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46	9	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan for "The Record" RE: notes from a meeting on the campaign involving Dailey, Chapin, Strachan, and Haldeman. 4 pgs.

[Item 1]

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

THE RECORD

FROM:

GORDON STRACHAN

SUBJECT:

Peter Dailey Meeting
Saturday, October 7

At 9:30 a.m., Bob Haldeman met with Peter Dailey, Dwight Chapin, and me to be brought up to date on the campaign advertising. The specific subjects that were to be covered were the 30-minute documentary - "Nixon The Man"; Dailey's budget problems with Stans; the Russia spot; and a complete review of the final versions of the campaign spots.

Amnesty

Bob opened the meeting with a very strong description of his belief that amnesty was a vote-determining issue in states and among groups that the President needed for his re-election. Bob did not accept the thesis that as amnesty was pushed the President lost the support of Youth. He cited the Massachusetts data on amnesty and indicated that although amnesty should not be the subject of a single separate commercial, it should be included in all the Welcome McGovern ads and serve as a replacement in the McGovern attack credibility Turnaround ad.

Peter Dailey apologized for the exclusion of the amnesty clause in the St. Louis Welcome McGovern ad, as he too was under the impression amnesty was included in all newspaper ads. He assured Bob that it would be from now on and that there was no conscious design to exclude amnesty because of a disagreement on policy.

Defense Ad

When Dailey asked whether there was any negative reaction to the New York Times story regarding the Defense ad, Bob assured him that there was none, that in fact Dailey should

promote stories about our advertisements, especially on the Defense and Welfare spots.

Corruption

It is Bob's view that if McGovern were smart he would push the corruption issue with specifics as the only means of overtaking the President.

Budget

Dailey again complained about having his budget cut from 11.2 to 6.2. Bob said that Clark MacGregor was behind Dailey and that Dailey would just have to approach each weekly budget meeting on a week-to-week basis and that MacGregor would continue to push Dailey's view through.

Positive Ads - Atlanta

Chapin raised the possibility of running the China and Russia 5-minute and 60-second spots on local Atlanta TV. Bob concurred even with the Russia spot emphasizing that on local TV it would be OK, but that it was not to appear on network TV.

Nixon The Man Documentary

Bob watched the entire 30-minute version of the Nixon The Man documentary. He thought the much speeded-up cuts to various people were excellent. He also agreed to the suggested deletion and modification of the Russia and Tanya segments. The line regarding the Russian people was OK as was the hard bargaining section. It is Bob's view that the Convention opening should be dropped.

Clark MacGregor Spot

If The Record documentary is to be run with the Clark MacGregor spot, the 1:20, Bob indicated that they should try to blip out the fix time reference of five weeks. He agreed that the second version was better than the first.

Youth Spot

Bob approved the Youth spot but wondered why there was a black and white tag line. Chapin noted that Connally had red and blue and Dailey said he would check Turnaround.

Turnaround Credibility

The issues on the Turnaround ad in order are: Vietnam, pot, \$1,000, tax inheritance and busing. Bob directed Dailey to delete the tax inheritance issue and instead put in amnesty.

The Record - Southern

Bob approved of the Southern version of The Record which had some particularly good comments on the Judges. He also approved of the Western version of The Record.

Youth

Bob was not impressed with the San Clemente 60-second Youth spot.

Mamie Commercial

Dailey ran his version of the Mamie commercial and Chapin ran the Carruthers-prepared version. Bob suggested that the Mamie commercial might be used during the last week at the end of the campaign as a get-out-the-vote mechanism. Also, the slide of the picture of the side of the President.

Byline

The byline for the commercials for the last two weeks of the campaign will read: "President Nixon Needs Your Vote - Now More Than Ever".

Tax Reform 60-second Spot

Bob decided against permitting this spot to be used since we should not be on the defensive.

Nixon The Man - 5 minute

The 5-minute version of Nixon The Man all but destroys the effect of the documentary. All agreed it would probably be best not to use this spot.

Youth Testimonial

Bob thought that the Youth Testimonial was sensational because the sincerity with which the kids hit McGovern was so good.

Bob concluded the meeting by indicating that the strategy now was to have a very large vote - that the pitch in the last few days would be straight, non-partisan, get-out-the-vote material. However, the desirability of a large vote would be checked as we get closer to November 7th.

GS/jb