

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>
45	18	8/8/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman Through: Dwight Chapin From: William E. Timmons RE: "'72 Convention: Key Posts." 2pgs
45	18		<input checked="" type="checkbox"/>	Campaign	Report	Alternate Program Group Report - goal is to "lead" the T.V. networks in to saying what the Republican party wants during the Republican National Convention. 5pgs
45	18	7/26/1972	<input type="checkbox"/>	Campaign	Memo	To: The Record From: Gordon Strachan RE: "Convention Meeting - July 25, 1972." 7pgs
45	18	7/26/1972	<input type="checkbox"/>	Campaign	Memo	To: The Record From: Gordon Strachan RE: "Convention Meeting - July 25, 1972." 7pgs
45	18	7/18/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Dwight L. Chapin RE: Status report on the planning for the Republican National Convention. 10pgs
45	18	7/13/1972	<input type="checkbox"/>	Campaign	Memo	To: Dwight Chapin From: H.R. Haldeman RE: "Convention Planning." 1pg
45	18	8/21/1972	<input type="checkbox"/>	Campaign	Report	1972 Republican National Convention, Miami Beach, Florida, itinerary from 12:30PM-1:11PM. 1pg

High Priority

August 8, 1972

MEMORANDUM FOR: H. R. HALDEMAN
THROUGH: DWIGHT CHAPIN *DC*
FROM: WILLIAM E. TIMMONS *WT*
SUBJECT: '72 Convention
Key Posts

Attached is my final recommendation for individuals to participate in major roles during the Convention.

Clark MacGregor endorses the list. Bob Dole, the Vice President, and John Connally have not see it. However, Dole is aware of Reagan and the possibility of Brooke, Lugar and Armstrong. Roy Goodearle believes the Vice President will take Griffin and Smith -- and maybe Heckler and Evans too but won't ask him until he gets our recommendations. You have the action on Connally.

A word about Anne Armstrong: we've searched high and low for a suitable woman that can speak and have stage presence -- but without success. Anne would be appropriate to give the "open door welcome" part of the keynote and she's lobbying for time to make a speech. Also, her participation would be seen as our giving another highly visible role to the Republican National Committee.

Will you please discuss these names with the President and give me guidance? Time is important.

CONVENTION PROGRAM

TO INTRODUCE KEYNOTE FILM & PARTICIPANTS: Ronald Reagan (Calif)

KEYNOTE PARTICIPANTS:

1. Ed Brooke - accomplishments
2. Dick Lugar - attack opponent
3. Anne Armstrong - open door policy

TO NOMINATE THE PRESIDENT: Nelson Rockefeller (NY)

TO SECOND THE PRESIDENT:

1. Walter Hickel (Alaska) - former Cabinet & Governor
2. Donald Morrison (Wisconsin) - Youngest Delegate (18)
3. Bob Ray (Iowa) - Governor, farm state
4. Ethel Allen (Pa) - Black City Councilman
5. Ralph Perk (Ohio) - Cleveland Mayor, Ethnic
6. Sherrie Shealey (S. C.) - 22 year old State Legislator
7. Frank Borman (Fla) - Former Astronaut
8. Manuel Lujan (N. Mex) - Congressman, Spanish
9. Catherine Rondinelli (Ill) - Italian

*Maybe add
a Senator.
yes -
No -*

TO NOMINATE THE VICE PRESIDENT: Gov. Dan Evans (Wash.)

TO SECOND THE VICE PRESIDENT:

1. Bob Griffin (Mich) - Senator, busing
2. Margaret Heckler (Mass) - Congressman, liberal
3. Jody Smith (Iowa) - Youngest Mayor

TO INTRODUCE THE VICE PRESIDENT: James Buckley (NY)

TO INTRODUCE THE PRESIDENT: The Vice President

DEMOCRATIC SEGMENT:

1. Barry Goldwater - major 5 minute speech; introduces Connally
2. John Connally - moderates Democratic portion
3. Frank Rizzo - Mayor
4. Floyd McKissick - CORE
5. John O'Neill - Veteran
6. Charlton Heston - Actor

Woman?

ALTERNATE PROGRAM GROUP

CONCEPT

Between 1/3 and 2/5's of the time the Republican National Convention is in session the T.V. cameras will be on the formal Convention activities. The balance of the time the T.V. networks will devote to alternate programming -- interviews of delegates and newsworthy figures, commentary, demonstrations, movement of the First Family, and other activities associated with the Convention.

Our goal will be to "lead" the T.V. networks to put on their alternate programming the person and/or activity we want at the time we want and saying what we want. Themes and sub-themes will be developed for each of the Convention's sessions and issue cards will be given to our spokesmen.

We would, also, input the T.V. networks in terms of various activities at times other than when the Convention is in session. Again, we would endeavor to have the people we wanted interviewed saying what we want.

A. Action Plan

I. Areas of Responsibility

a) Alternate Programming During the Convention Session

1. Assign topics for each session to potential spokesmen.
2. Contact and recruit spokesmen.
3. Brief spokesmen and/or representatives in Miami.
4. Consider need of exposure of Senators and Governors running this year and obtain as spokesmen.
5. Consider exposure to aid in our key states and obtain spokesmen.
6. Prepare 3" X 5" cards with proposed states for each session and each spokesman.
7. Have wires covered for late breaking news to grind into line.
8. Set up master chart for each network for each session (as well as non-session time) with times for each potential spokesmen.
9. Establish reserve spokesmen for emergencies and brief them.

10. Endeavor to obtain cooperation of "Wednesday Group."
11. Obtain spokesmen from delegates and visitors on demographic basis.
12. Obtain Democrats for Nixon spokesmen.
13. Obtain as spokesmen wives of "big names."
14. Play networks off against each other.
15. Maintain contact with networks through Command Room and RNC representative.
16. Orchestrate appearances of the "big names."
17. Have youth and other activities planned at needed times.
18. Maintain communications on and off the Convention floor.
19. Schedulers to schedule times of interviews and movement of spokesmen.
20. Organize coverage of delegates by their local radio stations having inputed such delegates.

b) First Family Movements and Activities At All Times

At all times we will be in contact with the T.V. networks regarding movement of the First Family and endeavor to have such movements televised.

c) Youth and Other Activities At All Times

We will maintain communications at all times with the T.V. networks to obtain coverage of the above activities. We will endeavor to input the "big names" that appear on T.V. shows and interviews other than at the Convention Sessions.

B. Themes

Monday Afternoon

- Contrast with Democrat Convention.
- Party of all the people.
- Democrats for Nixon.
- Youth and Women for Nixon.

Monday Evening

Attack

- McGovern's welfare plans.
- Eagleton's call for higher taxes.
- McGovern's defense proposals as relates to jobs and Israel.

- McGovern's people outside the Convention site.
- Labor and Democrats for Nixon.
- Youth and Women for Nixon.

Tuesday Afternoon

Promises

- Republican platform contrasted with -- McGovern's positions and Democrat platform.
- How our platform is better for all the people as demonstrated by the Nixon record.

Tuesday Evening

Accomplishments

- Contrast Nixon's record of accomplishments with McGovern's fuzzy ideas.
- Accomplishments must be in context of what they mean to people for the future.
- Nixon's accomplishments demonstrate his vision and gives hope for a better tomorrow.
- China-Russia.
- Vietnam.
- Inflation-economy.

Wednesday evening

Unity and personal qualities of the President

- Is highly competent.
- Gives security to you - the people.
- Nixon is the President of all the people -- Democrats, Independents, Jews, labor, Roman Catholics, youth, aged etc. -- and they are joining his team.
- Nixon cares about everyone - you.

C. Mechanical Needs

1. Command Rooms at Convention site
2. Office at headquarters hotel
3. Communications at Command Room
 - a) phones (including to the chair)
 - b) walkie-talkies
 - c) messengers
 - d) writers
 - e) typewriters

- f) floor passes
- g) three T.V. sets
- h) driver and car

D. Personnel at Miami

1. Director and assistant at Command Room
2. Two writers at Command Room
3. Floor controllers
4. Schedulers of spokesmen
5. Briefers of spokesmen
6. Drivers and cars
7. Controllers in lobby and outside of Convention site
8. News wire reader
9. Controllers on headquarters hotel
10. Controllers with youth group
11. Secretaries

E. Responsibilities

<u>Director</u>	E. D. Failor	will undertake the overall direction and supervise the execution of the Alternate Program Group. R.S. will act as full time coordinator.
<u>Political</u>	Fred LaRue	will contribute political input.
<u>Issues</u>	Ed Morgan	identify issues to be used by spokesmen, call states to ascertain issues they are interested, prepare memorandum to E.D. Failor re same.
<u>Writer</u>	Dave Gergan	prepare 3" X 5" cards prior to Convention per agree upon themes and issues, write 3" X 5" cards in Command Room during sessions as needed.

Logistics

John Needecker
Jon Foust

to furnish all logistical needs
for the operation.

Voting Blocks

Stan Anderson

obtain potential spokesmen from
voting blocks.

Spokesmen

Bart Porter

obtain spokesmen and confirm.

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

July 26, 1972

MEMORANDUM FOR:

THE RECORD

FROM:

GORDON STRACHAN 

SUBJECT:

Convention Meeting - July 25, 1972

On July 25 at 2:30 p.m. Haldeman met with Chapin, Moore and Carruthers to discuss the status of Convention planning.

Goal of Convention

Chapin described the goal of the Convention to be pursuit of the blue collar, laboring, common man worker-types, rather than a party for the fat-cat Republicans. Bob agreed and added that we should also be after youth, but the youth should be pursued as people not as "youth".

Gala

Chapin asked about the Gala on the Sunday night before the Convention and whether it should be Black Tie. All recommended to Bob that it not be Black Tie and Bob agreed that it should be changed from Black Tie to business suits. Even if Bill Timmons has to tell Beull Berenson that the First Family will not attend if the event is Black Tie, the event must be changed.

Telethon

Chapin opened by saying that no one likes telethons. Bob responded by saying that the Jackie Gleason Telethon would be a terrible idea because it wouldn't allow any of our Celebrities to be presented. Bob made the point that there were two purposes to a telethon: 1) to Showcase our

Celebrities, and 2) to raise money to show that the Republican Party is not in a fat-cat situation with its "\$10 million slush" fund. Carruthers was opposed to anything that smacks of a telethon because there is such a mess in terms of scheduling. As an alternative, Bob suggested a one hour "Ed Sullivan" type event -- that is, controlled and organized. Carruthers agreed saying that the show should be one hour and done on tape. Chapin will come back to Haldeman with a decision memorandum on whether to do a one hour television show. Included in the decision memorandum should be the reference to Bob Wood of CBS who suggested the availability of the Sunday night before the Convention at 9 or 10 p.m. The total cost would be \$500-600,000 including \$200,000 in time costs and \$300-400,000 in production.

Bob emphasized that the financial pitch on the telethon should be for funds under \$10 and emphasized that we (the Republicans) need the money. The possibility of using Jackie Gleason as the Master of Ceremonies to locate the event in Miami Beach was suggested and received favorably. The possible use of Gleason and Sinatra as well as someone like Sammy Davis was suggested. Also, Bob Hope joking with Bing Crosby was suggested. Before submitting the decision memorandum, Chapin must check the one-half dozen top stars to find out whether the telethon should even be considered. This is to be in today by early afternoon.

Television and Problems at the Hall

Carruthers discussed four problems at the Hall. The first was credentials for TV people. Bob suggested five different color special passes for each session with time limits on them. The second problem concerned floor cameras. Carruthers will talk to Bill Timmons about increasing the number. Dick Herman has been resisting. The third problem concerned the lighting. Carruthers said additional money would be required to raise the commitment by Herman from \$5,000 to \$12,500. By adding this money, we are purchasing a degree of influence over the lighting at the Convention. We do not have complete control of the lighting in the Hall (a 100,000 decision and mistake). Carruthers will just have to continue negotiating with the networks. Carruthers said the fourth problem was TV coverage of outside activities. He said the nets won't cover some events such as the Youth event on Tuesday night

that we might want covered. Bob suggested that we obtain a mobile unit which Carruthers estimated would cost between \$30-40,000. Bob suggested that Chapin contact Clem Stone, who is building a mobile unit, and see if something could be worked out.

Democrats for the President

Bill Timmons arrived and Chapin asked what the Democratic event in Philadelphia was. Bob said that nothing was set and that it was merely offered as a possibility so that Mayor Rizzo could hold a rally in Philadelphia instead of having to appear before the Republican Convention. Another possibility that Bob mentioned was to have all the Democrats for the President meet at Connally's home in Texas and have a remote TV pickup there. Bob agreed to call Connally to review Democrats for the President participation at the Convention. In particular, Bob was going to check on Rizzo, Floyd McKissick and Charlton Heston with Connally. Connally would definitely run this entire Democrats for the President event. Bob suggested that all the Democrats for the President might want to be on one plane, arrive for 20 minutes at the Convention with Connally and then depart. Chapin asked whether the Democrats for the President would be doing any press conferences, and Bob said he would check with Connally.

Convention Program

Concerning the recommended program, the attached sheet which all had at the meeting was revised. Monday night remains the same, that is, a First Lady night. Tuesday night is changed so that the nomination, balloting and demonstration for President can occur. Then there is the possibility that the President will go to the Youth Rally between 9:30 and 10 p.m. Tuesday night. This information is to be kept in the strictest confidence. Bob told the group with special emphasis towards Timmons that if the possible Presidential participation in the Youth Rally leaked to anyone, it would not happen. At the Youth Rally it was decided that just hand-held lights and informal camera arrangements would be

made. Julie and Tricia would be used as a front and Carruthers will get into the Youth Rally format on a very low key basis. The second event on Tuesday night will be the Democrats for Nixon, with prime time for Connally at 10 or 10:30. Wednesday night will include the "Nixon, the Man" film, the Vice Presidential nomination, balloting and demonstration.

Vice President's Role

The Vice Presidential acceptance speech may lead to a Vice Presidential introduction of the President, followed by the President's acceptance speech. Bob will check with the President as to whether the Vice President should introduce him.

Eisenhower Participation

Chapin advised Bob that Mamie Eisenhower will not attend the Convention. Instead, a videotape will be prepared by Carruthers. David Eisenhower's participation is not important according to Bob, but Chapin will submit a decision memorandum on whether David Eisenhower should introduce the videotape of Mamie.

Convention Rules Changes

Concerning the July 24 memorandum from Bill Timmons regarding all the rules changes, that matter was postponed with Bob emphasizing to Timmons that a much larger group would have to get together and that Bob would be merely an observer rather than a participant.

Seconding Speeches

Concerning the seconding speeches for the President, it was agreed that either 15 at 40 seconds each or 10 at a longer time segment could be done so long as the limit of ten minutes was adhered to. Bob approved the concept of several seconding speeches but not the particular details. He asked

Chapin to have the writers prepare possible statements by all the seconders. Bob mentioned that the Mexican-American seconder should speak in Spanish as the Italian ethnic should speak in Italian. Asked whether Wally Hickel should second the President, Bill Timmons pointed out that he was a delegate on the floor from Alaska. Bob approved Hickel seconding the President if he were correctly scripted. Chapin was to check Stans on getting to Hickel.

Ann Armstrong's Role

Concerning Ann Armstrong's role, it was noted that although Dole should bring the gavel down opening the Convention on Monday morning, Ann Armstrong should be the person presiding on Monday evening. She should also handle many of the "non-substantive" aspects of the Convention.

Nomination of the Vice President

Bill Timmons will meet with Roy Goodearle and advise him that the program has been set and that the suggested people at this time are the young Mayor, possibly Chaffee, and a third person as yet undecided. Bob said the seconders should not be Javits or Percy.

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Concerning Goldwater's role, all agreed that he must be on the program. It was finally agreed that Goldwater might be the one to introduce Connally and the Democrats for Nixon with a sort of funny line about the difference between now and 1964. Also, it was noted that Alf Landon should be invited to the Convention and placed in a high visibility box. The point is to emphasize the difference between the Republicans who treat a former candidate well and the Democrats who screwed Johnson.

Introducer of the President

Bob agreed to check with the President as to who the introducer of the President should be as well as the introducer of the Vice President should be.

Miscellaneous

- 1) Paul Keyes - He should not be behind the Platform as Chapin at one time suggested. Instead, he should probably be at Miami Beach writing quips that can be fed to various people during the Convention.
- 2) Bill Timmons will have a plan of alternate programming, press conferences and caucus teams.
- 3) Timmons is having a problem with Ehrlichman and Rose regarding a list of spokesmen at the Platform but believes they can resolve the matter.
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- 9) Bob noted that Bush cannot be used. Neither can Red Blount per Haldeman and Bob jabbed at Timmons for making such a stupid suggestion.
- 10) When Timmons mentioned that there were very few ethnics and women, Bob suggested that Timmons work directly with Balzano and Franklin to get this worked out.
- 11) Concerning the Heritage Gala on Sunday night, Bob suggested that Mrs. Nixon attend while the girls do the regular Gala.

RECOMMENDED PROGRAM

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Film

PN Tribute with
Film

Tuesday

RN Nomination
Balloting
Demonstration

President to Youth
Rally (just use
hand lights, etc.)
Use Julie & Tricia
as front.
Carruthers into their
format.

Wednesday

Nixon Film

VP Nomination
Balloting
Demonstration
VP Acceptance Speech
VP Introduces RN
RN Acceptance Speech

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

July 26, 1972

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(now set-up to do.)

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VP Introduces RN
RN Acceptance Speech

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 18, 1972

2:00 p.m.

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

The following is a status report on the planning for the Republican National Convention. It has been run past Bill Timmons. He is in agreement with the information contained herein unless otherwise indicated.

In a memorandum which I received from Gordon Strachan on June 28, he stated that you would like a report that incorporates a review of where we stand on the celebrities, the selection of nominators/keynoters, advertising materials at the Convention Hall, design and layout of the Hall, as well as information on the TV appearance of the Convention.

While we are a long way down the road in terms of preparing for the Convention there is still quite a lot to be done and many of our plans are tentative. We are concentrating on obtaining celebrities, getting approval on speakers and buttoning up the alternate activities to what will be taking place at the podium during the actual Convention hours.

Attached to this memorandum you will find the following:

- Tab A - Outline of Convention activity.
- Tab B - Podium diagram and renderings.
- Tab C - Floor plan, camera and Presidential box locations.
- Tab D - Art work for the supporting pillars, showing the support columns with a shield and American and State flags drooped around them; Renderings for the rear of the auditorium and also for the podium; Rendering of the State stanchions.
- Tab E - Rough outline for the Keynote Address.
- Tab F - Celebrity Participation/Overall Celebrity List.

DECORATIONS IN THE HALL

As contrasted to the Democratic Convention, our podium will not be blue, but rather an off-white. The off-white will be set off against a blue carpet. You will recall that the Democrats had a red carpet. Our chairs will be what is called a rust beige. It is felt that this chair (we have to use these chairs) will look best against the blue carpet. Changing the carpet to a blue will also help give us an entirely different look from that which the Democrats had.

Our decorations are all red, white and blue. We will have a very patriotic look. As you can see from Tab D, we will be using red, white and blue stripes and the patriotic shield. We will not be using the half flag in any of our decorations. (The half flag will appear on our program, on the identification badges and on the Convention tickets.) We will take care in not overdecorating our Hall so as to give too slick of an appearance. As plans presently stand, our Convention should look much livelier than the Democrats, much cleaner, and as stated should have a star spangled feel.

We have not decided on what, if anything, should be mounted on the podium. As you will recall, the Democrats used the United States seal with the words, "Democratic National Convention" around it. Our plan had been to use the United States seal but in light of the Democratic Convention, we have dropped the thought. We are having suggestions drawn up for the podium and they are to be in by the end of the week. Once they are in we will submit our recommendations to you.

At Tab D you will find a drawing of the State stanchions. These will be three-sided triangular looking stanchions on poles. One side will be red, the other white and the third blue. The printing will be dark blue with a white outline around each letter to set it off.

PROGRAM - GENERAL

1. We want to insure our program is well-timed and moves smoothly. However, we have built in some musical interludes and additional time in key sections, trying to anticipate commercial breaks, to direct the attention of the networks from the Hall to perhaps a hotel in order to witness an arrival or departure of the First Family or a VIP.

2. We want to insure that the delegates do not start complaining because they feel they are only sitting in an audience and are not active participants in a political convention. We also want to stay clear of any criticism of this type from the networks. There is a compromise to be made here and it must be made in favor of television and we all realize this. However, we have been cautioned not to make our operation too slick and so television-oriented that it comes off as the Andy Williams Show vs. having some look of a nominating convention.

3. We have three films. The films on Nixon, the Man and the Nixon Years will each run 14 minutes and 10 seconds. This has been done so they can be used later during the campaign in 15 minute segments. The film on Mrs. Nixon will run 9 minutes and 10 seconds.

4. We want to try and determine some controversial things which can take place on the floor in order to give our Convention some look of legitimacy. It is my understanding that Timmons has forwarded a memo to you on possible floor fights. It is still too early to pinpoint opportunities here.

5. It is our feeling that we should try as hard as possible to keep our delegates looking like people and not clowns. We realize a carnival atmosphere is probably ideal on the night of nomination and that is the night that we will go all out with our demonstrations and biggest show of enthusiasm. (Needless to say, the President's appearance on Wednesday night will top anything that we would build on Tuesday night.)

6. Our alternates are younger than our delegates and, therefore, we are going to try and seat some alternates in the delegate section where there are empty delegate seats. This is going to have to be worked out on a State by State basis, but we're hopeful that we can get some young alternates placed in the various delegations periodically. We will, also, put in our fact sheets the details and statistics on the alternates as well as the delegates. This should help to lower our overall age and help with the other statistics in addition.

7. It has been decided that we should use balloons on one event only, the occasion when the votes are cast which puts the President over the top.

8. The Invocation will always come after the National Anthem. Carruthers, Goode and I had favored having the Invocation at the start to get it out of the way so that the music would start building and we would not have to drop down with a lull for the Invocation. *OK* Bob Flanigan overrode us on this so the Invocation will come after the National Anthem. Timmons is in agreement with Flanigan.

9. The present plan is to have Governor Askew introduced by Chairman Dole or by Co-Chairman Armstrong in order to give a welcoming. He has agreed to submit a text for our approval.

What about Gurney

SPECIFIC PROGRAM (Tab A)

1. MONDAY

- a. You will note the welcome by the Governor, the welcome by the Mayor, the greetings from the Republican Party of Florida, the address by Gurney and the address by Dole all take place Monday morning. We evidently cannot cut any of these people out of the program, although we have been trying. We have moved many of the people who would normally appear in evening sessions to morning sessions, and we have cut the length of their speeches to practically nothing. Our plan will be to go ahead and do this protocol type stuff, but plan to program the television for outside the Hall.
- b. We have a Salute to Dwight Eisenhower planned to take place at the end of the first session. We hope that Mamie will be present in order to receive a gift from the Convention. (She would like a tree.) If Mamie cannot be there to appear in person, then we hope to have her do a video-tape which we can run on our multi-screen setup.

David and Julie will be present in the Presidential box. We had wanted David to participate but that is impossible due to Pentagon regulations. (We think it would be acceptable for David to escort his grandmother to the podium).

We have talked about two people to speak about Eisenhower. One is Lowell Thomas and the other is Bill Rogers who was a member of Eisenhower's Cabinet. Our thought here is

consult with Mrs. Eisenhower through Julie and see whether she prefers Mr. Thomas or Secretary Rogers. Tex McCrary says Billy Graham was a great friend of the Eisenhowers and he would be much better than Rogers or Thomas. We could use Graham via the Eisenhower hook.

We will also have Julie check to see whether or not Mamie might reconsider and come to the Convention.

2. MONDAY EVENING

- a. The main news event for Monday evening is a combination Reagan/keynote. The present idea is to have Reagan, as Temporary Chairman, make his speech. Immediately afterwards there would be a musical interlude so that the networks would have a chance to get in their commercials. Reagan would then introduce the film on the Nixon Years. Immediately after the film, Reagan would introduce Brooke who would list our accomplishments and then introduce Mayor Lugar who would launch an attack against McGovern. This would be issue-oriented.

We would then have our last speaker, a 21-year old woman legislator from South Carolina, introduced by Reagan. (We are checking out her qualifications for this role presently. If she will not work, we will have to consider another woman.) The woman will offer an invitation to Democrats and Independents to join the Republican Party.

Ray Price's rough outline for the Keynote is attached at Tab E. We should note at the present time that ABC will be cutting in with their live programming during the middle of the Keynote. There's just not much we can do about this. Tex feels Mayor Lugar would be a better prime Keynote figure than Reagan. He worries about Reagan paying no taxes and his popularity in California.

- b. We debated the idea of having a State delegation ask for recognition from the floor and have them offer a Resolution to the Convention inviting Democrats to join the Republican Party. This should be a spontaneous thing

which the networks are not anticipating. The Resolution could then be seconded by two or three States and then passed by a voice roll call. This gives us a chance to use some ethnic types in terms of issuing the invitation to the Democrats. It could take place immediately ahead of the Tribute to Mrs. Nixon or could be the next day.

- c. The Salute to the First Lady will be the color event of the evening. Once the Keynote is finished and there is a musical interlude, we will have Ronald Reagan introducing Jimmy Stewart who will proceed live from the podium and then switch to film with the Tribute to the First Lady.

At the conclusion of the film we hope that Mrs. Nixon will come to the podium and we will have a demonstration for her. Once the demonstration concludes, it is anticipated that she may say a few words and then once again we expect a small demonstration. It is suggested Tricia and Julie join her toward the end of the last demonstration for the Benediction.

3. TUESDAY EVENING

- a. In the Convention Programming Committee there was virtual agreement that we should let Tuesday night be our New Year's Eve. Everyone knows what happens at 12:00 on New Year's Eve and there is no reason why there should not be a celebration for the President when he is nominated, including the use of balloons, noisemakers and everything else. This is a great chance for us to show our enthusiasm. It will be contrasted to the Democratic Convention, but so what? The question becomes when the main demonstration should take place. There are three possible times to have it. The first would be immediately after the President is nominated. The second would be as soon as he goes over the top and gets the necessary votes. The third would be at the end of the balloting when the Chairman announces the tally. Timmons favors doing the demonstration immediately after the President's name is put in nomination by Rockefeller. Several of us prefer to do it as soon as the President goes over the top. One thing that we feel is important is to go

right off the drama of the nomination speech and after having the chair gavel the Convention into order so as to calm down any demonstrations, go to the seconding speeches. These seconding speeches will take place from the various State delegations around the Hall. It should be most effective and should tie in dramatically with the actual nominating speech. There will be many demonstrations as each State which is selected gets a chance to offer a seconding speech. We, therefore, contend that it would be more dramatic to have the place break into absolute bedlam during the roll call when they reach the point that the President goes over the top. On the attached program (Tab A) it would be item #113.

If the President plans to go to the Hall Tuesday evening, then perhaps we should consider having the demonstration take place immediately after the nominating speech so that we can control the length of it and have it out of the way and run a tighter ship. The other alternative is to put it at the very end so that the President could arrive during the time that they are having the major demonstration. In any case, this is an unresolved question.

4. WEDNESDAY EVENING

- a. We have not gotten into detail on Wednesday evening. One thought would be that perhaps we should have Goldwater introduce the Vice President. Goldwater's got to be used at some point in this Convention and has not been so far.
- b. It was my understanding from you that you wanted us to consider using the Vice President as the introducer for the President. On the other hand, I hear rumors that it is now supposed to be Reagan. In any case Bill and I need to get this clarified. We realize it's a decision that the President will want to make himself.

TELEVISION VIEWERS' IMPRESSION OF OUR CONVENTION

Our Convention will differ significantly from the Democrats since basically we are putting on a show while they let television cameras in to cover what they considered to be the democratic process in operation within their Party.

We will have a smart, clean appeal to a traditional event with our Convention.

Our posture from the podium should be to run a well-organized Convention and to get our business done in the briefest amount of time. We should concentrate on exploring the issues and building the President.

Our danger will be to run a slick Convention and railroad it too quickly. We cannot have it 100% Richard Nixon oriented. Our goal must be to orient the Convention to the viewer, playing up both the President and the issues. We must look as though we are fully exploring all the issues. To the viewer, our speakers will be attractive people. We need to realize that we do not have the minority representation which the Democrats had and this will probably be brought home loud and clear to the viewing audience by the commentators. On the other hand we realize that our speakers must project to the television audience a warmth, friendliness, sense of humor and a dedication to the President, what he has accomplished, the issues and lastly, to look to the future. For the most part the people working on the program feel that the Democrats were very persuasive with the spokesmen they used. Our spokesmen are not going to be defensive. They will refrain from being arrogant in the slightest and will show that the President represents the thinking of the majority of this country. Just precisely how we accomplish all of this is still being determined-- and scripted.

A problem that we should be alert to is that the viewer at home is going to be affected by anchormen, floor commentators who will be heated up basically because they will not have the opportunity for exposure and comment which they were privileged to give during the long, drawn-out Democratic Convention. This is a fact of life and we must expect to get some heat from it.

To the TV audience we will be short one basic ingredient. That is drama. Obviously, I do not know what the President has on his mind, if anything, which can help us with this problem. However, we will supply ideas and any unique twists which we can come up with regarding the President's activities as linked to the Convention and on the activities of the First Family. We must be careful of the danger of having our traumatic events appear staged and not legitimate. To come up with a phony event may be the most dangerous step we could make.

We still do not have the theme for our Convention. The closest that we have come is to play off of the positive approach of this Administration, offering an accounting to the people. Not only would we offer an accounting, but we would also look to the future. The Presidency is a stewardship and the President, using the vehicle of the Party, is reporting on his stewardship, on the trust that the American people have put in him. Realizing people will say, "What have you done for me lately" or "What will you do tomorrow", the President must speak to the future.

Therefore, our theme must tie to issues and to goals. We must be careful never to subordinate the issues throughout our Convention. Any time that we can hypo an important issue so that we register it with the viewer at home, we should do so.

In addition to the issues, our theme should set a tribute to the President. Testimonials throughout the Convention geared to build the President's credibility and the trust the public should have in him are most important.

RNC CONVENTION -- FORMER SECRETARY JOHN CONNALLY

Connally's name keeps coming up as the discussion on the RNC Convention continues. The following are some of the suggestions which have been made for using Connally which you may wish to consider or perhaps discuss with the President.

1. Monday - August 21 -- If Connally is coming to the Convention this would be a good date for him to arrive. If he arrived at Miami Airport in the afternoon of the first day's proceedings, we could get a good newsclip which could then be suitable for the evening news. Right now we have no hard news except for whatever statement Bob Dole makes that can play during the evening news segments. It is very doubtful that the Tribute to General Eisenhower would play heavily.
2. Tuesday Evening -- After the film, Connally could ask for permission to address the Republican National Convention as a Democrat. He could bring with him two or three other people representing labor, Mexican-Americans, etc., who are all Democrats and who would also like to address the Republican National Convention. As Democrats they address the Convention and explain why they are for the President. Connally would be charged with running this segment of the program. After its conclusion we would then move into the nomination of the President.
3. Wednesday Night -- Immediately after the Vice President has been nominated by the Convention but prior to his arriving at the Hall, Connally could request permission to address the Convention and use the same format that's mentioned above in item #2.
4. A very dramatic move might be to have Connally either address or introduce the Vice President for his speech. The Vice President could go on and introduce the President after his own speech. The other obvious alternative would be to have the Vice President give his acceptance speech and then have Connally introduce the President.

I feel that items #2 and #3 may have the most legitimacy and pulling power as far as our trying to reach Democrats. Obviously, the people that Connally asks to appear with him will be very important and they should be recognized Democrats with substantial constituencies.

DEX TO GORDON STRACHAN FOR DWIGHT CHAPIN

THE WHITE HOUSE
WASHINGTON

July 13, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: H. R. HALDEMAN *HR*
RE: Convention Planning

The Convention plan should include a segment for speeches -- brief speeches -- by Democrats and Independents who will appear by invitation of the Convention management. These should include possibly John Connally, some Independents, youth, prominent Governors, Senators, etc., who will make the point that we have decided to support President Nixon's reelection because of the outstanding job he has done, because of his trip to China and because we can't take McGovern, etc.

This should include the maximum number of Democrats, at least one Chicano, and only one Black, some Italians and Polish, one or two youth, but it should not go hog-wild on youth. It should be done as a solid hour in order to get impact.

If we do a telethon, we should include some Democrats on that.

We might even want to consider a prominent Democrat for a seconding speech.

Don't let this idea get lost.

MONDAY, AUGUST 21, 1972

FIRST SESSION

THEME: Philosophy - What the Republican Party Stands For

TIME	SUBJECT	RNC SPEAKER	PERSONALITIES	MULTI-MEDIA	MUSIC
1. 12:30-1:00 PM (30 minutes)	Delegates, Alternates and Guest Assemble	None	As needed	A light and slide accompaniment to the music.	Music selected should be upbeat and bright.
				The music and visuals cease just prior to the Convention being called to order by Bob Dole. On the screen, we project the insignia of the Republican National Convention.	
2. 1:00-1:01 PM (1 minute)	Convention Called To Order	Bob Dole	None	As above	None
3. 1:01-1:02 PM (1 minute)	Introduction of	Bob Dole	None	As above	As needed
4. 1:02-1:05 (3 minutes)	Introduction of Unit and Presentation of Colors by Special Personality.	Vicki Carr Group	Special personality introduces the Presentation of Colors.	With the Introduction and Presentation of Colors, we can project an exciting display of the American Flag by using different pictures of American people with the Flag	As performed by Group.
5. 1:05-1:08 PM (3 minutes)	Introduction of Pledge of Allegiance	None	Special personality introduces young person like the winner of the National High School Oratory Contest to lead the Convention in the Pledge of Allegiance.	As needed in line with the above -- keep simple.	None
6. 1:08-1:11 PM (3 minutes)	Introduction of Individual and National Anthem	Vicki Carr Vicki Carr	Special personality introduces a star performer who leads the Convention in the singing of the National Anthem.	As needed in line with the above -- keep simple	"Star Spangled Banner"

MEX AMER.

She's not really the best one to start out with is she? I know she's a "personal friend" focus - but - - -

Also I don't understand - is she the "special personality" or the "young person" or the "star performer" or what?

This is, to say the least, not very clear