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2	58	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin for the Convention File RE: broadening the Republican Party. 1 pg.
2	58	7/11/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Chapin for the Convention File RE: broadening the Republican Party. 1 pg.
2	58		<input checked="" type="checkbox"/>	Campaign	Other Document	Second page of a document RE: Democratic Convention. 1 pg.
2	58		<input checked="" type="checkbox"/>	Campaign	Other Document	Second page of a document RE: Democratic Convention. 1 pg.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 11, 1972

2:00 p. m.

MEMORANDUM FOR: THE CONVENTION FILE  
FROM: DWIGHT L. CHAPIN

Cliff Miller phoned in the suggestion that we've got to pound home hard on whatever reforms we have made. We've got to keep in mind the tremendous impact the Democrats are having with the idea and the selling of the fact that they've reformed their convention. It's their overriding theme.

We should consider in our pre-convention activities ways in which we can make the point as to the broad spectrum of the Republican party. We should use our surrogates. We should figure out how to use what blacks, women and youth we have.

In all of our calculations we should never forget the "regulars". We should show that we're faithful to those who have stood by the party, although we have brought about change.

Miller also substantiates the views of most others that the podium looked atrocious.

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it with some fanfare and enthusiasm.

8. You may have noticed, if you watched, the young people bring in the flags at the start of the Democratic convention. We have a very similar thing worked out with the young aides from each of the delegations who will bring the flags in and we should have just as good a youth look as did the Democrats.
9. We have the question of what we put on the front of our podium. We think we're going to go with the United States seal rather than with the mod-looking Republican elephant.
10. In Senator Lawton Chiles' opening remarks he made reference to the fact that there was no prepared script for this convention, nor were there any rigged demonstrations, no yes men, no friends of politicians, etc. We must be careful not to overstage our convention. What we do is going to look slicker and more railroaded than the Democrats, just because of the kind of convention we're going to have. Our extra touches should be applied carefully, not to exemplify our convention being only a party, a multi-million dollar fiesta.
11. If we're lucky they'll keep letting Jerry Reuben and Hoffman on the floor. Hoffman's calling the President a Nazi and that we have to get <sup>him</sup> out of the White House does nothing but help us. They undoubtedly will want to get on the floor of the Republican convention and maybe we ought to let them on the floor, then the delegates could boo them out and we could have them removed.
12. The Democrats had about a 15-minute musical number after Lawton Chiles spoke. The networks went completely off the convention, did floor interviews and never really came back until Larry O'Brien appeared which was thirty minutes to forty-five minutes after Chiles' speech. We've got to keep ours much tighter. However, we've got to program the time for the commercial breaks and some floor time. When we go to long delays, that's when we've got to arrange for something to be happening either at a hotel, at an airport or somewhere.
13. The look of their convention is standard -- very much like one of the '68 conventions. The emphasis is on the party of the people. The delegates for the most part look very neat, attractive, are articulate and obviously intelligent. They are not necessarily the bums that we thought would be there.

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