

Richard Nixon Presidential Library
Contested Materials Collection
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45	22	7/11/1972	<input type="checkbox"/>	Campaign	Memo	To: Dwight Chapin From: Dick Moore RE: "Democrat Convention - First Night." 4pgs
45	22	7/12/1972	<input type="checkbox"/>	Campaign	Memo	To: Dwight Chapin From: Dick Moore RE: "Democratic Convention Second Night." 3pgs
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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 12, 1972

MEMORANDUM FOR DWIGHT CHAPIN

FROM: DICK MOORE *DM*

SUBJECT: Democratic Convention Second Night

1. The second night re-emphasizes the importance of promptness. We must do everything we can to get delegates to the hall on time, also gallery spectators. The half empty hall gives a miserable effect, and gets the session off to a very unimpressive start.
2. Whatever it takes to prevent people from standing and walking behind the speaker on the podium should be done.
3. I have no firm opinion yet, but we should be giving new thought to the look and tone of our convention. So far the Democrats, with their 80% new delegates, have come across as sincere people who are taking the convention seriously. Despite the far out clothes and hair styles of many of them, some of the new types are emerging as very effective people, e.g. Yvonne Brathwaite. In contrast, the old type conventioneer with funny hats, most of whom wore Wallace buttons, looked kind of silly and (pardon the expression) looked old hat. In watching the next two sessions, let's keep in mind whether it makes sense for us to have balloons, noise makers, hats and the other props associated with past conventions; or do we want to take on a more deliberative look. I am not against an appearance of liveliness and fun, but I do think we should be thinking about what our crowd will look like in contrast to the new coalition.
4. The word coalition has a negative flavor, mostly derived from the Communist "coalition" governments. The term is getting a good deal of use in describing McGovern supporters. Isn't this a word which we can turn against them?

5. Shouldn't we allow more than one floor camera?

The floor interviews have been less effective because the platform cameras make the interviewees appear to be looking at the floor instead of into the camera.

6. The lighting and camera work on the keynote speech was the most effective yet. Moreover, there was no cutaway from the speaker or film. This emphasizes again the importance of controlling the house lights.

7. I think all of us should be giving some creative thought to the matter of floor interviews. If the choice of a vice president is made known before opening day, and if we have no serious platform fight brewing, what in the heck are the network interviewers going to ask about? So far, each network has spent more time covering the floor than the podium, and we can assume, for instance, that CBS will insist that a team like Mudd, Rather, Wallace and Schorr not go to waste. We should also note that they are attracted to celebrities, such as Marlo Thomas and Gloria Steinem last night. I can't cover the subject in full at the moment, but clearly we should develop some topics on which we can encourage questions. For example, by August 21, there may be some McGovern campaign tactics or statements which have become controversial, and perhaps we can get questions directed more toward the campaign than toward the convention itself. In any event, I think this whole subject requires special attention.

8. Will someone pursue the problem of reinforcing the collapsible fence? Apparently a dozen demonstrators were able to push the fence down easily and walk right through.

9. On the matter of promptness, I take it the biggest problem was the buses. I don't know what the nature of the problem was, but certainly this is something we should look into. I assume there are delegation buses which leave a hotel at a scheduled time. This means that people cannot leave earlier and those who miss it are in trouble. Could we not also have a continuous shuttle service on Collins Avenue which could be hailed by people who want to get there earlier and could also pick up people who missed their own scheduled bus.

10. The Democrats were wise in limiting the official podium appearance of their homosexuals to between 4 and 5 in the morning. Someone should be in charge of seeing to it that we do the same with ours. Do you have a candidate for this fulltime assignment?

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 11, 1972

FOR: DWIGHT CHAPIN
FROM: DICK MOORE *DM*
SUBJECT: Democrat Convention - First Night

1. The pre-gavel warm up period is extremely important. Last night the networks were on the air for an hour of interviews inside the hall before the gavel fell. Even if we start on time, they will undoubtedly be there a half hour before. We should not let these interviews happen purely by chance, but should be certain that our first team of hand picked people we would like to have interviewed are there early and well versed in the evening's line. In addition to delegates and political persons we should have celebrities and any attractive spouses who are available.
2. The network showed relatively few shots of non-political celebrities, such as Lorne Green. We should provide them with a list and seat locations of our celebrities including famous people other than entertainers.
3. Control of the house lights is absolutely essential. The O'Brien speech was carried in full, including films, without cutting away once to spectators or delegates. The speech was dull and they would have cut away except that the house lights were out for the full half hour. When we have a speech we want on TV, we should always be in a position to turn the lights down.
4. The speeches from the party were totally devoid of humor, and O'Brien is something of a undertaker to begin with. We must plan some good cracks and laughs at the expense of the Democrats right from the beginning.
5. The gavel has a tinney sound. We should have a solid sound of wood on wood.

6. Last night a couple of delegates were interviewed sitting down. Our people should be told to stand when they are talking to a TV interviewer, so they can be seen.
7. We should note the songs which are carried on TV and not repeat them ourselves. For example, "This Is My Country" sung by the New Dimension Group.
8. The invocation was too long and the Archbishop got too political. We should be tough on both counts.
9. The invocation and the pledge are important because they are among the few things we are assured the camera will cover and the nets will carry.
10. The floor microphones for delegates often didn't work or delegates did not know how to use them. We should check out each microphone just before the session and we should be sure that those who will speak for a delegation know how to talk into this particular mike.
11. Obviously delegates still don't realize that if they read a newspaper or fall asleep they are likely to be put on camera. We should make a renewed effort through the delegate caucuses before the convention to educate them on this point.
12. Lest there be any doubt about it, last night proved again that what we program for the arena audience has nothing to do with what the millions actually see. For about an hour from 8:30 to 9:28 the nets not only did not

(... e)

carry the podium proceedings at all, but never even told us what was going on in the hall. This full hour of prime time was entirely improvised and subject to the whim of the networks as to what the national audience saw. Thus it becomes increasingly clear that we must anticipate the dull spots where networks will cut away, and try to have something favorable to us which they can cut to. This should include interview possibilities or other happenings outside the ~~hall~~ as well as in. We can also note that in several cases the networks cut to a taped interview which had taken place earlier, and we should provide plenty of such opportunities during the day.

13. We should be sure to get a few minority accents among the delegates who may have an occasion to speak from the floor. We certainly should have at least one foreign accent doing the pledge of allegiance, which can't be cut.

14. I trust that our podium microphones will be less visible and obtrusive.

15. We should note that last night had a strong element of suspense which must have kept people tuned in waiting for the roll calls. We can expect the media to keep the suspense alive through Wednesday even though McGovern undoubtedly has everything in full control. In our case opening session will have no suspense, which is all the more reason for us to keep concentration on pace and variety so that at least we may be entertaining.

16. In closing I would emphasize again that speeches are an archaic form of communication. Almost everything last night was

too long, and therefore, dull. We plan short speeches and short everything, but it is plain that human nature will get in the way unless we monitor this item constantly and ruthlessly.

THE WHITE HOUSE

WASHINGTON

July 12, 1972

MEMORANDUM FOR DWIGHT CHAPIN

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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 10, 1972

10:00 p. m.

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

SUBJECT: Democratic Convention Coverage

Several of us from the White House staff and the 1701 group are monitoring the Democratic Convention here at the White House. Our purpose is to examine as closely as we can the Democratic Convention and to try to reach some conclusions as to how we can better produce the Republican Convention for August.

One point which we are emphasizing is to examine in detail the patterns of the networks in terms of how they handle their coverage. For example, the Democrats are programming the Convention from the podium while the networks are programming the Convention from the points they feel should be covered. We are logging in the coverage patterns for all three networks and comparing that against what takes place from the podium. From this we hope to be able to better judge what activities that we will present that the networks, assuming they follow their pattern from this convention, put on the air. We can, therefore, plan when we want to have people on the floor available for interviews, when we want planes to land, etc. The full report on the network coverage and the suggestions that we will make regarding our convention will be to you on Tuesday, the 18th.

You may want to be aware that Timmons has called a convention review meeting for Monday, the 17th where we will work up our final recommendations to be passed on to you and Clark MacGregor.

Random Points:

1. ABC programmed the Olympics against the opening of the Democratic convention. We will try to insure that ABC covers the first evening activities of the Republican convention live. This probably can be handled since our program that night will be

very short in length as compared to the long session which the Democrats are facing on their opening night. Tomorrow morning (Tuesday) we'll have the overnight rating figures and we expect to see ABC with a very high share of audience.

2. We need to figure out a pattern for our key surrogates that we want to have interviewed on television for each convention session. We should also work up the lines which these people are to use. We know that the networks are going to be wanting floor interviews, as well as interviews at hotels and it's up to us if we use our heads to determine who goes on at what particular time.
3. We noticed that McGovern tonight had a new hairstyle. He looked much cleaner cut and slicked down and he looked much better than any of us had ever noticed before. Maybe we can slap this as a slicker TV image?
4. We need to do a thorough analysis of the Republican convention delegates in terms of their annual salaries, what walks of life they come from, etc. to see what we will have in terms of propaganda to put out. The Democrats have been very effective in proving that they are a party of the people. We should not give up fighting back on this some until we examine exactly who all our delegates are and what propaganda possibilities we might have.
5. The Democrats have really blown it on their podium. It looks like a corrugated steel set-up. The microphones are placed poorly. People are walking behind the podium, etc. Our whole podium plan should work much better. It will give us a clean look.
6. The Democrats have obviously picked up on our idea of dimming the house lights in order to direct the attention to the podium. It was done for Larry O'Brien's opening address and worked very effectively for them. It quiets the audience and directs the attention where it belongs which is on the podium. We ^{will} undoubtedly try this more than the Democrats.
7. When the Democratic convention opened with O'Brien wheeling the gavel, no one in the hall really knew it. We're going to open

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 ^hout 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.

Committee for the Re-election of the President

MEMORANDUM

June 23, 1972

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Empress - NAK, Date 6-4-80

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER
FROM: E. D. FAILOR
SUBJECT: DEMOCRATIC TELETHON

The attached news article presents an opportunity to mount an effort against the Democratic Telethon. Apparently, there is a serious conflict between McGovern's chief contributor and Robert Straus, Democrat party treasurer. We should immediately make every effort to exploit this controversy.

Techniques

Techniques to be used in exploiting this controversy are:

1. Generating stories through contacts with:
 - a) UPI investigative reporter
 - b) LA Times
 - c) Wall Street Journal
 - d) Newsweek
 - e) Broder
 - f) Evans/Novak
 - g) Others
2. Endeavor to obtain interviews by reporters from Strauss and Mott which would, hopefully, get into name-calling.
3. Endeavor to obtain reporter interviews with Humphrey money men to whom large sums of money are owed by the Democrat party.
4. After the story has started to build, if it does, and during the week before the Telethon, endeavor to obtain TV network news coverage.

~~CONFIDENTIAL~~

The Honorable John N. Mitchell

June 22, 1972

Dear Sir:

We would like to see a list of points in our exploitation project:

1. Generate additional controversy between Straus (the regular) and some other (not extremist);
2. That the Democratic Party, the Kennedy, and the Democratic Party are being covered by "Fat Cats" who want to control the Democratic Party;
3. That Mott (McGovern's biggest contributor) is a man of questionable character - an issue;
4. That Mott is selling out of his fellow "Fat Cats" that want their money paid back;
5. That the money raised will, in large, go to the Kennedy "Fat Cats" and not to the McGovern campaign;
6. That the Democratic party has been remiss in letting their party members know where the money that is raised is going;
7. That it really isn't fair to pay off old debts because Democrats are interested in supporting their presidential candidate (people are most reluctant to give money to political "deceit horses");
8. That the obligation of all Americans to pay their debts;
9. Inclusion of the supporters of other presidential hopefuls in the controversy.

Very truly yours,
[Signature]

Enclosed is a list of names immediately proceed to exploit and widen the controversy between the "Fat Cats" and the (not

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The Honorable John N. Mitchell
New York, N.Y.
Page 3

Enclosed for your use are two copies of a transcript of
the interview of [redacted] in all media, etc.

Very truly yours, _____

Enclosure

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