Heritage Groups in urban areas...

POSTSCRIPT

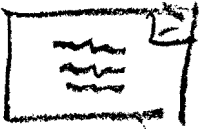
I feel strongly that the ~~idea~~ "Petition of Gratitude" idea which Bill Casey talked to Bob and MacGregor about, and we pitched to Gerry Jones this morning -- and struck out -- could be a solid spot and an instrument for the whole campaign... to move the Undecided and even the Decided who came ~~our~~ our way because they ~~don't~~ don't like ~~or~~ or fear McGovern, to convert them to a ~~positive~~ positive attitude and posture and action.

I would like clearance to the November ~~Group~~ ^{Reps} Group to produce that brochure for the threshold on The Record, to be given the Undecided... in the form of a Petition which would say simply; on a postcard:

Thanks, Mr. President:

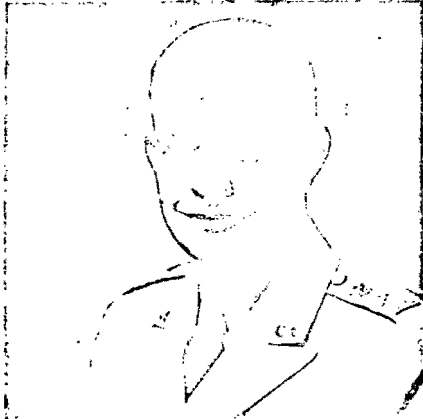
1. Because.....
2. ~~Because~~ Because.....
3. And leave one blank for signer....

Signature _____



And on the other side.. addressed to: The President President
The White House, Washington, D. C.

With an Eisenhower ~~Stamp~~ Stamp



IN HOMAGE TO

Dwight David Eisenhower

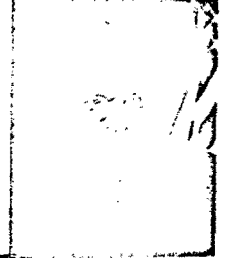
- THIRTY-FOURTH PRESIDENT OF THE UNITED STATES
- GENERAL OF THE ARMIES
- STATESMAN AND EDUCATOR

A MAN OF LUMINOUS INTEGRITY AND DECENCY,
OF STEADFAST COURAGE AND EQUANIMITY.

Postwood

FIRST DAY OF ISSUE

U.S. 6^c POSTAGE



DWIGHT D.
EISENHOWER

FIRST DAY OF ISSUE



POSTSCRIPT: 2
CAMPAIGN SONG

in a hurry

I realize that it is hard to make a hit, for a show or a commercial or a campaign.

Generally, the Democrats have ~~us~~ used old songs.... "Hello, ~~Mr~~ Dolly" and "Everything's Coming Up Roses" and "Happy Days Are Here Again".

~~And the~~ And the ~~Republi~~ Republicans have used "Battle Hymn of the Republic." Irving Berlin's "I Like Ike" was a hit long before Ike decided to run.

Your recording of the old songs with new lyrics wasn't quite ~~fair~~ fair, but again it is a bit too late to start gridding out a hit in time for the Convention or the Campaign.

But may I suggest ~~my~~ consideration of a song that was written by a couple of guys who had only done TV commercials before... and it became a long running hit... and I believe ASCAP will confirm that it has now become, more than the National Anthem, the theme song of every High School Graduating Class across America:

"The Impossible Dream"

That song says and sings and sounds like everything Richard Nixon stands for... it is the "lift of the driving dream" that is deep inside ~~him~~ him.

It will not move anybody ^{*directly and instantly*} from "I don't like Nixon" to "I Like T Dick"....

But it will help everybody to identify with this loner... to feel the tingle of respect for the Office first and then the Man... and then perhaps to move from respect for the Office and the Man to gratitude.... to say:

"Thanks, Mr. President...."

Try it at the Convention... plant it on tape with orchestra and choir for every Rally across the country... supply some special lyrics for a second verse... and print it up on song sheets that carry the ~~President's~~ President's Portrait...

And ~~by~~ incidentally, when you add music to the TV spots, you ~~should~~ should always wind up with that "paid political announcement" ~~followed~~ followed by the Campaign ~~Portrait~~ Portrait... slow zoom to ECU on the eyes.

President... Commander in Chief... POW.!

THE WHITE HOUSE

WASHINGTON
August 15, 1972

MEMORANDUM FOR: ~~GORDON BERTRAM~~ H
FROM: RON ZIEGLER RZ
SUBJECT: Random thoughts on advertising presentation
last night

First a comment on the music.

I think both the lyrics and the music of the first track, "Nixon Now" and the second track, "Reaching Out" are excellent. "Reaching Out", as a matter of fact, is fantastic.

This observation: I like the feel and the pace of the demonstration tape on "Reaching Out" that you played for me several weeks ago better than I like the Mike Curb version of last night. Specifically the solo effect as presented on the demonstration tape I thought was very effective and did not demonstrate itself as effectively in the Mike Curb version.

The demonstration tape was a more up-beat, swinging type of sound, whereas I felt the Mike Curb version played last night had too much heavy country music feel to it, even though it was not a country-western arrangement as such. I hold this opinion even though the opening guitar segment will be eliminated.

The thought occurs to me that the lyrics and feel of "Reaching Out" are so superb that perhaps consideration should be given to doing several versions; the Mike Curb version which is excellent, but also another version more similar in feel to the demonstration tape, i. e. with the solo lyric bridges and perhaps another rendition that the creative types may deem appropriate.

Final point: I simply feel that there is more to get out of "Reaching Out" than I heard in the Mike Curb version played last night, as excellent as the Mike Curb singers are.

Random thoughts regarding the television commercials that were shown:

Generally I would say the product which was shown last night was very good -- particularly effective were the three McGovern attack spots -- "Turn Around", "National Defense Posture", and "Welfare". My only comment would be on the "Welfare" commercial; and that is, in my judgment it is more effective to say that the McGovern welfare proposals would place 80 million more people on the welfare rolls than it is to say the welfare rolls will increase by 47%, as the current copy states.

As I said above, the product over-all was good, but it is my understanding that you do not want to hear so much what I like about the commercials, but rather what my less-than-positive impressions are.

As I told you on the phone, I have little to add to my comments made last night, but here goes:

Generally, I would say -- and this applies to all of the spots except for the attack spots -- we have not always selected the best film that is available of the President or of a given situation to most effectively and dramatically make the points we want to make. The film is generally good. But I sensed a lacking of mood, and at times appropriate tone.

For example -- the China spot. The President went to conduct serious negotiations, not to sight-see; and indeed the copy point, "The hard business of diplomacy got underway" is made. But immediately following that copy statement there is extensive film of the President and Mrs. Nixon sight-seeing through China. In my view there should be

- more of the President in a meeting situation in the Great Hall of the People
- use of the dramatic film available at the first-night banquet such as the toast and the playing of "America the Beautiful"
- footage of the President preparing and working in his room at the Guest House.

I feel that more of this type of scene should be included in the China commercial.

I also feel that the section of the China commercial showing Dr. Kissinger and referring to the Shanghai communique is irrelevant. Why not show the President? It's his communique.

Other observations: Also -- and this refers to the commercials generally -- I think there has been a tendency not to eliminate the sometime awkward gestures of the President. For example, there is one particularly jarring gesture of the President feeding the goldfish in China, where he gives a very awkward flip of the wrist as he feeds the fish. People might not notice this, but why give them a chance? This is not reflective of the President's general gestures and movements.

Also in several of the sections of film showing the President signing documents, he gives an exaggerated gesture or flourish at the end of the signing. I know there are many film segments of the President signing a bill where this flourish does not exist. Why show it unless you view it as a plus or a positive? I think it is not.

This gets down, I know, to the extreme of nit-picking, but this is what you asked for. In the signing ceremony in Moscow, the film segment shows an aide helping the President to find the right page and the proper line on which he should sign; and then flashes to Brezhnev, who with great confidence and with no assistance is applying his signature. To me this is not a positive contrast. Why not show the President affixing his signature, and therefore always showing the President's strength and him as a man in control?

The film used of the President's arrival in China I think is probably the worst arrival film that I have seen. Several of the commercials do focus on the initial hand shake, but not to any extensive degree. And all commercials have a scene of the President walking from the plane together with Chou En-lai toward the troops, which presents the President not in a stately way, but indeed in an awkward way. There is a back shot focused for well over five seconds on what in this occasion was a generally awkward walk of the President, and distorts his true view. It seems to me there must be better film footage and better angles of the President's arrival in China and approach and review of the troops than is used in the commercials and films I have seen upto this point.

Other commercials:

Commercial on the Environment: It's OK but drags. Here again the dramatic film is missing -- the film of the President walking in the Redwoods, good film of the President on a boat with the Grand Tetons in the setting behind. Instead of using that kind of film we show simply the President talking to a crowd in the Grand Tetons. There is no film of the President visiting the sewage treatment plant. What I am saying is that I think people like some mood shots and drama, and I believe this catches the attention of people. This is missing in the environmental commercials in my view.

Elderly Commercial: It's OK but I don't know how many senior citizens in the United States play pool or play cards. Now I am sure a vast majority of them do, but I am sure a high percentage do not, and perhaps a percentage who are offended by cards or by the scene of an elderly woman playing pool. Maybe it is no big problem, but why do we want to show this? We want to show old people in recreation, but there is croquet, checkers, chess, needlepoint, bowling. My point here simply is that the cards and the pool -- as minor an element as it is-- could offend, and their inclusion adds nothing to this commercial. What we simply want to show is recreation.

There is one commercial -- not the China commercial, and I cannot recall specifically which one it is, that has a closing shot of the President addressing Congress. Seen only at a glance and only one time, my impression was that this was a dated film of the President before Congress -- perhaps going back to 1970. It could have been distorted because we were looking at work prints, but I think we should take a look at this and any time we are showing the President before Congress show current footage. He has a different look today than he did in 1969 and 1970 in terms of hair style and dress.

SST Commercial: Not a bad commercial, but I see no reason to raise the SST issue during this campaign. The point has been made. Everyone knows the President is for U.S. strength and leadership. It seems it is not a particularly strong selling point.

Commercials on the record: They are good -- particularly the still photo effect.

POW Commercial: We must be very cautious with this commercial. I still question how effective the copy line is that compares today the U.S. Prisoner of War plight with the French situation in 1954. It seems to be stretching a point in the commercial that the North Vietnamese did not account for 15,000 French POWs when the U.S. has some 450 POWs, and we are showing film of some of them in the commercial. In my view this just does not tie together in the commercial.

These are some of the general comments I have regarding the commercials.

Documentaries:

Finally, and I can't resist this point, which relates to the documentaries that will be shown at the convention. I think "The Nixon Record" and "Nixon: Portrait of the Man" documentaries are fairly good. But I think we do an injustice to Mrs. Nixon by only showing her smiling and shaking hands. It

seems to me this is the only impression of Mrs. Nixon that comes through.

- There are not enough excerpts of her speaking or reflecting (voice over), which she does very effectively -- and those would highlight her depth and involvement.
- There are no mood shots of Mrs. Nixon around the White House, as First Lady of the Land.
- There is no film of her in intimate moments with the girls, and her role as the mother of such fine girls is an important identification for viewers, and adds another dimension.
- There is no film of Mrs. Nixon and the President walking in a White House setting or on the White House grounds.

These types of scenes could be so positive and so realistic and so reflective of the First Lady and indeed of the President that I am disappointed they are lacking.

I also would raise a few textual objections on the commentary used in both documentaries, but recognize they are unpolished versions.

I could write an equally lengthy and rambling memo on the positive side of the commercials and the documentaries, because I do think they are good pieces of work. But this memo is aimed at what I consider to be the less positive effects.



UNITED STATES INFORMATION AGENCY
WASHINGTON

DIRECTOR

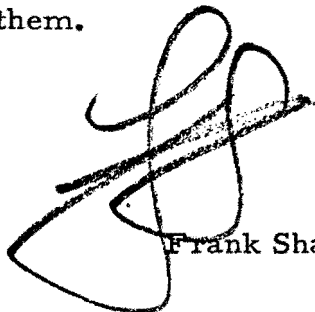
August 15, 1972

MEMORANDUM FOR: The Honorable
H. R. Haldeman
The White House

Comment on campaign films.

1. Technique showing President at work, in his office, in charge, running the country (BUSING commercial) is effective. Much better than direct presentation by President. He projects as tough and philosophically strong. Must be careful in using this approach to avoid events looking staged (PROPERTY TAXES commercial -- Ehrlichman walking into room as if on cue.) Try more of these.
2. Messages have little or no women's appeal. Women will be a major McGovern target.
3. McGovern swing-picture film is good.
4. Footage and still-shot selection and editing need strengthening. Some footage is awkward (first section of Nixon feeding fish in China), much is routine and unimaginative. In still-shots, suggest more use of Ollie Atkins - type warm, candid photos.
5. Multiple still-shot technique good, in part since there is wealth of material. Try more of these (note Atkins reference above).
6. Do not use prisoner of war film. Wait upon developments. Issue emotionally loaded and direction of impact uncertain. Prepare stand-by films showing stronger evidence of harsh prisoner life. But do not use now nor in future without careful review.
7. Nixon voice is superb. Make more use of voice-over technique where actual speaking footage is less interesting than alternate visuals.
8. Produce material making strong but indirect point of moral contrast between what Nixon and McGovern represent. Nixon ... character, family, decency, hard work, faith, principle, loyalty. The McGovern contrast is evident but should be unspoken. This should be a central campaign tone. One way to address it might be use of family footage and stills. A First Family to make you proud ... and bespeaking a way of life. Julie is a particularly effective personality.

9. What about the major Nixon effort on drug control. Also crime control. Aren't these gut issues, Nixon strong points and McGovern weak points.
10. The Nixon foreign policy record is properly emphasized. We should keep at it.
11. Kissinger probably not a "simpatico" figure, particularly outside big sophisticated cities. He does not photograph well. Include as necessary, but only as necessary. Keep emphasis on Nixon.
12. Five-minute program slots are key exposure situations. At this point we have few good five-minute films. This should be the focus of creative effort now.
13. Subject to minor obvious deletions, which were commonly agreed, I like the newspaper ads.
14. Suggest keeping a tight rein on September spending in order to have significant optional funds legally available for the final campaign days even if we do not eventually need or use them.

A handwritten signature in black ink, appearing to be 'F. Shakespeare', written in a cursive, stylized script.

Frank Shakespeare

ADMINISTRATIVELY CONFIDENTIAL

August 11, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Polls -
Wave II Briefings

Bob Tester completed the briefings of White House Staff on the results of the Campaign Polls Wave II. Tester spent 1 1/2 hours with the Vice President and Roy Goodearle together yesterday afternoon. Tester reports that the Vice President was opinionated but very receptive and pleased with the briefing. The Vice President asked where he could be the most helpful. Tester suggested San Diego, Columbus and Cincinnati, Ohio, and certain cities in Texas. Tester believes it would be helpful if he could give the Vice President the state-by-state issue summary that he prepared for Chapin and Parker. Also, Tester is preparing materials that indicate the differences in Agnew's approval rating in various media markets (ADI). The preliminary review of the material indicates that there are substantial differences in the President's and Vice President's approval rating in different ADI's. Tester believes this would be valuable information for the Vice President and Chapin/Parker.

Recommendation:

State-by-state issue summary to Vice President.

Approve _____

Disapprove _____

Vice President personal approval rating by ADI to Vice President.

Approve _____

Disapprove _____

Peter Flanigan, who spent a substantial amount of time last fall reviewing pollsters and their plans, wants to be briefed on the Wave II results. MacGregor concurs, but the rule is no polling briefings of White House Staff without your express approval.

Recommendation:

Teeter briefing of Flanigan.

Approve _____

Disapprove _____

GS/jb

Line - devel + distri -> Sun + Press
Mac G, Gurnaway

Fire Putter Outers

Reenning Gov.
NSC Group put
Attack Organization

Cong Rel's Staff

Alex Butterfield - Holding down P fat

Sun Oper. - Spelling + TV coverage

Domestic Council - issue developed.

Committee for the Re-election of the President

MEMORANDUM

August 1, 1972

~~CONFIDENTIAL~~

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Embrose NARS, Date 1-14-80

MEMORANDUM FOR: CLARK MAC GREGOR
FROM: JEB S. MAGRUDER
SUBJECT: Liaison with the RNC

This memorandum is in response to your question on the liaison between our Committee and The RNC. There is a high degree of coordination between the two organizations on a continuing basis.

Listed below are the primary points of contact:

<u>RE-ELECTION COMMITTEE</u>	<u>RNC</u>
The Political Division	Ed De Bolt
Bob Marik (Research & Planning)	Ed De Bolt
Younger Voters	Young Republicans College Young Republicans
Biba Wagner (Research)	Research Staff: Ron Wiles Dennis Rhinow Pete Purves (Congressional Committee Statistics)
Leslye Arsht (Issue Research)	Information Retrieval: Bob Chase Mark Harroff Susan Edwards Carol Hoke
Press	Clipping Bureau
Dan Evans (Polling)	Research Staff: Ron Wiles Pete Purves

RE-ELECTION COMMITTEE

RNC

Older Americans

Mr. Van Renssalaer

Black Voters

Ed Sexton

Ethnic Voters

Laszlo Pasztor

Convention

Jo Good (Delegate Coordi-
nation)

Frank Leonard

Photo, Publications

Tour Office

Ernie Minor (Scheduling)

Pat Hutar (Women, Volunteers)

Ann Armstrong

In addition, the top-level managers of the Re-election Committee are in frequent contact with Tom Evans and Ann Armstrong on general matters relating to the campaign.

Organic Charts of CWC
6701
RNC