

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>
2	38	12/18/1971	<input type="checkbox"/>	Campaign	Memo	From Chapman to Haldeman RE: campaign documentarian. 1 pg.
2	38	12/8/1971	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: campaign documentarian Bill Wolper. 3 pgs.
2	38	12/7/1971	<input checked="" type="checkbox"/>	Campaign	Memo	Copy of a memo from Chapin to Haldeman RE: campaign documentarians Bill Wolper and Bruce Herschensohn. 6 pgs.
2	38	1/19/1972	<input type="checkbox"/>	Personal	Memo	From Chapin to David Parker RE: RN's daughters. 1 pg.

December 18, 1971  
2:00 p.m.

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: DWIGHT L. CHAPIN  
SUBJECT: Campaign Documentarian

Attached you will find a memorandum from Peter Dailey where he comes out with a decision in favor of hiring Bruce Herschensohn to do the documentaries for the campaign. This is a reversal from his opinion that Wolper would be best. In his memorandum, he explains his reasoning.

Attached you will also find a memorandum from Bill Carruthers arguing that we should stick with the Wolper decision.

I understand the logic behind Dailey's wanting Herschensohn since he feels that Bruce would be much better in adjusting to "changing circumstances" throughout the production of the documentary. However, I feel that we are going with second-best when we could have the best. I believe that Jeb, Peter Dailey, and some others are unable to step up to the plate on the Wolper decision. However, this is probably understandable and everyone would much rather go with a sure-thing. You should know that Dick Moore and Len Garment feel that the decision to go with Herschensohn is correct.

#### DECISIONS

1. Follow Dailey's advice and hire Herschensohn. Approve \_\_\_\_\_ Disapprove \_\_\_\_\_
2. Haldeman would like to meet Herschensohn prior to his being hired.  
Approve \_\_\_\_\_ Disapprove \_\_\_\_\_
3. We should stick with Wolper.  
Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

**SPECIAL NOTE:** Jeb has informed us that the Attorney General bows to you on this decision. However, since there is opposition to Wolper now by Peter Dailey, it is Magruder's feeling that he would have to notify the Attorney General of Dailey's negative attitude toward Wolper should you indicate that Wolper should take precedence over Herschensohn.

December 8, 1971

1:45 p.m.

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: DWIGHT L. CHAPIN  
SUBJECT: Campaign Documentarian

PURPOSE OF MEMORANDUM:

To give you a status report on the project to choose a campaign documentarian. It alerts you to the possibility of our requesting you to meet with Wolper tomorrow if we so recommend. Decision questions at the end of this memorandum.

For several months now, we have been conducting a search for the best-qualified and most professional documentarian to produce films for the 1972 campaign. At the present time, there are three films which will probably be recommended for production. Although the reasoning on these films and arguments pro and con will be submitted to you and the Attorney General shortly, it is anticipated that at least three films for the Convention and/or campaign will be needed.

Bill Carruthers is the person who has headed the search for our documentarian and he has talked to several professionals and we have looked at their work. We have now come down to two candidates. The first candidate is David Wolper whose professional skill in this area is undisputed and his credits are long. The second candidate is a man by the name of Bruce Herschensohn who works for Frank Shakespeare at the USIA and who would resign if chosen. Bruce was recommended to Carruthers by a man in Los Angeles and after viewing his work we feel that he is a fine candidate.

Attached at the back of this memorandum you will find arguments for and against both Wolper and Herschensohn.

Since Wolper is better known to you, at least by reputation, in fairness I should point out that Bruce Herschensohn heads the USIA film department and has been involved in the supervision of approximately twenty to thirty documentaries a year

out of USIA, as well as giving basic guidance on another fifteen to twenty documentaries a year. He wrote and produced, as well as scored the music for "Years of Lightning - Day of Drums". Bruce is a "Goldwater Republican" who started out with his own film company in Los Angeles and came to Washington during the Johnson years.

Those people who have participated one way or another in narrowing the list down to these two are Bill Carruthers, Dick Moore, Peter Dailey, Jeb Magruder, Frank Shakespeare, and me. (I should add that I have talked to Garment, Jack Ball, and Dan Seymour of J. Walter Thompson, all of whom have some reluctance toward Wolper, basically out of concern as to whether Wolper will be directly involved himself.)

Presently our committee is split regarding these two candidates. Carruthers strongly favors Wolper and is prejudiced toward him. Peter Dailey also tends to favor Wolper. The reason is fairly simple. Wolper is the best in the business for producing television documentaries. No one else can touch him in terms of his skill and his ability to attract good people to work on a project such as this, and the insurance of ending up with an outstanding film is great. Moore and Chapin are concerned as to Wolper's personal commitment to the President, the Administration, and the project other than for purely business gains.

We have decided that the final decision on which person to pick should be yours. (Jeb indicates the Attorney General bows to you on this decision.)

Last Monday night we reached the conclusion that in order to get a firm reading on Wolper's commitment and a feel as to whether we can work with him, the best thing to do would be to invite him to meet with us. From 8:00 to 10:00 tomorrow morning, Peter Dailey, Dick Moore, Jeb and I are going to meet with Wolper and Warren Bush, his second in command and a registered "Nixon Republican". Carruthers is purposely not going to attend the meeting.

We propose that after our meeting with Wolper if we feel that he should definitely be considered as one of the two candidates that we arrange for him to meet with you later in the day. Immediately after our meeting we will put together our consensus in writing for you and then we would like you to size him up. If you are impressed by Wolper and see no problems (and Moore becomes agreeable to Wolper) then our recommendation would be that we hire him. If Wolper bombs out Thursday morning then we will probably recommend Herschensohn who will quit the USIA and go to work under the employment of the Committee.

One other point - Wolper is favorable disposed to hiring Herschensohn into the Wolper organization for the purpose of acting as the producer and director on this project. This may give us the best of both worlds, although there is no assurance that Herschensohn would accept a position with the Wolper organization and perhaps we would be ending up with too many chiefs.

QUESTION:

Are you willing to meet with David Wolper (and Warren Bush, his second man) sometime late tomorrow morning or early in the afternoon to size him up in terms of his personal and professional commitment to the President and to test him in terms of his producing documentaries for us next year?

Moore, Carruthers, Dailey, Magruder and Chapin highly recommend that you take the time to meet with Wolper if our meeting tomorrow morning goes well.

HALDEMAN WILL MEET WITH WOLPER \_\_\_\_\_

OTHER \_\_\_\_\_

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: DWIGHT L. CHAPIN  
SUBJECT: Campaign Documentarian

For several months now, we have been conducting a search for the best qualified and most professional documentarian to produce films for the 1972 campaign.

At the present time, there are three films which will probably be recommended for production. Although the reasoning on these films and arguments pro and con will be submitted to you and the Attorney General shortly, they are basically a 30-minute general documentary covering the First Four Years, a Foreign Policy "Generation of Peace" documentary covering the President's foreign travel with special emphasis on the Peking and Moscow trips, and a ten-minute documentary on Mrs. Nixon.

Bill Carruthers is the person who has headed the search for our documentarian and he has talked to several professionals and we have looked at their work.

We have now come down to two candidates. The first candidate is David Wolper whose professional skill in this area is undisputed and his credits are long. The second candidate is a man by the name of Bruce Herschensohn who works for Frank Shakespeare at the USIA. Bruce was recommended to Carruthers by a man in Los Angeles and after viewing his work we feel that he is a fine candidate.

Attached at the back of this memorandum you will find arguments for and against both Wolper and Herschensohn.

Since Wolper is better known to you, at least by reputation, in fairness I should point out that Bruce Herschensohn heads the USIA film department and has been involved in the supervision of approximately twenty to thirty documentaries a year out of USIA as well as giving basic guidance on another fifteen to twenty documentaries a year. He wrote and produced, as well as scored the music, for YEARS OF LIGHTENING - DAY OF DRUMS. Bruce is a "Goldwater Republican" who started out with his own film company in Los Angeles and came to Washington during the Johnson years.

Those people who have participated one way or another in narrowing the list down to these two are Bill Carruthers, Dick Moore, Peter Dailey, Jeb Magruder, Frank Shakespeare and me (I should add that I have talked to Garment, Jack Ball, and Dan Seymour of J. Walter Thompson, all of whom have some reluctance toward Wolper, basically out of concern as to whether Wolper will be directly involved himself).

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ability to attract good people to work on a project such as this, and the insurance of ending up with an outstanding film is great. Moore and Chapin are concerned as to Wolper's personal commitment to the President, the Administration and the project other than for purely business gains.

We have decided that the final decision on which person to pick should be yours. (Jeb indicates the Attorney General bows to you on this decision.)

Last Monday night we reached the conclusion that in order to get a firm reading on Wolper's commitment and a feel as to whether we can work with him the best thing to do is to invite him in to meet with us. From 8:00 to 10:00 this coming Thursday morning, Peter Dailey, Dick Moore, Jeb and I are going to meet with Wolper and Warren Bush, his second in command and a registered Nixon Republican. Carruthers is purposely not going to attend the meeting.

We propose that after our meeting with Wolper if we feel that he should definitely be considered as one of the two candidates then we arrange for him to meet with you later that day. Immediately after our meeting we will put together our consensus in writing for you and then we would like you to size him up. If you are impressed by Wolper and see no problems (and Moore becomes agreeable to Wolper) then our recommendation would be that we hire him. If Wolper bombs out Thursday morning then we will probably recommend Herschensohn who will quit the USIA and go to work under the employment of the Committee.

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QUESTION:

Are you willing to meet with David Wolper (and Warren Bush, his second man) sometime late Thursday morning or early Thursday afternoon to size him up in terms of his personal and professional commitment to the President and to test his desires in terms of his producing documentaries for us next year?

Moore, Carruthers, Dailey, Magruder and Chapin highly recommend that you take the time to meet with Wolper if our meeting that morning goes well.

Haldeman will meet with Wolper \_\_\_\_\_

Other \_\_\_\_\_

December 7, 1971

THE WHITE HOUSE

WASHINGTON

DAVID WOLPER

ARGUMENTS FOR

Best reputation and highest qualified documentary producer worldwide.

Personal supervision.

Claims to be committed to the President.

Thinks in major league terms.

Has established company.

Professional documentarian and not propagandist.

Wants the business personally and professionally.

The Wolper name has the prestige of a Good Housekeeping stamp - which may mean acceptability by networks of film for convention.

Did documentaries for Humphrey and LBJ which were used at their conventions.

Skilled in documentary-oriented television.

Reputation for hiring or keeping on staff the best people and can attract the best people.

ARGUMENTS AGAINST

Major identification with the Kennedys and with other Democrats over the years.

Large diversified company which raises the question of his full attention on project.

Is he enough of a propagandist - can he sell - does he have the empathy?

The problem of being sharp-shooted around the White House due to his past ties to Democrats. Would his work be prejudiced by key in-house people and cause problems which might be hard to overcome?

It seems expensive.

December 7, 1971

BRUCE HERSCHENSOHN

ARGUMENTS FOR

Experiences producer who supervises a large number of documentaries each year.

Personally can write, direct and score music for the documentary.

An experienced propagandist.

Absolute loyalty to the President and the Administration's cause.

Has keen knowledge of the President and Administration policies and background.

Wants the job and is committed to the project - he has to give up something to take the job.

It is the only thing he would be doing

ARGUMENTS AGAINST

Problem of forming a company quickly to handle project.

Have four years as a supervisor put him out of touch with the more commercial world?

Degree of experience in television?

The question of how directly he is involved in a day-by-day basis in editing and supervising films at USIA - is he more an Administrator?

The instantaneous start-up problem.

January 19, 1972  
10:30 a. m.

MEMORANDUM FOR:           DAVID PARKER  
FROM:                        DWIGHT L. CHAPIN  
SUBJECT:                    Julie and Tricia

Ken Cole talked to me yesterday about the desire on his part and that of the Domestic Council to try to use the girls in events which are oriented to key domestic initiatives of the President. He was not specific but I think he will be talking to you about the various areas where he feels the girls can concentrate and do some good for the President politically.

In any case, don't wait for Ken to contact you. Send a memorandum to Cole with a copy to Ehrlichman, asking them to provide you with a list of the particular domestic programs which they feel are suitable for the girls to plug for the President, naturally for political purposes. Then have them relate some event suggestions. They should include a brief rationale on these so that when you try to persuade Julie and Tricia you will have some logical reason for doing so. When you get the information from the Domestic Council, I would like to review it with you, prior to your going to the girls.