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THE WHITE HOUSE

WASHINGTON

March 7, 1972

MEMORANDUM FOR PATRICK J. BUCHANAN

FROM: KENNETH L. KHACHIGIAN 

The two attached columns touch on the same theme, and I think Reston and Bartlett make some interesting points. Even if things are going good, there is a lot of talk about the "mood" of the electorate on election day. This is another way of putting the "what have you done for me lately?" question. Issues may be transcended.

If RN goes on the stump solely on the record, the election of 1972 will possibly be a replay of the election campaign of 1960 -- the Democrats saying they can do better versus RN defending the record. That's o.k. as far as it goes, but I think we can go a little further.

RN should be dissatisfied with his first term -- e.g., sure, we've made a lot of progress in X area, but I plan to do more. Give me four more years to do it. Generally, the theme ought to be one of RN wanting to keep moving ahead, going into new areas, with new thrusts. He cannot go into this campaign as being the sole defender of the status quo.

But just as he says we have not done enough, he should also attack, in general, the people who think America is not capable of doing better, that we are sick, racist, imperialist, immoral, etc. We can make progress without beating ourselves over the head.

Finally, any theme we have should be developed now. I.e., Price and his staff ought to have some general outline of a central thematic proposition which should begin turning up in all of RN's major addresses and messages. If we start now, the theme will have been established and all prepared for the time when RN takes the stump himself. Impressions will have been created and RN need only drive those impressions home. In a sense, RN will be campaigning "for America," while the opposition will be campaigning for the Democratic party.