

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	47	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: Mamie Eisenhower. 1 pg.
2	47	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: Billy Graham's thoughts on the Election of 1972. 1 pg.
2	47	10/4/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Bruce Kehrli RE: last weeks of the 1972 campaign. 2 pgs.
2	47	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Jeb Magruder RE: the Re-Elector. Carbon copies to Leonard and Malek. 1 pg.

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2	47	10/28/1972	<input type="checkbox"/>	Domestic Policy	Memo	Copy of a memo from Chapin to Terry O'Donnell RE: Manolo project for California. 1 pg.
2	47	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to David Parker RE: Julie's campaigning in New Mexico. 1 pg.

33  
October 11, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: DWIGHT L. CHAPIN

On election day we may want to consider having the President vote at 7:00 a. m. and then wait until 11:30 or 12:00 to take off for Washington. The idea is that if the voter turnout is low in California on the morning of election day, the President may be able to give it some kick (if that's what we want) at the airport on departure, by making some statement which could be played on the radio the remainder of the day.

The other good point about leaving California later in the morning is that it will put us on live TV when he returns in the evening. I know that this is something we may not care about but, on the other hand, it does add to the excitement.

One additional thought -- What if the President learns that Mamie Eisenhower is going to be in Gettysburg on election night. He could instruct Air Force One to land in Philadelphia to pick up Mrs. Eisenhower and then return to Washington. The thought here is that from Air Force One, as it is returning to Andrews, we could shoot a story that the President is landing in Pennsylvania for the purpose of picking up Mrs. Eisenhower to take her to Washington for election night. The story has a sentimental twist to it, as well as giving us some unique play that particular day.

The Mamie Eisenhower idea is something that I think you would have to subtly suggest to the President so he ends up thinking he thought of it himself. Oh, well.

(33)  
October 3, 1972

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

I talked to Billy Graham yesterday, October 2, to tell him that Tricia would be doing the Ethel Waters event in Los Angeles.

During our conversation, he asked that I relay a message to you. Billy had gone to church on Sunday with the Democratic nominee for Governor in North Carolina. Graham said the candidate has his own poll in North Carolina which presently shows McGovern getting 13% of the vote. In regard to the Senate seat, Billy's friend said that Helms is even with the Democrat. The Democratic candidate for Governor feels that Helms may be elected.

October 4, 1972

MEMORANDUM FOR: MR. BRUCE KEHRLI  
FROM: DWIGHT L. CHAPIN  
SUBJECT: Presidential Posture  
During Next Six Weeks

My response to your October 2nd memorandum (received October 3) is as follows:

1. McGovern is more effective with his ministerial posture - but it is only a matter of small degree. His credibility - ministerial posture - was hurt so badly in the post convention fiasco, I wonder how effective it is today. The righteous quality was very precious and once it is tarnished the possibility of regaining it is slight. (Remember the day Romney was brainwashed, he was finished. Remember the time Musky cried - he had had it!)

We should keep McGovern the issue and the best way to do that is to force him to speak to the key issues. On issues, we have him.

2. When the President "gets things flapping around him like the Watergate", he should ignore them. A speech is not the answer - nor is it a time for an "upright speech". The President doesn't tell people he is for honesty and integrity - hell, everyone believes he is for honesty and integrity - don't raise doubt by even mentioning it. Let the aides do the dirty work. The President should be aloof of scandals - that is what has saved him to date. You can't panic when the dirt is thrown.
3. "...get on the side of the angels" -- that is so easy to say, but the angels have a better view than some of us mortals. You can't jump on any side without the facts - that's why the Watergate

had to be untangled in its painful way. The answer is when you can't be on a side, get above it.

4. Spiritual uplift, concern for people, for the future, etc. - ideals, principles; deep concern.

New York: "What I want for the youth of the country..."

Los Angeles: "...and let me say it's a long way from Whittier to Washington."

Washington: "This SALT agreement is only a first step."

POINT: Uplift, vision, principle, concern - get it across by using it in daily remarks. Aim for the news clips. The problem is we need to get the portion of the talk alluding to these points or qualities isolated by the media. How - maybe by putting out a statement of 150 words which hits the same point - maybe the President even reads that portion of his speeches.

I feel, for some reason, the next great speech the President gives will probably be in the spring - or sooner - if there is an important reason for him to give one. The second inaugural won't be great. Why? Beware! The second inaugural is something the President has to do - not something he wants to do! The President rallies in the crunch.

I believe that our non-campaigning approach is right - to hold to the plan is the problem.

"A little spiritual uplift" at some point is probably in the coming. How about the Presidency - Part Two. Play off the first address of 1968 - look at it now with the benefit of four years in office. Call it the next four years.

October 26, 1972

MEMORANDUM FOR: MR. JEB MAGRUDER

FROM: DWIGHT L. CHAPIN

Once again it is obvious we have failed on the Re-Elector. The final edition is a farce. It is about as exciting as a July 3rd edition of the New York Times.

The problem with this issue is that it does not promote the President. It doesn't sell and it doesn't hit the issues.

Obviously, somebody over there is opposed to doing the Re-Elector right which is a shame.

cc: Mr. Leonard  
Mr. Malek

THE WHITE HOUSE

WASHINGTON

October 28, 1972

MEMORANDUM FOR: TERRY O'DONNELL  
FROM: DWIGHT L. CHAPIN 

I want you to personally watch the Manolo project for California.  
Keep me posted on his schedule. Make him work.

REC  
October 2, 1972

MEMORANDUM FOR:           DAVID PARKER

FROM:                        DWIGHT L. CHAPIN

The President was disturbed that Julie hit three cities in New Mexico in one day. Maybe there was some legitimate reason for this. Let me know. Otherwise, a surrogate should only hit one city in any given state on a particular day. It's better to send them back in at another time.