

Richard Nixon Presidential Library  
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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>
45	49	8/17/2015	<input type="checkbox"/>	Campaign	Memo	From Strachan 'for the record' RE: Advertising meeting - Aug. 16, Haldeman, Dailey, Taylor. 7 pgs.
45	49	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Peter Dailey's campaign advertising presentation. 8 pgs.
45	49		<input checked="" type="checkbox"/>	Campaign	Memo	From McCray to Haldeman RE: comments on presentation by November Group ('as requested by the tall guy in the grey suit, pronto'). 12 pgs.
45	49		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unk) RE: campaign ads et al. 8 pgs.

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45	49	8/17/1972	<input type="checkbox"/>	Campaign	Memo	To: The Record From: Gordon Strachan RE: "Advertising Meeting - August 16, Haldeman, Dailey, Taylor." 7pgs
45	49	8/15/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: "Peter Dailey's Campaign Advertising Presentation." 8pgs
45	49		<input checked="" type="checkbox"/>	Campaign	Memo	To: H From: Tex McCrary RE: "Comments on Presentation by November Group (As Requested by the Tall Guy in the Grey Suit, Pronto.)" 13pgs
45	49	8/16/1972	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes from Haldeman discussing Dailey, Taylor. 8pgs
45	49	8/17/1972	<input type="checkbox"/>	Campaign	Memo	To: The Record From: Gordon Strachan RE: "Advertising Meeting - August 16 Haldeman, Dailey, Taylor." 7pgs
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45	49		<input type="checkbox"/>	Campaign	Memo	To: Dwight Chapin From: Tex McCrary RE: "Comments on Presentation by November Group (As Requested by The Tall Guy in the Grey Suit, Pronto)." Memos on advertising presentation and campaign films attached. 13pgs
45	49		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes from Haldeman (dated 8/16) RE: Dailey and Taylor. 8pgs

ADMINISTRATIVELY CONFIDENTIAL

August 17, 1972

MEMORANDUM FOR: THE RECORD

FROM: GORDON STRACHAN

SUBJECT: Advertising Meeting - August 16  
Haldeman, Dailey, Taylor

On August 16 at Camp David, Haldeman met with Peter Dailey and Bill Taylor to review the campaign advertising. The television spots, songs, newspaper and magazine print ads were reviewed. Bill Taylor opened the meeting with a brief explanation that TV ads were at an intermediate stage. Music and sound effects would be added and the tag line at the end would be changed. Instead of "That's why we need them", the closing line would be "President Nixon - Now More Than Ever".

60-second Busing Spot

This would never be used on a network but would be used in Michigan, Florida, etc. Bob thought that the busing commercial was good.

5-minute Record

Taylor said he thought that this was the least effective. Haldeman thought the advertisement was OK, but that the Chinese tumbler was out of context and should be excluded. Dailey mentioned that he, Joanou and Taylor would personally review much of the available footage because many have complained that the spots do not use the best footage available. Concerning the spot 'The Record', Bob thought the applause under the President taking the Oath of Office should be dropped. It would be OK to have "Hail to the Chief" under the President taking the Oath then follow with the applause when the President drops his hands.

Bob thought the China Handshake footage in 'The Record' was terrible, and told Dailey to use the documentary footage of the Handshake.

Bob also thought the video on cancer and sicklecell was too long.

When Dailey mentioned that at the end of the week on August 18, he and Chapin would request an opportunity to take more footage of the President of the Ehrlichman-type, Bob asked whether Dailey had really worked the

footage they already had. Taylor said they made three commercials from the original hour and a half. Haldeman gave no commitment that the additional footage would be taken.

60-second Property Taxes (to be used in California, Wisconsin, etc.)

Bob said the scripts from all of the spots should be cleared by Cole and Haig. He was particularly concerned on the "Property Tax" spot regarding the revenue sharing aspect, but the full content was OK in the documentary but in the revenue sharing spot it may be too hard a zap at local officials.

5-minute China spot

Bob emphasized again that the China spot should use the Handshake sequence from the documentary.

Concerning the Chinese background music, Taylor was to check whether it was the actual track as Bob questioned the sound of the children and music as the background on some of them.

Bob also directed Dailey to drop "radical" change; instead use "sweeping" or "important".

Bob emphasized that it should be the People's Republic of China and the United States released a joint communique and not Kissinger. The entire spot should not build up Kissinger. Also, the government is the People's Republic of China, not "China".

Bob said definitely drop the feeling of the fish shot.

60-second POW spot

Haldeman said it was OK to have this in the bag, but he does not think we need to do it. Bob doubts you can use it. There is a terrible timeliness problem, and if the issue is to be emphasized, it will be by the use of speakers, not commercials.

5-minute Environment spot

Bob thought it was darn good. He thinks the 5-minute technique is sensational. He doesn't have the problem of boredom with the 5-minutes that Dailey had.

In the 5-minute spot, instead of using the words "planned to build the jetport in Florida" change the wording to "started building the jetport" or something along the line to emphasize that the President personally intervened in a project that was already underway. Also, more damaging footage of the prob-

Items with the Everglades should be used.

In the Grand Teton shot, the President should not be shown in crowds.

Bob agreed with Ziegler that some of the footage of the President in the Redwoods should be used.

Bob also liked the idea of "signing" by the President as it indicated he was doing something about the various problems.

#### 60-second The Record

The word "Russia" should be changed to Moscow as it is more dramatic. Also, Taylor should find the footage for the Older Americans sequence where the Black gets on stage.

Bob directed that Dailey should drop the quote President Nixon was "angry". Bob said it was not believable; instead words such as "deeply concerned" should be used.

At this point, Bob emphasized that the whole script of all the spots should be checked by Ehrlichman or Cole. Presumably, he will want Haig to also review the spots' scripts to protect against the same problems.

#### 60-second Transportation spot

The SST footage should be held in the can but not used, as it will be a political decision as to whether it should be used in Washington.

#### 60-second Youth spot

Bob thought the footage of the President at San Clemente which showed his right lip off was particularly bad. Dailey was to check whether this was the fault of the lighting or the footage itself, if the footage itself is so bad it could not be used.

Bob asked whether the spots had been shown to our Youth. Dailey said no, but Bob noted that the subjects covered were the Draft, the Environment and Drugs. It may be that our Youth will oppose that inclusion of the Drug sequence but since others (Older Americans) will be seeing the spot, the Drug section should be included.

The opening sequence in the Youth spot implies that all Youth are demonstrators. Bob was especially concerned about the "you asked" series as it looks as if only demonstrators are doing the asking. We are after the responsible Youth, not the demonstrators.

On the line "End the Draft" the words "by 1973" should be replaced with "in 1973".

5-minute Russia spot

Bob thought this spot was terrific, especially the footage of the ceremony over the speech. However, he thought that the "live on Soviet TV" should be added. He asked whether this particular section had been included in the documentary. Taylor hadn't seen this footage in the documentary but would check.

60-second Foreign Policy spot

Bob thought the Passport idea was damn good.

3 negative ads - anti-McGovern

On the Welfare spot, the street scene should be more crowded to emphasize one out of every two would be paying for the welfare.

Bob asked for a specific anti-McGovern spot on "permissiveness" - amnesty, pot, legalization of abortion, etc.

Bob asked whether there was going to be another welfare spot on the \$1,000 a person. He suggested the possibility of cartoons or jokes as there have been many cartoons on the \$1,000 a person scheme. He mentioned the joke about the person who went to the fundraiser and said, "If it's all the same to you, I'll take my \$1,000 now".

Bob emphasized that in commercials you should go back to the point implied that he's changed his view, thereby emphasizing the credibility hassle, but also that he really believes what he said previously. Bob asked specifically for an ADA voting record spot that showed McGovern's ADA record in the high 80's and low 90's except for Election Year. This is particularly effective in the Youth spot, and Dailey was going to cover the point with Rietz. Bob thought that a full page ad of the McGovern ADA record might be particularly effective because the point is to go after McGovern's "Election Year" credibility rather than his long-term credibility.- Because McGovern believes in the very liberal causes but in the Election Year votes conservative.

Another possibility that Bob suggested involved the possible use of citizens arguing about the crazy positions and then showing the ADA record.

#### NEWSPAPER ADS

As Bill Taylor went through the newspaper ads, Bob asked several questions. First, he asked Dailey why he was using the long copy. Dailey's response was that the story would be covered in the big headlines that are short and punchy with long copy to give the fuller story.

On the ad concerning more money being spent for people than on "arms", Bob said that Dailey should use some different language than "arms". Obviously, "defense" couldn't be used nor could weapons. Dailey and Taylor will re-work the ad in light of the 1970 advertisement and speeches that Strachan was to send to Dailey.

Concerning the crime ad, Bob asked why use the words "last year"? The point is to emphasize that the President has been tough all along.

Concerning the Butz ads, Bob asked why no inclusion of the word "farmers"? Taylor said that in newspaper ads the word "farmer" might be used but that in a magazine like "Progressive Farmer" there's no sense repeating the word "farmers". Also, there might be some disadvantage to using "farmers" because what you really want are all the agr<sup>o</sup>-business related people.

The space shuttle ad would be used only in Los Angeles and Washington.

Bob noted that the United States Supreme Court appointments might be used in the permissiveness ads or include the McGovern position that Ramsey Clark would be the head of the FBI.

Concerning the Israeli ad, Bob said that Dailey should talk to a "savvy, Israeli-oriented Jew". The ad might be a two-edged sword because the question is not just Greece. Dailey was to check with Rabbi Lukens, the former Humphrey Jew. (Peter - he can be contacted through Dick Howard in Colson's office.) The text of the ad should also be cleared with Kissinger (Peter - if you get the ad to me, I will have it run passed Kissinger). The question of the relationship between Greece and Israel was raised. It is true that Jewish leaders understand the importance of Greece and it being our last base, but whether the little shopkeeper Jew understands is questionable. Again, Rabbi Lukens should be checked.

Dailey mentioned that he had shown the attack ads to Paulucci and Van and received general approval.

#### SONGS

Taylor played the four older songs with new versions. Concerning "Saints", Bob thought it was not that bad, indicating that Lionel Hampton might

want to play it while marching in. Concerning "Buckle Down Woonsocket", Bob said it was used in 1960 and it might be in the public domain and that we might own since we used it in '60. Bob asked me to send a copy to Finch (which was done August 17). "76 Trombones" does not work and it is not in the public domain. Concerning "Hot Time" - Bob liked that.

The Curb versions of the songs were not as successful as hoped. Dailey indicated that they were the result of the Curb "slop track" with bad mixing. Bob indicated that the drums were clearly too loud on "Nixon Now". Bob said that the problem with "Nixon Now" is that it's ~~no~~ anything. It has all the annoying disadvantages of kids' music that makes grown-ups mad but does not help with kids. Rietz had told Bob that this song was "terrible". The song is neither totally square nor with-it with kids. It's a hybrid - it accomplishes nothing. Bob said that the problem might be solved by a different arrangement. In particular, he emphasized the importance of putting "Nixon Now" in different idioms - it should be done in a rock idiom, a "Big Country" idiom, in a big band idiom, and a brass idiom.

Concerning "Reaching Out", Bob said that the beginning was bad and the ending was bad with a great middle. However, it has the same problem. It's an excellent song but the idioms nothing. It has to be either a good country, a good rock or a good big band version to not hybridize the song. Cash could even do it in a "Walk the Line" beat. Bob thought the straight Christie Minstrel-type section with tambourines was OK, but that basically the arrangement was hybridization.

#### MEDIA

Dailey gave Bob a memo outlining the media expenses and Bob questioned the \$28,000 on Catholics versus the \$65,000 on Jewish publications. This is way out of proportion.

#### BUDGET

Dailey emphasized the problem of 6,200 and Bob took the Dailey/Magruder memo listing the arguments for advertising and said he would cover it with MacGregor. Dailey indicated that he wanted authority to be prepared to go ahead now but to hold all the pro-President ads until McGovern begins. He thought we should begin probably on September 18 with the anti-McGovern ads under the "Democrats for the President" heading in Wisconsin and other states where we are behind.

#### MATERIALS

Dailey explained that they had established a new system in light of the

concern expressed by Haldeman. Bob said that if physically all the materials are in the states and being distributed after the Convention, that will be OK. Dailey emphasized that Lewis Dale, under Fred Malek, would be the prioritizer of requests, but The November Group would be responsible for the printing and staff distribution of the materials.

Dailey mentioned that if McGovern doesn't get some money pretty soon and begin moving on his ads, we will have to be very careful with our holding and timing because we do not want to look as if we're buying the election with massive advertising. If we dominate him on cash, we might just run the network stuff rather than all the local advertising.

Concerning turn around time (i.e. preparation of entirely new spots) Dailey emphasized that within 48 hours any new spot could be produced.

Concerning "bland" commercials, they would be used at various points around the country to be run in case one of the tough, timely commercials were to be pulled.

Dailey discussed the buy-week system whereby the cash would have to be delivered on the Friday for the following week. Bob noted that the Root-Jones type operation was now over because a law required equal access and time. Bob asked how Schmitz was to be handled and Dailey was going to check with CBS/

Concerning Spock, Bob asked Strachan to call the California Secretary of State and determine whether he is on the ballot (this was done August 17).

The "Democrats for Nixon" will come from within our budget allocation, but Connally will raise his own money, and Connally will let Paulucci run and stay rather loose. Bob encouraged Dailey to stay with Paulucci and develop his confidence.

GS/jb

THE WHITE HOUSE

WASHINGTON

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 Ziegler 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, Ziegler, 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.)

- Ziegler - Try to get better footage of the President's appearance;  
- There must be better footage of the President signing the SALT agreement - Breshnev 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.

Ziegler - 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 "America the 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 Julie'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 Ace 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;  
- Personalize 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, cut 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 - Italicize McGovern - give it punch;  
- 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.

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)

Spoken Shakespeare

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~~ 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 ~~nowhere~~ 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 ~~the~~ "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 ~~avoids~~ 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 ~~open~~ 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 ~~Official~~ Official... contrast to McGovern's total disarray.

A great bumper sticker for McGovern would be:

LEAP BEFORE YOU LOOK

WITH MCGOVERN !

Match that universal feeling about McGovern <sup>against</sup> ~~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 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~~ clipping of that headline on Reston column in Times and Wash Post:

NIXON'S  
FINEST HOUR  
By Reston

Ron Ziegler once ~~used~~ 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 ~~credibility~~ 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 ~~the~~ Charles Bronson... in sharp contrast to McGovern sounding like Liberace.

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

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

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

How ~~is~~ expensive would it be to change voices for regions -- Johnny Cash down South... ~~is~~ 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~~ <sup>Keep</sup> 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:



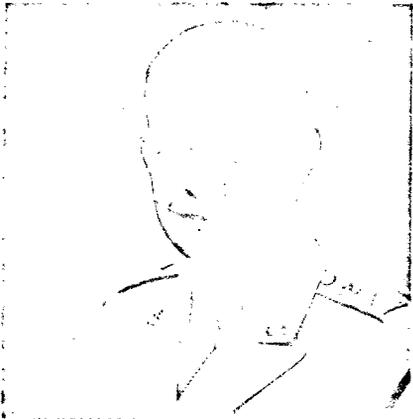
Thanks, Mr. President:

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

Signature \_\_\_\_\_

And on the other side.. addressed to: The ~~Pr~~resident 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

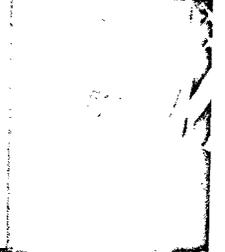
A MAN OF LUMINOUS INTEGRITY AND DECENCY,  
OF STEADFAST COURAGE AND CONSCIENCE.

*Hechtwood*

FIRST DAY OF ISSUE



U.S. 6<sup>c</sup> POSTAGE



DWIGHT D.  
EISENHOWER

FIRST DAY OF ISSUE

4

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 ~~used~~ used old songs.... "Hello, ~~Dolly~~ 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 griding 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~~ 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~~ 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.

*directly and instantly*  
It will not move anybody 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~~ 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 ~~incidentally~~ 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 STRAUCHMAN~~ 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.

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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

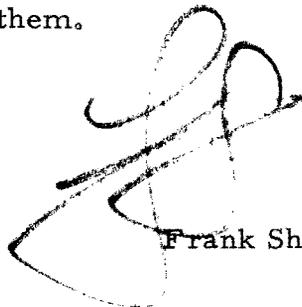
August 15, 1972

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.



Frank Shakespeare

Clear w/ H - cc to Bailey, etal

8/16

H. Bailey, Taylor

Camp Ads

H - accep spe - may become part of  
Bailey - the paid P'tial Message - later  
may need to use P'tial mes

Taylor - opens w/ change announcer,  
add music, sound effects

60 Busing - tag line at end bad - not  
Never Retired P N - now MTE.

5 min Record

T - our least effective

H - ① drop "That's why we need (him) "P N MTE""  
drop

② Busing sensational

③ Record - OK but China Tumbler out  
of context

- Taylor, Joannou, Bailey - pers review  
letter footage

- Drop ~~Hand~~ to Chief applause under  
P talking out; OK Hand to Chief  
under P talking out.

- add applause when drops hand.

- China Handshake terrible - use  
documentary footage of three

Chapin

- Videos on camera + stills all - too long  
Bailey - end of wk request additional  
E. type footage

H - no  
ans.

H - really worked over what  
already have

T - 3 for orig 1 1/2 hr.

\* Use  
Bailey  
scripts  
5

Prop Tax - Cal, Wisc, etc / OK in Docum / Contest  
H - must check, may have to check; if Rec'd photos may not want  
to let stand alone. too hard  
zap at local officials

China - 5-min

Use handshake of on-ground  
2 hands together - in Documen.

Chinese - "actual track?" - T check

H - drop "radical" change; use "sweeping,  
impl," OK

- PRC + US did communique  
- not HAK; don't build up HAK  
Govt is PRC not "China"
- Drop feeding fish shot

60 POCUS - H - OK to have in bag; don't think we need to check  
H - Don't think you can use it  
- Terrible timelines prob; use in splis - not commercial

4m20s Environ

- H - damn good; 5-mins sensational
- doesn't have trouble w/ boredom of 5 mins
- started bldg footprint so that shot.

- Grand Teton - don't show P in crowds
- use <sup>my</sup> LBJ + Redwoods footage
- likes signing as doing.

60s

### Revered

- To Moscow not Russia  
more dramatic

\*

- find footage of old Am's - black on stage

- drop "P N" "angry" - not believable  
instead "deeply concerned," etc.

\*

- Check Facts - E or Cole.  
show whole script

60s

### Transp

A - open where want to do it

### Youth

- H - Total footage of Pat San Clem,  
it lip off; Bailey to check

H - shown to our youth? no

draft, environ, shld use drugs

- opening implies all youth are  
demonstrators - not

all "you ask" - demo's

- after resposns youth not demo's

- end draft in 1973 not "by"

## Russia

- H - "super" live on Soviet TV
- terrible; footage of memory under app
- where in deval
- T - hasn't seen but like it
- good

## For Policy

Passport - damn good, fascinating

## 3 Negative Ads - Anti-McG

well - street scene - more crowded to emphasize one of 2

H - great.

awfully good - all 3

H - Need anti-McG on "Permissiveness" - Amnesty, not legalization, as

H - - another well on \$1000  
- cartoons, jokes on \$1000

G - also 1000 % - b if you want to get pay

H - in commercials, go back to pt implied he's changed but really believes what he says

- A D A voting record of McG

H - had Ritz + Gordon to use to cover ADA

H - go after McG "election yr"  
credibility not long term cred.

H - full page McG ADA record.

H - possibil cit's arguing on  
crazy positions then ADA record

### Newspaper Ads

H - long copy?

cover story by big headlines  
- "Arms"

- more on people than  
on "defense" & can't use

H - Needs of people? than needs

Last yr crime - P tough all along  
Butz - include "Farmers"

OK in progress Farmer but  
open in newsp.

Priest + Paro - great

Space Shy - L F / Wash

H Add USSC on permissiveness  
Orave Ramsey Clerk at head of FBI

Robbi Lillens - H H Jew

Halk would  
have paid

Israel - talk to Isr oriented  
(H) Jews? - 2 edged sword; not just 6

3  
1970 -  
Ads +  
Spes

Greece/Israel

Jewish hrs understand  
importance - who little Jew understands  
- Chell Rabbi again

Showed attack ads to Paulucci +  
Vann - D-genil approval.  
H-014

Songs:

Shirts - not bad <sup>Lionel Hampton</sup>  
Wendell R F creme in pans  
- #2 on tape

76 Trom <sup>H can't use it</sup> ← doesn't work; not  
public domain

Hot Time ← H killed

Carl Songs  
Nixon Now

Drums too loud; bad mixing  
Carl - slop track

H - what's wrong → it's nothing;  
isn't anything; all annoyance of  
beds - music that makes green  
ups - mad but does not help a/des  
Rietz - "terrible"

on cassette  
G  
w/H's  
Compl  
in the  
public  
domain  
or we can  
use it in 60

H  
Possible  
several  
different  
albums

- Neither totally square nor u/less
- a hybrid - accomplishes nothing
- H - could solve by arrangement?
- Get gd down by River
- World in Hand
- Hand in Hand

### Reaching Out -

Bad begin + bad end u/great middle  
same prob

- instead go all country
- get good country/rock
- Rock <sup>Big</sup> Country, Variety of Style  
Big Band + Brass; Call walk line beat
- Do not Hybridize

not lonesome winer

- Straight Hustle w/ tambourine OK,

### Media:

Memo of Bailey - hands to H.

H ? on 28,000 on Cath War

65,000 & way too much  
on fees.

### Budget

6,200

Begin Demos / Anti-Me G in Use  
Hold pro - R N until later

H read memo + cover w/ Mac G  
then see what hammer back in

H - great

- Materials - if physically in st  
after convention OK

Dale → FM as pivotizer

- if Mac G doesn't get \$ + more  
then very careful holding  
and timing

- Turnaround - 48 hrs.

- Blank commercials in pt

9/18 - start but delay; w/ cancellations

Buy w/ - deliver Fri.

- Ruth Jones etc over Dec =  
access + time

Schmitz - how to handle?

CBS doubts have any \$

Spaul - could get 1-2%

Check  
were  
on ballot  
G → Secy St.

Dems for RN for over allocation  
but Conn will raise over \$; but  
Conn will let Paulucci run + stay down