

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>
46	23	8/4/1972	<input type="checkbox"/>	Campaign	Memo	From William Carruthers to Chapin RE: planning for the use of television during the campaign. Handwritten notes added by unknown. 4 pgs.
46	23	7/28/1972	<input type="checkbox"/>	Campaign	Memo	From Raymond Caldiero to Magruder RE: celebrity RN supporters who cannot publicly back him. 1 pg.
46	23	7/12/1971	<input type="checkbox"/>	Campaign	Memo	From Kehrlie to Chapin RE: attached information. 1 pg.
46	23	7/9/1971	<input type="checkbox"/>	Campaign	Memo	From Henry C. Cashen II to Kehrlie RE: progress with regard to planning for celebrity use in the campaign. 3 pgs.
46	23	6/20/1972	<input type="checkbox"/>	Campaign	Memo	From Dailey to Chapin RE: celebrities to introduce the First Family and narrate a documentary at the Republican National Convention. Handwritten note added by unknown. List of celebrity RN supporters attached. 7 pgs.

THE WHITE HOUSE

WASHINGTON

August 4, 1972

TO: DWIGHT L. CHAPIN

FROM: WILLIAM CARRUTHERS *WC*

RE: RESULTS AND RECOMMENDATIONS OF THE  
"T. V. SPECIAL" MEETING HELD ON AUGUST 3rd

It was agreed that the most advantageous time to air the T. V. Special would have been Sunday, August 20th. That date would have provided us with maximum impact regarding the objectives of the program, i. e. recruit volunteers, stimulate contributions, and promote the Convention.

We recommend against the September 8th air date for the same reason we objected to August 20th, not enough time to "get it together." The stakes are too high and in this short time frame and the risk factor too great. At best we would have been able to format and produce a loose variety show that has potential for a "flop." In addition our premise would have been weakened, in losing the pre-Convention emphasis.

Our least effective airdate in terms of reaching our objectives would be during the last week of the Campaign. This date would of course negate the volunteer and contributory aspects of the program and be purposeful only in terms of getting out the vote. The two primary dangers here are as follows: (1) we may stimulate Democratic votes and (2) some political event or tragedy may occur prior to an early November airdate that would cause us to cancel the program.

In summation, considering all the points we net out a minus and recommend against doing the program under the currently proposed guidelines.

Counter Recommendation

- A. We propose a major fund raiser be staged in Los Angeles at the L.A. Forum, capacity 17,000. This program would include our major list of performing celebrities. It is of most importance that the celebrity composition include some major youth oriented acts.

? This event could be staged and produced within the next four weeks with minimal difficulty. We can ticket and control the audience providing the desired demographic. In addition, we should see to it that high administration officials and other attractive Republican supporters are in attendance. ?- why

ABCd Event in early September

B. If we can arrange to mass our talent in Los Angeles for this event, we would then provide television <sup>tape</sup> coverage of the event. This is television at its best, covering an exciting one-time-only event which includes not only the on stage performance but would capture the response of the audience.

This is a minimal expenditure of dollars and would provide us with a video-tape of the program. I think it would be safe to say that the gate receipts would cover the expense of the hall, scale payments to performers and musicians, advertising and the television equipment and personnel necessary to video tape the event.

We would then screen and edit the video tape down to a <sup>60</sup> ~~90~~ or <sup>90</sup> ~~120~~ minute program and then insert our "commercials" to complete the product. At that juncture we can make a judgement on a go-no go posture. In summation we can stage an exciting event, use television at its best, and maintain maximum flexibility throughout and reduce considerably on dollar expenditure.

cc: Cliff Miller  
Phil Joanou  
Mark Goode  
Dick Moore

Plus — gives us flexibility  
— The event itself would be a big News event  
— Holding event in Southern California would give us some activity in a place where it is needed.

TELEVISION SPECIAL - "AN EVENING FOR A FRIEND"

Discussion Points for August 3rd Meeting

Attending: D. Moore  
P. Joano  
C. Miller  
B. Carruthers

1. When do we air the T. V. Special?

- A. Current recommendation - Friday Sept. 8th
- B. Following are the network Fall Season premier dates:

ABC - Sept. 10  
NBC - Sept. 11  
CBS - Sept. 11

- C. In order to ease the time buy situation, recommend that we air the program before Sept. 10th.

*ch to see if can do a week later*

2. When do we tape the T. V. Special?

- A. At least four days prior to telecast date
- B. If we hold to current air date and get approvals as of Friday, we are still in a dangerous time frame

3. Where do we do the T. V. Special?

- A. Recommendation is to tape the special in Los Angeles, where we have better facilities and more readily available talent.
- ✓ B. The move to L.A. would almost certainly omit Gleason from the program.
- C. Recommend that we attempt to retain J. Philbin as producer unless Paul Keyes is available.

*southern?*

*by Tape*

*Philbin would be better than Keyes?*

4. What is the purpose of the Special?

- A. Volunteers
- B. Contributions
- C. ~~Get out the vote~~ - NO

5. What is the suggested format?

- ✓ A. Straight variety
- B. Comedy concept ( a la the Honeymooners) Never

NO  
This ultimately will be up to the creative staff of the program but we should recommend a format. Straight variety is simpler to develop but perhaps not as interesting or creative as a fully developed comedy concept. However, a comedy concept will take considerably more time to develop.

And it's a  
busy idea

Committee for the Re-election of the President

MEMORANDUM

July 28, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER

FROM: RAYMOND CALDIERO *RM*

SUBJECT: Celebrities

For your information the following names represent a listing of Celebrities that are for the President but precluded from taking a public stand for various personal and business reasons.

Jonathan Winters	David Hartman
Robert Young	Lucille Ball
James Brolin	Luci Arnaz Vandervort
Efrem Zimbalist Jr.	Randolf Scott
Mary Tyler Moore	Jane Withers
Dick Cavett	Barry Farber
Chuck Connors	Joan Crawford
Merv Griffin	Johnny Mann
Johnny Carson	Lawrence Welk
Mike Ansara	Dick Clark
Barbara Eden	Jack Benny
Glenn Campbell	George Burns
Dan Rowan	Jackie Gleason
Burt Reynolds	Rory Calhoun
Don Galloway	

Every effort is being made to move these celebrities into a public posture in support of the President.

THE WHITE HOUSE  
WASHINGTON

Date July 12, 1971

TO: Dwight Chapin

FROM: BRUCE KEHRLI *BAK*

H has not seen the attached - you might want to follow-up with Keyes per Cashen's suggestion while you are in San Clemente. Please let me know what action you have taken. Thanks.

THE WHITE HOUSE

By EMP NARS, Date 7-21-80

WASHINGTON

July 9, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: BRUCE KEHRLI  
FROM: HENRY C. CASHEN II *HC*  
SUBJECT: Status Report on Celebrities

With respect to the captioned subject, we are continuing to work in whatever way possible to make contact with any celebrity who seems either friendly or, in the alternative uncommitted. In this regard, if a celebrity does something newsworthy which might be of interest to the President and thereby merit a letter, a call, or even possibly a White House invitation, we are watching closely that something is done.

The availability of White House invitations has been completely curtailed by the lack of functions at the White House this summer. The greatest problem is that celebrities whom we have targeted cannot practically be cultivated at the White House until a) either we have an event to which they can be invited or, b) they receive national recognition which merits a Presidential response.

Recently, the Vice President has entertained Frank Sinatra on several occasions and he has indicated that even though he has retired from public life, he would be willing to give an additional performance for the President at the White House. I know there are certain problems in this regard, but I think it would be an excellent opportunity to draw together the most prominent celebrities from all over the country. We have also been informed that Carey Grant and Gregory Peck have very much appreciated the attention they have received while attending functions for the Vice President and I think they can be cultivated and worked on this fall.

I think our basis of solid support is good and continuing to grow with the very prominent old-line celebrities, as well as many new entrees. However, I believe where we are at somewhat of a loss is developing

strong support from new young celebrities. Paul Keyes can probably be most helpful in this regard but as previously indicated in one of Bob's earlier memos, Keyes believes the time is too early to make direct contact in attempting to obtain firm commitments from the various celebrities. I think this is probably true but we should continue to pursue wherever possible when there is a reasonable basis for doing so.

Recently at a meeting with Don Rumsfeld, Herb Klein, John Whitaker, and Clark MacGregor, the general concensus was that probably the celebrities operation should be run out of the citizens offices, but also that it still was too early to put someone full time on this project. I agree that it is too early to put someone on full time, but I think it important that we designate someone who operates within the common circles of celebrities making contacts and talking to various individuals with the idea of advising those of us on the inside as to what opportunities might be available for lining up various individuals for the President. I believe that by September 1, we should have someone who is making the various contacts with celebrities and then in turn informing us so that we can use the proper channels to tie them in and be directly associated with the President.

I would strongly recommend that while Dwight Chapin is in California that he arrange a meeting with Keyes to get his thoughts and ideas, and in particular that he emphasize the hope of gathering some insight into how to organize the younger celebrities. I think it essential that Keyes gives us his specific ideas as to how to work with these celebrities so that they are approached, enthused, and not the least bit offended. As suggested many months ago, he is one of the President's loyal supporters and someone, logically Dwight, will have to sit down with and have a straight-forward exchange of ideas.

As far as athletes are concerned, I think we have made excellent progress in developing various professional football and baseball players and others. The letter system through Mike Smith's office has worked well and regular meetings have been arranged for athletes to meet with the President. The follow-up in this regard has also been good since many of them do not consider themselves the prima donnas of the Hollywood set and they have continued to call in with advice and offered help.

In general, I think the status of cultivating celebrities is good but the big push should be made this fall when the Office of the President can

best be used. The point to consider is that celebrities are not really taking sides at this point but are waiting to see who the other candidate will be.

I would suggest that we seriously consider a meeting with varied celebrities, from time to time, to exchange ideas with senior members of the staff and a drop-by from the President. Also, if we could ever get people like Bob Hope and John Wayne to work actively, which they are reluctant to do, this would help tremendously.

I am presently obtaining a list from Lucy Winchester's office of any and all celebrities that have been invited to the White House since January of 1969, which will be reviewed and used in line with our previous thoughts.

Also, I am working on an updated list of celebrities who we believe are with us or as a result of recent activities can be cultivated and brought aboard.

I will keep you posted and appreciate any thoughts on this subject.

Committee for the Re-election of the President

June 20, 1972

MEMORANDUM

TO: DWIGHT CHAPIN

FROM: PETER H. DAILEY

SUBJECT: Personalities to Introduce Mrs Nixon  
At The Miami Convention, and Narration  
of the 15-Minute Documentary.

*Well -  
Call I need to  
Committee for  
Information. lc  
DNE*

At Dwight's request, I spoke with Taft Schriber regarding the use of Robert Young in introducing Mrs. Nixon at the Convention, and also narrating the 15-minute film. Taft said that while Robert Young was a supporter of the President, he preferred to maintain that support on a private basis. Robert Young did not attend the party last weekend at Schriber's house, even though he was invited. Taft indicated that he would be willing to make a strong request of Robert Young, but he apparently feels the answer would be negative. He suggested the following people to introduce Mrs. Nixon at the Convention: Chad Everett, Art Linkletter, Fred MacMurray, James Stewart. I'm also attaching a list of celebrities who have come out for the President for your review.

As to the documentary, we have not planned to use a personality as the voice-over narrator. We can review this decision after you have decided on how Mrs. Nixon will be introduced, and if it has merit, can use the same personality to narrate the film.

We will wait for your input.

cc: Bill Taylor  
Phil Joanou

*Bill*

CONFIRMED CELEBRITIES

FOR THE PRESIDENT - 1972

HOLLYWOOD

MISS JUNE ALLYSON	ACTRESS
MR. LEON AMES	ACTOR
MR. EDDIE ANDERSON (Rochester)	ACTOR
MR. WARNER ANDERSON	ACTOR
MR. RICHARD ARLEN	ACTOR
MR. DESI ARNAZ, SR.	ACTOR
MR. FRED ASTAIRE	DANCER/ACTOR (will lend name only)
MR. FRANKIE AVALON	SINGER/ACTOR
MISS LITA BARON	ACTRESS
MISS ELIZABETH BAUR	ACTRESS
MR. EDGAR BERGEN	ENTERTAINER
MISS JOAN BLONDELL	ACTRESS
MR. RAY BOLGER	ACTOR/DANCER
MR. PAT BOONE	SINGER/ACTOR
MR. LEE BOWMAN	ACTOR
MR. LES BROWN	CONDUCTOR/MUSICIAN
MR. PAT BUTTRAM	COMEDIAN/ACTOR
MR. SONNY BURKE	MUSICIAN
MR. ROD CAMERON	ACTOR
MISS JUDY CANOVA	ACTRESS/COMEDIENNE
MR. HOAGY CARMICHAEL	COMPOSER/MUSICIAN
MR. GEORGE CHANDLER	ACTOR(Former Pres. Screen Actors Guild)
MISS CYD CHARISSE (Mrs. Tony Martin)	DANCER

-more-

MR. ROBERT CONRAD	ACTOR
MR. PHIL CROSBY	SINGER/ENTERTAINER
MR. MIKE CURB	SINGING GROUP MIKE CURB CONGREGATION
MR. BENJAMIN CROTHERS (Scat Man)	ENTERTAINER
MR. KEN CURTIS	ACTOR
MISS ARLENE DAHL	ACTRESS
MISS JAN DALEY	SINGER(will appear - do not use name in ads)
MR. SAMMY DAVIS, JR.	ENTERTAINER/ACTOR
MR. DENNIS DAY	SINGER
MISS YVONNE DeCARLO	ACTRESS
MR. DON DeFORE	ACTOR
MR. WILLIAM DEMAREST	ACTOR
MR. ANDY DEVINE	ACTOR
MISS JOANNE DRU	ACTRESS
MR. JAMES DRURY	ACTOR
MR. DON DUBBINS	ACTOR
MISS IRENE DUNNE	ACTRESS
MR. CLINT EASTWOOD	ACTOR
MR. BUDDY EBSEN	ACTOR
MR. RALPH EDWARDS	TELEVISION HOST/PERSONALITY
MR. ANTHONY EISLEY	ACTOR
MR. RON ELY	ACTOR
MR. CHAD EVERETT	ACTOR/SINGER
MISS RHONDA FLEMING	ACTRESS
MR. JOHN FORD	MOTION PICTURE DIRECTOR
THE FRONTIERSMEN	SINGING GROUP

MR. ROSSINI TURNER	ACTOR
MRS. CLARA GIBBLE	PERSONALITY
MISS BOB BOB GILOR	ACTRESS
MISS KIMMY CRIVER	ACTRESS
MR. JACK GING	ACTOR
MR. JOHNNY GRANT	TV MASTER OF CEREMONIES
MISS SHELBY GRANT (Mrs. Chad Everett)	ACTRESS
MISS ANGELA GREENE	ACTRESS
MISS VIRGINIA GREY	ACTRESS
MR. MERRY HARMON	ORCHESTRA LEADER
MR. TOM HARMON	SPORTSCASTER
MISS LINDA HARRISON (Mrs. Richard Zanuck)	ACTRESS
MISS JUNE HAVER (Mrs. Fred MacMurray)	ACTRESS
MISS MARTHA HYER (Mrs. Hal Wallis)	ACTRESS
MRS. GAIL PATRICK JACKSON	PRODUCER
MR. VICTOR JORY	ACTOR
MR. JACK KRAMER	TENNIS CELEBRITY
MRS. ALAN LADD (Sue Carol Ladd)	PERSONALITY
MISS DOROTHY LAMOUR	ACTRESS
MISS RUTA LEE	ACTRESS
MR. MERVYN LeROY	PRODUCER/DIRECTOR
MR. SOL LESSER	PRODUCER
MR. ART LINKLETTER	TELEVISION MC/PERSONALITY
MR. STANLEY LIVINGSTON	ACTOR
MR. RICHARD LONG	ACTOR

MR. ART LUND	SINGER
MR. PETER LUPUS	ACTOR
MR. FRED MacMURRAY	ACTOR
MR. JOCK MAMONEY	ACTOR
MR. TONY MARTIN	SINGER/ENTERTAINER
MISS VIRGINIA MAYO (Mrs. Michael O'Shea)	ACTRESS
MR. ANDREW McLAGLEN	DIRECTOR
MISS ANN MILLER	DANCER/ACTRESS
MISS MARY ANN MOBLEY (Mrs. Gary Collins)	ACTRESS/FORMER MISS AMERICA
MISS CONNIE MOORE	SINGER
MISS TERRY MOORE	ACTRESS
MR. KEN MURRAY	PERSONALITY
MR. ED NELSON	ACTOR
MR. WAYNE NEWTON	SINGER/ENTERTAINER
MR. LLOYD NOLAN	ACTOR
MR. HUGH O'BRIAN	ACTOR
MR. MICHAEL O'SHEA	ACTOR
MR. JOHN PAYNE	ACTOR
MR. VOLTAIRE PERKINS	ACTOR
MR. WALTER PIDGEON	ACTOR
MISS JANE POWELL	SINGER/ACTRESS
MISS PAMELA POWELL (Daughter of June Allyson & Richard Powell)	ACTRESS
MR. LeROY PRINZ	PRODUCER/CONVENTIONS, RALLIES
MISS MARTHA RAYE	ENTERTAINER (will lend name only)
MR. GENE RAYMOND	ACTOR

MR. DALE ROBERTSON	ACTOR
MR. GILBERT ROLAND	ACTOR
MR. CESAR ROMERO	ACTOR
MR. KURT RUSSELL	ACTOR
MISS IRENE RYAN	ACTRESS
MR. RED SKELTON	ACTOR/ENTERTAINER
MR. JOHN SMITH	ACTOR
MISS JULIE SOMMARS	ACTRESS
MISS KAYE STEVENS	SINGER/ENTERTAINER
MR. JAMES STEWART	ACTOR
MR. NORMAN TAUROG	MOTION PICTURE DIRECTOR
MR. MARSHALL THOMPSON	ACTOR
MISS MARTHA TILTON	SINGER
MR. FORREST TUCKER	ACTOR/SINGER
MR. RUDY VALLEE	ACTOR
MISS MAMIE VAN DOREN	ACTRESS
MR. HAL WALLIS	PRODUCER
MR. JOHN WAYNE	ACTOR
MR. MICHAEL WAYNE	PRODUCER
MR. PATRICK WAYNE	ACTOR
MISS CAROLE WELLS (Mrs. E.L.Doheny, IV)	ACTRESS
MISS MARGARET WHITING	SINGER
MR. MEREDITH WILLSON	COMPOSER
MISS MARIE WINDSOR	ACTRESS
MISS BONITA GRANVILLE WRATHER	PRODUCER

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CONFIRMED CELEBRITIESFOR THE PRESIDENT - 1972NEW YORK

MR. JOEY ADAMS	COMEDIAN
MISS LICIA ALBANESE	OPERA SINGER
MR. ERIK BLYTHE	ACTOR
MISS TERESA BREWER	SINGER
MISS ANITA COLBY	WORLD FAMOUS FASHION MODEL
MISS JEAN DALRYMPLE	PRODUCER/DIRECTOR
MISS ANN FOGARTY	DESIGNER/DRESS MFG.
MR. LIONEL HAMPTON	ORCHESTRA LEADER/MUSICIAN
MISS HELEN HAYES	ACTRESS/FIRST LADY OF THE THEATRE
HILDEGARDE	SINGER
MR. ALLAN JONES	SINGER
MR. SAMMY KAYE	ORCHESTRA LEADER
MISS GINETTA LA BIANCA	SINGER
MR. GUY LOMBARDO	ORCHESTRA LEADER
MR. GORDON MacRAE	SINGER/ACTOR
MISS SHEILA MacRAE (Mrs. Ronald Wayne)	SINGER/ACTRESS
MISS CLAIRE MANLEY	MUSICIAN/ENTERTAINER
MISS ILONA MASSEY	ACTRESS
MISS JULIA MEADE	PERSONALITY
MISS ETHEL MERMAN	SINGER/ACTRESS (will appear, do not use name)
MR. GREG RAFFA	ORCHESTRA LEADER/MUSICIAN
MISS DOROTHY SARNOFF	SINGER/AUTHORESS

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