

Richard Nixon Presidential Library
Contested Materials Collection
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THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

August 15, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN 

SUBJECT:

Peter Dailey's Campaign
Advertising Presentation

On August 14 Dwight Chapin, Ray Price, Frank Shakespeare, Tex McCrary, and Ron Ziegler participated in a two and one-half hour presentation by Peter Dailey, Bill Taylor, and Phil Joanou of the campaign advertising and media plan. After an introduction by Dailey, Taylor presented the 16 5-minute and 60 second TV spots. Taylor then presented the print advertisements, and Joanou concluded with a brief description of the media plan. In addition to the memoranda submitted by Price, McCrary, Ziegler, and Shakespeare (attached at Tab A), notes taken during the discussion covered several points. The comments by each individual are listed under each advertisement:

1) "The Record" - 5-minute TV spot

Chapin - The economy is not mentioned.

McCrary - Very poor; quite unuseable;
- Don't show President in any way but at strong points; some scenes show him fumbling and in ungraceful movements;
- The President lights up during his strong handshake; can't we use the handshake with Chou in China? -- that's the highlight of the whole trip;
- What about the use of animated charts, newsreels, and news headlines?

Shakespeare - Completely unuseable;
- Concept is excellent but the execution is unacceptable.

1) "The Record" (cont.)

- Ziegler - Try to get better footage of the President's appearance;
- There must be better footage of the President signing the SALT agreement - Breshnev appears stronger;
- Change the 39,000 men left in VN to "withdrawal of 500,000 men in 4 years" and "no more combat ground troops";
- Get better China footage - where is the handshake?
- Why not finish with the President's return?

2) "Property Taxes" - 60 second TV spot

Chapin - Looks stagey.

McCrary - Approved of the force of conversation with Mr. Ehrlichman; should have scenes of the President working with his staff.

Price - Prejudiced against it but that's an in-house feeling;
- It's an effective topic but he doesn't trust public reaction to it - could be negative.

Shakespeare - Opposed to staging the President;
- The concept of the advertisement (staged) could be negative with the public.

Ziegler - President appears to be "chewing out" Mr. Ehrlichman;
- Did not find it stagey.

3) "China Trip" - 5-Minute TV spot

- Chapin - Liked the plane shot;
- Should show more shots with Mao;
- Too quick on sightseeing parts;
- Omit the picture of Mrs. Nixon in fur coat;
- Possibly add the pictures from the sporting event;
- Add the President's return;
- Dr. Kissinger has tremendous credibility.

3) "China Trip" (cont.)

- McCrary - Scene of President throwing food to fish much too awkward - don't ever picture President with a limp wrist; show him only at his best;
- Why not shift from color to black & white news headlines, brings back the impact of the trip to the public; use Reston's New York Times banner line "President's Finest Hour";
 - The tempo of the advertisement is much too slow;
 - Why not a recurring music theme in background? - "Hail to the Chief" (after all he is the President) or "Pomp and Circumstance";
 - "Name of the game is that he's the President"
- Price - Very good; liked it very much;
- Will make interesting TV; will hold the audience;
 - Good point about the President's feeling about the future with China made in 1967;
 - Gives you the feeling of "Our President" -- nothing crystallizes the President's support more than this point.
- Shakespeare - Liked it very much;
- Very effective;
 - Are there better shots of the President at diplomatic negotiation functions?
 - Scene of President throwing food to fish much too awkward.
- Ziegler - The President does not appear at ease at the planeside troop inspection - do not include it;
- Have more shots of him with Chou alone - possibly at the Hall of the People;
 - Get some good shots at the banquet with "America the Beautiful" being played;
 - Less sightseeing shots and more diplomatic meetings - need a higher setting;
 - Including Dr. Kissinger is a terrible waste of film.
- Dailey - Not satisfied with announcer's voice;
- There should be a balance of shots of President at diplomatic events and people-to-people meetings.

4) "Environmental Protection Agency" -

- Chapin - Drop the T.S. Eliot quote;
- We're doing the ad for the young yet we don't seem to be promoting them (the young) in it.
- McCrary - Liked it;
- Show some real traffic - Long Island Expressway crowded-type traffic;
- Really emphasize the "Now" and "President Nixon";
- Use some arresting music;
- Use some National Geographic-type shots at end;
- This is a big youth topic -- why not use Julie's voice?
- Price - Shows a decisive President;
- Can get better footage of America's beauty from Department of Interior.
- Shakespeare - Liked it much better at the end than at the beginning;
- The beginning is boring - will not hold an audience; the shots are very pedestrian; not interesting;
- President has an extraordinary voice; it should be used as a voiceover; use less shots of the President giving the speech - use his voice as background.
- Ziegler - Does not like the scenes of the President finishing the signing of a bill with a great flourish of his hand - tone it down;
- Copy is very good;
- Try to get better footage of the President in the environmental context; maybe Chicago/ Great Lakes trip.

5) "POWs" - 60 second TV spot

- McCrary - Highly emotional subject which could change any day - "5th Ace up someone's sleeve";
- POWs appear much too healthy in opening scenes - "they look like camp counselors" - looks as though Hanoi is treating them well;

5) "POWs" (cont.)

McCrary - It's a gut punch issue - hit the public hard or don't use it;
- Stay loose on this one - hold it open - wait until later in the campaign - you might have to use it.

Price - Very well done;
- Subject could work against you;
- We must stress the difference in the President's policy of meeting terms and getting the POWs back and McGovern's getting out and expecting the POWs returned.

Shakespeare - Should it be run at all?
- If you use it, wait until late into the campaign;
- Shots of POWs at the beginning show them much too well taken care of. If you're going to use such an emotional idea, go all the way;
- Possibly have alternate advertisements prepared as War situation might change in closing days of campaign;
- CIA has very tough shots of POWs but they would have to be used judiciously.

6) "The Record" - 60 second TV spot

Chapin - Why not drugs and crime?
- Does not like draft shot.

McCrary -> Tempo of voice must be faster;
- How about more headlines?
- Good stills;
- Why not include drugs and crime and what the President has achieved in these areas?
- Last still of President very weak;
- Personalize more with the use of the President's voice in background;
- Why not use the First Family?
- Why always make President look like a loner - get shots of him as a team leader with staff, as a family man, friend;

6) "The Record" (cont.)

- McCrary - Why not shots of the President at Camp David relaxing?
- Show the President as a forceful leader in comparison to McGovern's disorganized command;
- Push the morality of the President.
- Shakespeare - Make up different versions using the President's many achievements;
- Bring in the fact that there are "no combat troops in Vietnam";
- Why not more First Family shots -- an extraordinary family;
- Underline the morality of the Nixon approach to life;
- "There's nothing wrong with being square."
- Ziegler - Damn good;
- Keep loose on war figures.
- Dailey - The war is a tough issue to present;
- The missing element which must be included is the President's strong moral message - his perception of America's future.

7) "Youth" - 60 second TV spot

- Chapin - The only scene with blacks is concerning drugs, which must be changed.
- Price - Very good;
- At the beginning all the young look grubby, include some more normal looking young people - non-demonstrators.

8) "Older Americans" - 60 second TV spot

- Chapin - There are some awkward portions - example, where the President reaches into the crowd.

8) "Older Americans" (cont.)

McCrary - The segment where the woman discusses the rise in the cost of onions will go great in New York - the Jewish vote;
- Should you possibly have a dialogue - maybe between a man and a woman as commentators;
- You're not reaching the female vote;
- Need for contrast.

Price - Stress the "usefulness" theme.

9) "China Trip" - 60 second TV spot

Chapin - There are no scenes with Mao.

10) "Russia Trip" - 5-minute TV spot

Chapin - Play up Rogers, cut back Kissinger.

Everyone was very enthusiastic about it.

11) "Welfare - Construction Worker" - 60 second TV spot

Chapin - Show many more people on the streets to emphasize the numbers.

Everyone was very enthusiastic about it.

12) Layouts, Newspaper, Magazine ads (General Comments)

McCrary - Israeli ad - Italicize McGovern - give it punch;
- Did not like the defense cut ad with carrier disappearing into the sunset;
- Very enthusiastic about the "Senator McGovern Meet Senator McGovern" ad.

Price - Uncomfortable with the Supreme Court ad - remove the "can" - make it "All American Respect".

13) "Passport" - 60 second TV spot

Shakespeare - Great!

Random Comments --

- McCrary - Why is the President always seen at a 3/4 angle in his campaign pictures? Why only profile shots? No eye contact? Does not remember ever seeing a candidate completely at angles;
- There must be more emphasis on the word "Now" and "President Nixon";
 - Very poor announcer;
 - Is there an urban ad?
 - Make Agnew a more prominent force in the campaign; there's a very positive feeling for him (as well as very negative) and especially after the Eagleton issue Agnew grows stronger; he's a big plus - include him.

Shakespeare - Generally liked the campaign songs; his only question was with the clarity of the words. The November Group assured him that what he had heard was only a trial run and that it would be much improved in the final version.

- Dailey - Campaign songs ("After these two, everything else pales");
- "We on the outside have great awe and respect for the President and the Office of the Presidency so this is the way we want to present him -- the impressive man at work."
 - Comments on Agnew ("There is either positive or negative reaction to him, and we're after the marginal voter.")

Dailey also has two focus group sessions with 11 participants each conducted to assess reaction to six commercials. The results, which Dailey emphasizes is not "research", is attached at Tab B.

THE WHITE HOUSE

WASHINGTON

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ADMINISTRATIVELY CONFIDENTIAL

August 1, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN G

SUBJECT:

Third Party

It is my understanding that this project is being handled entirely separately and without written records. You may recall the meeting that Bob had with Mitchell and John Rollins. When the subject was re-raised with Bob, he indicated that no follow up was necessary. If you need more information, one of us should cover it with him orally.