

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	72		<input checked="" type="checkbox"/>	Campaign	Other Document	Second page of a letter RE: plans and themes of the 1972 Republican National Convention. Handwritten notes added by unknown. 1 pg.
2	72	7/7/1972	<input type="checkbox"/>	Campaign	Memo	From unknown RE: problems of the Republican Convention. Recipient unknown. 1 pg.
2	72	7/7/1972	<input type="checkbox"/>	Campaign	Memo	From unknown RE: problems of the Republican Convention. Recipient unknown. 1 pg.
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2	72	6/28/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Moore RE: women at the Republican Convention. 1 pg.
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2	72	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin for the Convention File RE: themes of the Republican Convention. 1 pg.
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fantastic show with footage of the proverbial "purple mountains" majesty... with occasional scenes of the President viewing Grand Canyon, or Yosemite National Park. Such an approach would likely encourage the networks to stay tuned in on this footage rather than breaking to the commentary as they usually do during such periods.

Color, specifically rally-type activity, will be necessary and undoubtedly we will engage in it rather extensively. But the "spontaneous" demonstrations following the completion of the nominating speech for a candidate will be a joke unless we put a new twist to it. The standard balloon drops, balloon rises, and marches around the hall will be just old stuff and just like the Democratic Convention. However, it is necessary, if for no other reason, to generate as well as demonstrate enthusiasm for the candidate. We should give some thought, however, to making the demonstrations something more than a "whoopie session". Perhaps the signs and banners should reflect accomplishments of the President's first four years in office and that, rather than indiscriminate whooping and hollering and marching around the convention hall, there be different segments that concentrate on such things as the breakthrough in Southeast Asian relations, the successful winding down of the Vietnam War. Again, with a little originality, we can keep the TV cameras trained on what we want the cameras to see. This is in contrast to the normal procedure of the cameras carrying the first couple of minutes of the demonstration, and then breaking to David Brinkley for a few sardonic comments, and then a Gulf Oil commercial.

I see the 1972 Convention as an opportunity for President Nixon, and the Republican Party, to set forth its philosophy on where we are and where we are going. We are going to be dealing with a lot of free TV time, and we can make this one of the greatest shows ever. The concept of depicting where we are and where we are going parallels our approach to the Bi-Centennial. On July 3rd the President declared the next five years to be "the era of the Bi-Centennial". This concept demands a review and appreciation of the 196 years of history that will have led up to the 1972 Convention, and gives the President the greatest opportunity to speak out on where we have been and the greatness that lies before this country. The implicit message is that President Richard Nixon will help us realize these goals. Perhaps the theme of the Republican Convention in 1972 could tie in directly with the Bi-Centennial. Between now and August of 1972 perhaps "the Spirit of '76" or the "era of the Bi-Centennial" or some other slogan will be an appropriate one. We can see what develops in the next year, but I would favor a close association between those two events--the Bi-Centennial and the Republican Convention--so that we can get mileage out of the non-partisan Bi-Centennial work that will be increasing from now on.

only pro

what
goals
- full employment
- civil
war
?

Political
Problems

July 7, 1972
9:30 a. m.

CONVENTION PROBLEMS

1. Vicki Carr.
2. David speaking.
3. Johnny Cash -- Use a white ethnic.
4. Cardinal Krol.
5. Billy Graham -- Committee has to get him.
6. No Mamie at the Convention.
7. No John Eisenhower and family at the Convention.

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June 28, 1972

11:45 a.m.

MEMORANDUM FOR:

DICK MOORE

FROM:

DWIGHT L. CHAPIN

I hope you follow-up with someone concerning your thoughts about women and the Republican Convention. We tend to downplay the importance of women in so much of what we do and I think that if we take that attitude concerning the Convention and the election we're going to find ourselves in deep trouble.

The idea you expressed about some of the trashy looking types that will be used at the Democratic Convention and our putting forward good solid positive-looking citizens at our Convention, I think is outstanding. We can use housewives, secretaries, teachers, nurses, you name it. This should all start with the platform hearings and go right through the campaign.

One thing that we should keep in mind is the big issue that single working girls have with the tax burden they must carry. I'll bet if you took a poll among the unmarried secretaries in the White House you would find the tax issue is one of their major gripes.

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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 settling 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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