

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

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4	42	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Clawson RE: a comparison of the 1972 election to the election of 1964. 1 pg.
4	42	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Buchanan RE: McGovern as the "establishment" candidate. 1 pg.
4	42	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Clawson RE: the press's lenience in regards to comments made by McGovern. 1 pg.
4	42	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Dick Howard RE: an endorsement from "The New York Times." 1 pg.

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4	42	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Chapin RE: having Johnson campaign more effectively. 1 pg.

October 10, 1972

MEMORANDUM FOR: KEN CLAWSON
FROM: CHUCK COLSON

One of the columns that we think it is essential to see in print is a comparison between how and 1964. We have about the same lead now in the polls that Johnson had then over Goldwater but there is a very big basic difference between 1964 and 1972. The majority candidate then had most of the media with him; this year the minority candidate has the media -- that makes our lead all the more impressive. Good point - eh what? See if maybe Thimmesch wouldn;t take this one for us.

October 19, 1972

MEMORANDUM FOR: PAT BUCHANAN
FROM: CHARLES COLSON

Some of the press comments in recent days suggest to me that the establishment is going down for its last dying gasp; as one of our better analysts put it, the last "burp" of the establishment, as they are trying to digest McGovern.

Maybe we could get some columns started through the Buckley's and Kilpatrick's along the lines of how this is the establishment's last ditch effort to put their views through their hand-picked candidate, McGovern, across to the American people. They are about to be soundly repudiated and they are giving it their last breath, but it's too late.

I think it is terribly important to the President that in the second term it be made clear that he won on the issues and because of his record and leadership. It is also important to the country because we may at long last have a chance to strip the establishment of the power that it has had for so long.

Can you do something in this area?

October 7, 1972

MEMORANDUM FOR: KEN CLAWSON

FROM: CHARLES COLSON

It is essential that we get some columns on the double standard of the press. Even though you feel that they are beginning to nail McGovern, a la the Greider piece this morning, he is getting nowhere near the press condemnation that he deserves. I can't believe that they would bury the President's single standard crack, but they have. No one has picked it up. Can't we even get a Kilpatrick or a Buckley to do a column or two? I am sure you realize that if Agnew had said anything 1/10th as severe as McGovern is saying daily, the New York Times would be running front page editorials, Severeid would be talking about it every night and you would think that the country was about to go into an open revolt. This guy is getting off scott-free practically.

Please put some real effort into this and ask Shumway to start calling people. One thing Van was good at was planting columns and I don't mean with just Bob Allen. Let's get the big ones like Bill White, Dick Wilson, John Roche, etc.

How about circulating to columnists and editors just a compendium of the worst unsupportable McGovernisms, the most McCarthy-type charges. If they were to come from Abrahams, I can't believe they would ignore it.

cc: Pat Buchanan

October 2, 1972

MEMORANDUM FOR: DICK HOWARD
FROM: CHARLES COLSON

Be sure to follow up on the Buchwal~~M~~-style column on the New York Times endorsement. I just talked to Buchanana and he's going to check to see if Jeff Hart is going to write it. If not, he will write it and you will give it to Lasky to print it, but check Buchanan today because we've got to move out on this if Hart doesn't come through for us.

October 24, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: CHARLES COLSON

The attached is asinine. We should insist that Johnson get off of his duff and move around the country for the next 14 days. For him to be just in Iowa is foolish. That's because he wants to run there in 1974, but there is no reason he can't hit 10 or 15 stops, hold press conferences on amnesty, veterans benefits, letting people know about the new G.I. Bill, etc. He can also crack hell out of McGovern on the war, surrender, POWs line. Johnson is good; I thought we were trying to use him in the "sandwich operation", but the schedule shows we are just letting him wander around the state.

Can't we do something fast on this one?