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July 24, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin

RE: Political Travel - Mrs. Nixon, Julie and Tricia

You had asked for a program prior to our leaving for California of how we could effectively use Mrs. Nixon, Julie and Tricia to help candidates but not in a blatantly political way. Although we are still developing ideas on this, we have a few thoughts which I am listing below. When we met on this subject, Dent, Chofiner, and Rumsfeld were unable to meet with us since they were in a political session with the President at the time. Those contributing to the thoughts below are Safire, Keogh, Magruder, Nofziger, Ruwe, Howard, Minor and Chapin. No consultation has taken place with the East Wing and everyone understands that we were just developing some thoughts for the President to contemplate.

MRS. NIXON

It was suggested that Mrs. Nixon take a swing into those States with large Mexican-American populations such as Arizona, California, Texas, New Mexico, and perhaps Arizona. This trip would take place after the President and Mrs. Nixon's visit to Mexico. There would be a natural tie from the publicity and press received on the State Visit to Mexico and the tour of the large Mexican-American populated States which Mrs. Nixon could visit. (If we take your guidelines, then Mrs. Nixon should not be used extensively in States where the President will campaign. However, perhaps we should make an exception for Texas and California.)

It is felt that if Mrs. Nixon is going to take this Mexican-American tour that we should start feeding information in to her now in order to have her become well-educated on Mexican-American problems, etc.

It is also suggested that when she makes the trip, Martin Castillo travel with her. Obviously, the candidates would be worked in on the appropriate occasions and would be along with her on various parts of the journey.

In order to get Mrs. Nixon's interest and also to build legitimacy into her concern for Mexican-Americans, it is suggested that perhaps we should consider having her visit some kind of Mexican-American project in Southern California, perhaps next week while we are out there.

All of the above States mentioned have Mexican-American populations which outnumber the Negro populations in those States.

Another minority which she could concentrate on and which would take her into some of the Northern Plains States where we have races are Indians. The percentage of Indian populations, however, is not as key as that of the Mexican-Americans. Also, it may be that Mrs. Nixon would rather concentrate on one minority group rather than trying to hit two. It should also be kept in mind that the Vice President has been concentrating and will continue to do so on the Indian problem.

JULIE AND TRICIA

1. It is felt that we should do a study immediately to determine what large ethnic groups which correspond to the type of people whom we are trying to reach (Poles, Italians, Catholics, Yugoslavs, etc.) have key events or celebrations between now and election time. The idea would be to have the girls attend very colorful festivals, bazaars, Columbus Day Parades, and other ethnic cultural-related events. These would obviously
 - b be chosen in such a way as to insure that good television would be possible. This whole idea is felt to be very important;
 - h however, it is one that is going to take some research. We are asking Murray Chotiner and Harry Dent to survey their key States for a list of activities which would fall into the

above-mentioned category.

2. It has been suggested that perhaps Tricia take an environmental tour to stress not only the interest of the President but of the young in the environmental problem. The candidate could accompany Tricia as she surveys new undertakings to either improve or preserve the environment which the candidate has hopefully been responsible for initiating or could take credit for. Again, we would try to find activities which would be suitable to television coverage.
3. It is felt that either one of the two girls should make a point of touring some plants in major cities within our key State group. For example, they could visit a shipyard, walk through it, talk to some of the blue-collar workers, visit a steel plant in Indiana, visit a defense plant in Texas or a defense plant supplier in Minnesota. In other words, the point is to have the girls walk through a plant and talk to some of the workers. It is felt that although they may consider this to be awkward they would do a very good job and it would have a tremendous effect among the blue-collar type workers.

We obviously have some great press opportunities nationally and in those States which the girls will visit. For example, there could be national stories on the history of the girls' campaigning -- this might be magazine-type material, and it obviously has good newspaper possibilities also. We should shoot for some special network reports on the campaign activities of the girls as it gets closer to election time. The subtleties of their persuasive campaign abilities without being blatantly political is the tone which we should try to set.

In those States which Mrs. Nixon and the girls visit, we would arrange to have them interviewed on talk-type television shows, newspaper interviews with those papers which tend to be friendly to us, and perhaps in some special cases, we would do radio.

Finally, it is understood that television is the key factor. It is felt that the visit to fairs would be fine and we are going to survey promptly to see what late fall fairs are taking place in our key states.

In regard to visiting "good States like Kansas" where the President and Vice President will not be able to go, it is felt we should only do this where absolutely necessary. In other words, we should concentrate on those States where there is something to be accomplished.

I started to talk with Bob Finch yesterday and he indicated a desire to talk about the use of Mrs. Nixon, Tricia, and Julie. Before we could get to the subject, we were interrupted so this is still pending.

I intend to follow up on this whole subject further, but the above is a status report on what has been contemplated so far.

In terms of the scheduling and commitment of schedules for Mrs. Nixon, Tricia and Julie, it has not been discussed with me as to how this should be organized. It is a subject on which we should spend some time soon.

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