

Richard Nixon Presidential Library
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 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 | 24 | 9/20/1972 | <input type="checkbox"/> | Campaign | Memo | From Chapin to Haldeman RE: two of RN's problems. Two duplicates attached. 3 pgs. |
| 46 | 24 | | <input checked="" type="checkbox"/> | Campaign | Other Document | Document charting celebrity participation at the Republican National Convention. 8 pgs. |
| 46 | 24 | 9/12/1972 | <input type="checkbox"/> | Campaign | Memo | From Caldiero to Magruder RE: celebrities within the CREP's Celebrity/American Music Division. 3 pgs. |
| 46 | 24 | 11/5/1971 | <input type="checkbox"/> | Campaign | Memo | From Chapin to Haldeman RE: a report on projected campaign needs of the Appointments, Advance and Television Offices. 1 pg. |
| 46 | 24 | | <input checked="" type="checkbox"/> | Campaign | Report | Report titled "Development of the Appointments, Advance and Television Offices for 1972." Handwritten notes written by multiple unidentified individuals. 36 pgs. |
| 46 | 24 | 1/21/1972 | <input type="checkbox"/> | Campaign | Memo | From Joanou to Dailey RE: thoughts for using films in the campaign. Handwritten note added by unknown. 1 pg. |

September 20, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

You said that Connally mentioned to the President that he had two problems. The first was the fact that the President had his wife out on the road while he was sitting at home. (That is not the accurate quote.)

I am curious and would some day like to know what the second problem is.

[S-1-W unit]

2/3
September 20, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

You said that Connally mentioned to the President that he had two problems. The first was the fact that the President had his wife out on the road while he was sitting at home. (That is not the accurate quote.)

I am curious and would some day like to know what the second problem is.

[I am not sure]

CELEBRITY CONVENTION PARTICIPATION

LYNN ANDERSON: Convention Program -- Monday, August 21, 1972 1:00 PM

Participation: National Anthem

PAT BOONE: Convention Program -- Tuesday, August 22, 1972 1:00 PM

Participation: Introduction of Color Unit with Shirley Boone
Introduced 18 year old daughter Cherry who
led the Pledge of Allegiance
Joined by daughters Debby and Lindy, and the
entire family sang the National Anthem

Additional Activities: Co-narrated Republican National Committee
Women of Achievement Brunch with
Mrs. Sammy Davis, Jr.

LITA BARON: Participation: State Caucus teams, including Spanish Caucus
"Celebrities For The President" press conference
Nixon-Navy pass by
Presidential Airport Arrival Program
Republican National Committee Heritage Groups
Gala

Attended: Convention sessions as a guest in the Celebrity
Box
1972 Republican Convention Gala
Committee for the Re-election of the President
Reception for women volunteers
Elmer Bobst Reception
Senior Delegate Reception

GARY COLLINS: Attended: First Family and Vice Presidential Airport
Arrival Ceremonies
W. Clement Stone Reception for Illinois Dele-
gation and addressed the Delegation
Committee for the Re-election of the President
Reception for women volunteers

DENNIS COLE: Participation: "Celebrities for the President" press conference
Nixon-Navy pass by
State Caucus teams

Attended: First Family and Vice Presidential Airport
Arrival Ceremony

DENNIS COLE, cont:

W. Clement Stone Reception for Illinois
Delegation and addressed the Delegation
Elmer Bobst Reception
Committee for the Re-election of the
President Reception for women volunteers
Youth Appreciation Dinner
Nomination Rally
Victory Party
Convention session as a guest in the
Celebrity Box

SAMMY DAVIS, JR:

Participation: NBC "Today Show" August 22, 1972
Emcee and performer at Nomination Rally,
Miami Marine Stadium
Filled in for Pat Boone as co-narrator
at Republican National Committee Women
of Achievement Brunch due to show run-
ning late and Pat Boone scheduled for
participation in Convention Session

Attended: Convention session as a guest in the
Presidential Box

MRS. SAMMY DAVIS, JR:

Participation: Co-narrated Republican National Committee
Women of Achievement Brunch with Pat
Boone and Sammy Davis, Jr.

Attended: Nomination Rally at Miami Marine Stadium
Convention session as guest in Presiden-
tial Box

ETHEL ENNIS:

Convention Program -- Wednesday, August 23, 1972 7:30 PM

Participation: National Anthem

Attended: Convention session as a guest in the
Vice Presidential Box

CHAD EVERETT:

Convention Program -- Monday, August 21, 1972 1:00 PM

Participation: Introduction of Color Unit
Introduction of Pledge of Allegiance
Introduction of Invocation

Additional Activities: Participated in First Family and
Vice Presidential Airport
Arrival Program
Participated in "Celebrities for
the President" press conference
Attended W. Clement Stone Reception
for Illinois Delegation and
addressed the Delegation

CHAD EVERETT, cont:

Attended Youth Appreciation Dinner
Convention Session as a guest in the
Celebrity Box

GLENN FORD:

Convention Program -- Monday, August 21, 1972 8:30 PM

Participation: Introduction of Color Unit
Introduction of Pledge of Allegiance
Introduction of Invocation

Additional Activities: Participated in "Celebrities for
the President press conference
Attended W. Clement Stone Reception
for Illinois Delegation
and addressed the Delegation
Convention session as a guest in
the Presidential Box

KATHY GARVER:

Participation: "Celebrities for the President" press
conference
Nixon-Navy pass by
State Caucus teams

Attended: First Family and Vice Presidential Airport
Arrival Ceremonies
W. Clement Stone Reception for Illinois
Delegation and addressed the Delegation
Elmer Bobst Reception
Committee for the Re-election of the
President Reception for women volunteers
Youth Appreciation Dinner
Nomination Rally
Victory Party
Convention session as a guest in the
Presidential Box
Convention session as a guest in the Cele-
brity Box

BOBBY GOLDSBORO:

Participation: Performer at the Nomination Rally, Miami
Marine Stadium
Performer at the Victory Party

JOHNNY GRANT:

Participation: Emceed the First Family and Vice Presiden-
tial Airport Arrival Ceremonies

Emceed the Presidential Airport Arrival
Program
"Ethnic Salute to the President"
State Caucus teams

JOHNNY GRANT, cont: Attended: W. Clement Stone Reception for Illinois Delegation and addressed the Delegation Convention session as a guest in the Celebrity Box
Convention session as a guest in the Vice Presidential Box

LIONEL HAMPTON: Participation: Floor demonstration, fourth session of the Convention
Republican National Committee Heritage Groups Gala

CHARLTON HESTON: Convention Program -- Wednesday, August 23, 1972 7:30 PM
Participation: Special segment on POW's
Lead all in the Pledge of Allegiance
(very moving segment of the Convention)
Introduced Ethel Ennis who sang the National Anthem
Additional Activities: Nixon-Navy pass by
Attended Convention session as a guest in the Presidential Box

ART LINKLETTER: Participation: Emceed 1972 Republican Convention Gala
Emceed "See How She Runs" Breakfast honoring women candidates, sponsored by the National Federation of Republican Women

RUTA LEE: Participation: Presidential Airport Arrival
First Family and Vice Presidential Airport Arrival
State Caucus Teams
Attended: Committee for the Re-election of the President
Reception for women volunteers
Senior Delegates Reception
1972 Republican Convention Gala
Republican National Committee Heritage Groups Gala
Elmer Bobst Reception
Nixon-Navy pass by
W. Clement Stone Reception for Illinois Delegation and addressed Delegation Convention session as guest in Celebrity Box

Celebrity Convention Participation 5

STANLEY LIVINGSTON: Participation: Presidential Airport Arrival
First Family and Vice Presidential Airport Arrival
Activities at the Young Voters for the President
"Holding Area"
W. Clement Stone Reception for Illinois Delegation
and addressed Delegation
Committee for the Re-Election of the President
Reception for Women Volunteers
Youth Appreciation Dinner
Nomination Rally
Convention Session as a guest in the Celebrity Box

ETHEL MERMAN: Convention Program -- Tuesday, August 22, 1972 8:30 PM

Participation: National Anthem

Additional Activities: Presidential Airport Arrival Program
"Celebrities for the President" press
Conference

Attended: Committee for the Re-Election of the President
Reception for women volunteers
Senior Delegate Reception
W. Clement Stone Reception for Illinois Delegation
and addressed the Delegation
Convention session as a guest in the Presidential
Box
Convention Session as a guest in the Celebrity Box

MARY ANN MOBLEY: Participation: Presidential Airport Arrival Program
State Caucus Teams
"Celebrities for the President" Press Conference
First Family and Vice Presidential Airport Arrival
Nixon-Navy pass by

Attended: 1972 Republican Convention Gala
Elmer Bobst Reception
Convention session as a guest in Presidential Box
Convention session as a guest in Celebrity Box
W. Clement Stone Reception for Illinois Delegation
and addressed Delegation
Committee for the Re-Election of the President
Reception for Women Volunteers

ED NELSON: Participation: Emceed Presidential Airport Arrival Program
Nixon Navy pass by

Attended: Elmer Bobst Reception
Convention session as a guest in Celebrity Box
Convention session as guest in Vice Presidential Box

ADDITIONAL DATA

- Sammy Davis, Jr. still working actively on Flip Wilson and Steve McQueen

- Alfred Hitchcock sent letter to Taft Schreiber along with \$500 check in support of the President, even though he cannot be visible.

- Sonny and Cher are aboard and may be willing to appear at the Los Angeles dinner on September 27, 1972.

- The Carpenters have given their support to the President. I'll be working with Bill Caurruthers and Mark Goode on a proper plan for utilizing the Carpenters.

- NEWSWEEK Magazine on Monday, September 18, 1972 will be doing a cover story on the celebrity operations in both camps.

FUTURES

- (A) Three special youth events patterned after the Miami Marine Stadium Nomination Rally with Sammy Davis, Jr. will be programmed in Los Angeles, Chicago, and New York during the month of October. I will be meeting with Mike Viner next week to finalize the entertainment for the shows. We chose Mike to produce these shows for us due to his successful efforts in Miami.

- (B) A rock and roll revival show tour of six cities to spotlight the involvement of youth in our campaign. The tour is designed to run the first week in October in the following cities:

October 1 - Milwaukee
October 2 - Chicago area
October 3 - Cleveland
October 4 - Buffalo
October 5 - Pittsburgh
October 6 - Washington, D.C. area

Performers who have agreed to donate their talent are:

The Five Satins
The Coasters
Danny and the Juniors
Bobby Lewis
Johnny Thunder
Gary and the U.S. Bonds

PERSONE, cont.

- (C) In order to motivate our New York celebrities I feel we should have a cocktail party-reception showing our sincere interest in their campaign involvement. Most of our New York types were unable to make the trip to the Western White House due to the distance. I suggest a party hosted by Mr. MacGregor within the next few weeks.
- (D) Celebrities will be actively working in major cities throughout the U.S. for national "Kick-Off" canvas on Saturday, September 16, 1972. Their participation will involve attracting a large number of volunteers to come to our Storefront Headquarters and join in the Canvas, and to personally participate in the canvas.
- (E) Lionel Hampton "Strike Up The Band For Nixon" Southern Tour.
(See attachment)

In speaking with Mr. Hampton in detail about this proposal, I can assure you we will be able to cut 40% from his proposed figure. Total cost should be around \$6,000.00 per week.

Committee for the Re-election of the President

MEMORANDUM

September 12, 1972

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MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: MR. JEB MAGRUDER

FROM: MR. RAYMOND CALDIERO

SUBJECT: Celebrity/American Music Update

As requested, the following represents the current status of the Celebrity/American Music Division, with a complete update on our activities.

CURRENT STATUS

At the present time we have 198 committed celebrities from our Hollywood office, 32 from our New York office, and 57 celebrities from our American Music Celebrity division in Nashville, Tennessee. This number represents a substantial increase from our July update which is the result of a continuing recruitment campaign within all of our celebrity offices.

ORGANIZATION

LOS ANGELES

Additional volunteers have been recruited to work with Patti Schragger and Sue Taurog to aid in the scheduling of our celebrities and to prepare for the "crunch" prior to the election. These volunteers all have entertainment backgrounds and are well versed in the celebrity operation. One of the gals is the secretary to Johnny Mathis! Mr. Johnny Grant is still working very close with our LA office in the recruitment, advancing and rally emcee area.

NASHVILLE

Harry Warner, our American Music Director, has a good rapport with the Country and Western types and is recruiting new artists and scheduling them into events as requests are made. We had a very successful reception in Nashville for our committed celebrities with Mr. Rumsfeld and Senator Brock that was a major influence in motivating our Country and Western Group.

ORGANIZATION, cont.

NEW YORK

With the appointment of Mr. Dave Brown, former Vice President of Warner Brothers, as Executive Director of our New York operation we have instilled a bit of "new life" into our "old fashioned" New York celebrity list. Dave has recruited a few younger types from stage and theater with more to come.

IDEAS AND PROGRAMS BEING IMPLEMENTED

- (A) CELEBRITY BRIEFING BOOKS - Detailed information on the President's accomplishments, stands on issues, etc. has been sent to all of our offices for personal distribution to our celebrities. Also, the 1972 CAMPAIGN FACTBOOK has been sent to all of more active celebrities and is also available in all of our celebrity offices. We had ordered special attache cases for our Celebrity briefing data from the November Group with "Celebrities for the President" logo six weeks ago. Due to an unfortunate foul-up we still have not received these cases but do expect them within one week.
- (B) CELEBRITY SCHEDULES - All of our committed celebrities have been contacted for their schedules and a time commitment through November 7th.
- (C) CELEBRITY MEDIA PLAN - With the celebrity schedules on hand we have been implementing a media plan for all of our celebrities utilizing television, radio, talk shows, newspaper interviews, etc. The media plan is working now with those celebrities scheduled for specific events.
- (D) CELEBRITY TELEVISION SPECIAL - T.V. Special White House approved and scheduled for August 20, 1972. As you are well aware it was postponed with no specific date. I am still very much in favor of doing a T.V. special and would recommend for the later part of October. I honestly feel this will have a major influence on the last minute ^{undecided} ~~unsecured~~ vote. The main theme should be to show massive support for the President from all areas of the entertainment industry, utilizing film and live entertainment.
- (E) RADIO AND T.V. SPOTS - Received approval from the November Group to film a T.V. and radio spot that would be aimed at the volunteer effort. Chad Everett from Medical Center had agreed to film this commercial but it has since been cancelled. I have proposed to Bill Taylor the possibility of utilizing Chad Everett, Sammy Davis, Jr. , and Charlton Heston in three separate T.V. and radio commercials. They would all have different scripts, but they would all be speaking in their own way on the President's record and "why" they are voting

(E) Cont.

for the President. We now have completed scripts and are waiting for approval to go ahead with production of these commercials.

(F) SPECIAL CAMPAIGN SHOW - Utilizing the "Tonight Show", "Dick Cavett", "Merv Griffin", and "Mike Douglas" in a celebrity debate with our celebrities versus McGovern celebrities.

Johnny Carson - Turned down
Dick Cavett - Thinking about it, will advise
Merv Griffin - OK
Mike Douglas - OK. Also have scheduled Zsa Zsa Gabor as a co-host with Mike Douglas the week of September 24, 1972. I may be able to schedule a heavy surrogate one day with Zsa Zsa.

(G) RECRUITMENT CAMPAIGN FOR HUMPHREY AND MUSKIE CELEBRITIES - This went into effect immediately after the Democratic National Convention. We have received the endorsement of Danny Thomas, Milton Berle, Jimmy Durante, Robert Wagner, Eva Gabor, Debbie Reynolds, Morey Amsterdam, and we expect more in the near future.

(H) COUNTRY AND WESTERN SHOW - Idea Stage

(I) MAJOR CELEBRITY FUNDRAISERS - We are planning three major celebrity fundraisers:

September 17, 1972 - Nixon Boat Parade
Newport Beach, California

October 5, 1972 - Sacramento, California

October 9, 1972 - Anaheim Convention Center

Also, we are in the process of scheduling our celebrities in the various cities for the September 26th Victory '72 Dinners.

(J) CELEBRITY GOLF TOURNAMENT - Idea Stage

(K) REPUBLICAN NATIONAL CONVENTION - (See supplement on specific details of celebrity participation.)

(L) CELEBRITIES AT LOS ANGELES AIRPORT - Plans are underway to use our celebrities at LAX to pass out bumper stickers, buttons, and issue date on the President to arriving and departing passengers.

(M) SAN CLEMENTE PARTY - Huge success...thanks. Great press coverage in all major magazines. Expect many additional celebrities to be recruited from this effort as well as the fantastic motivational aspects we achieved with our present committed celebrities.

THE WHITE HOUSE
WASHINGTON

November 5, 1971

Chapin
Personal

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN *[Signature]*

SUBJECT: 1971-1972 Plan - Appointments, Advance and
Television Offices

The following is a result of your request at a 10:00 meeting, to prepare a report on my office's anticipated needs and responsibilities for the 1972 period. It is my understanding that these projections are to act as a basis for a discussion with you concerning the requirements we foresee.

One of the basic questions relating to my office and people is the role you see me performing for you. Outside the context of a general plan for my office which follows, I have at the very back of the plan included some of my personal thoughts as to where I might best serve you.

DEVELOPMENT OF THE
APPOINTMENTS, ADVANCE AND TELEVISION
OFFICES FOR 1972

Assumptions

1. ✓ The active campaign activity will not commence until after the Convention (and in my mind, hopefully, not until late September.)
2. ✓ The 1972 campaign will involve considerably less travel than 1968 and will utilize regional and national television to its fullest.
3. ✓ Although there are feelings that 1970 style campaigning be kept to a minimum, there will be last minute requirements that may have the President traveling more than is currently envisioned. Consequently, structuring of the advance and scheduling offices will be in preparation for maximum travel.
4. ✓ ~~Ultimately~~ the White House will schedule and provide advance support for the First Family as well as the President. *starting right now - Julie & Tricia - Carter, et al.?*
5. ✓ Throughout the pre-Convention and reelection period a Presidential Appointments Office will be necessary to maintain.

PN?
Bill
Cully

General Conclusion

This paper is not intended to discuss campaign strategy for that will be determined by the President, you and the Committee. However, it is recognized that political scheduling decisions will ultimately be made by the President, the Attorney General, Mr. Haldeman and me. Essentially, the same scheduling procedure will be followed for the campaign as is followed now for the President's non-political activities, (with the addition of Mitchell acting for the Committee on political scheduling.)?

In 1968 the President was merely concerned with being the candidate. In 1972 he must be the President and the candidate. Therefore, scheduling planning will be two-fold: (1) strategic campaign activities and (2) Presidential activities. These are not necessarily two separate entities and, with proper planning, the President can be just as effective, or more so, on the evening news participating in a meeting in the Cabinet Room as his Democratic opponent addressing an airport crowd at some country airport.

Jew -
Very lightly
- based on Tel. Wave
Poles - 2 wks
- general
+ them called
HRH.
- Don't commit
than 10 days ahead
- worried
Flanigan - with
- always
Shel
Mitchell

Talk to Cole re how he/Whitaker worked
w/ Mitchell in '68. I think Mitchell
stayed out of it pretty much then - and
will now.

The President and you have a working relationship that enables business to be conducted efficiently in minimum time. Similarly, it is felt, we have a working relationship that produces somewhat the same results. Consequently, it is recommended that the structure that is ultimately put together key off the working relationships and the experience we have, and our familiarity with the President, his needs and desires.

Right now, instructions come through you to me. The advance office receives instructions from me and implements the plans accordingly. The final plans are channeled back through me to you. Others reporting to me are David Parker, who does the staffing and preliminary work on schedule proposals, and Stephen Bull, who assists and works with the execution of Presidential events.

H - direct to Walker? or to Bull?

waste of time & paper in many cases

We need to streamline this.

I know how much Bull or Parker of note -

TIMING

The next 12 months have been broken down into four periods which will be referred to throughout this paper. The periods are as follows:

PERIOD I - Present through January 1st - Non-Political Presidential Activity.

Nov - Dec

PERIOD II - January 1st through May 31st - Presidential Activity with heavy emphasis on international travel.

Jan - Feb - Mar - Apr - May

PERIOD III - June 1st through August 21st - Pre-Convention Period.

June - July - Aug

PERIOD IV - September through November 8th Re-election Period.

Sept Oct Nov

The purpose of listing these periods will be to show how we will develop, using these periods as bench marks, into the ultimate campaign structure and framework. The final structure for my office, naturally centers around me as Tour Director and Scheduler. This two-fold duty arises for a number of reasons, including familiarity with the President, my relationship with you, past experience in the campaigns, and experience as Tour Director for Presidential trips, a knowledge of what both you and the President are looking for in events and execution and lastly, a realization that I can best serve you in this role and that it is acceptable to other senior people with whom you must work.

What does H mean here?

Reporting t are the following:

1. Ron Walker - All advance operations.
2. David Parker - Scheduling planning for Presidential, non-political events (and eventually political events).
3. Stephen Bull - Execution of Presidential events and assistant to Dwight Chapin.
4. Mark Goode - Television production.

Schantz's role?
He is the lead desk man. Politically to learn - but he does learn quick.

he will set up a desk → *Family?*
Cabinet H
has given to Magawick/Colton
Whitaker
did schedule

Following is a discussion of the principal responsibilities and activities of the above-mentioned individuals.

1. RON WALKER

It is envisioned that Ron be responsible for all advance operations. He would fill a function aimed more to that performed by John Whitaker during the 1968 campaign. Ron would oversee all advance activities, including the advancing of the First Family (if that comes our way), as well as the President. He would be based in the advance office and do very little travel? By telephone and by review of the schedules, plans and programs submitted by the advancement to the Tour Desk, and by telephone with the advancement when the situation warrants, Ron can monitor and assist the advancement in the conduct of their activities.

Combining of Cole & VW.
Cole

Ron would be the individual who would take the raw scheduling direction and guidance from me and formulate the specific plan that would ultimately be sent back to you. Upon receipt of approval, Ron would instruct the Tour Desk who would subsequently assign an advancement, give specific instructions for the event, and implement. Ron would continue to monitor the event, as well as other events, from his position here in Washington.

Schantz
Possible if we strengthen the Dept organization. Dept 98 his people cause us horrible problems.

Ron's function would be to work with me on development of specific plans, thus freeing me to work on conceptual planning (rather than specific event planning), as well as to act as Tour Director. (Note: Chapin plans to use Parker in the conceptual planning effort for the President and First Family.)

I would have Schantz in this role and Walker on the road as chief advance man.

Perhaps at times - better either on tour Director or in office.

*He can do this from the room
of Schenck should be
able to do it too. OK.*

4.

An additional function would be for Ron to field questions that the Desk man cannot answer, or speak to people in the field who would not be willing to speak to the advancement or the Desk man. Ron is familiar with many political types throughout the United States, and is viewed as being an individual who has the expertise in implementing a Presidential event, and has access to the President through the appropriate channels. The White House political operation (Dent, Chotiner-types) would work closely with Ron.

Ron Walker would oversee the Tour Desks of the President and First Family, and all plans would go through Ron before being submitted for approval. For coordination purposes, the television advancement and the Press advancement might be scheduled (and receive schedule information) through Ron Walker's advancement operation, but TV and Press would remain functionally independent.

NOTE: Specific plan for Advance Office under Appropriate TAB.

2. DAVID PARKER

David Parker will work with Chapin on political scheduling and in addition would be responsible for the preparation of all non-political Presidential activities. The non-political activities will be of importance, particularly if the President does a minimum amount of travel. When the campaign gets going, the evening news will undoubtedly have a daily feature of "Campaign '72" which will show the activities of each candidate. When not campaigning, Parker will see we have events which make the news shows.

Dave shall be relieving me of the day-to-day Presidential activity planning. This is taking place now. It will free me to turn my attention to conceptual schedule planning and handling the foreign travel. Dave may find himself involved to a certain extent with Ron Walker and with certain political activities, particularly since, eventually, I plan to utilize his ability in the political scheduling area, but he should concentrate on the non-political events. He would function in a relationship to you in the same manner as he did when I was absent on the China trip.

3. STEPHEN BULL

Not too important to try to separate them. aye

Steve's primary duties will be in the execution of Presidential events, and acting as an aide to the President. He will continue to move the President through political situations, handle the President's schedule, and work in coordination with the Tour Desk.

Where are the 2-3 other Steve Bulls that I have asked you to develop?

In addition to the aforementioned duties, he will continue acting as an assistant to me on the Tour, and perform some of the "odd job" duties. Steve's strength is that he has had some experience in nearly all of the aspects of political and non-political events, including staff and Presidential scheduling, staffing of non-political events, and advancing. This background provides a flexibility that we will need as we move in and out of political activities.

4. MARK GOODE

See specific TAB.

DEVELOPMENT OF THE OFFICES

PERIOD 1 (Current through January 1972)

My organization will ~~continue~~ ^{NO} as it is currently structured. I will be paying some attention to preparations for the China trip, plus any other anticipated foreign travel. Parker will continue to work on Presidential schedule activities, Bull on the execution of these activities, and Walker will continue to develop the advance office and operation through recruiting and training of advancement.

No get the shift made now OK

Right.

PERIOD 11 (January through May 31st)

My time will be increasingly consumed with China, and, perhaps, later with the Soviet Union. ~~When I am away from the White House,~~ ^{Always} David Parker will assume the duties as he did during my last absence, and work directly with you. Bull would continue functioning as before, working with Parker as he would with Chapin. Ron Walker, when he is present, will continue the training, recruiting and refinement of the advance operations.

*how does this work?
Seem to work - we are increasing Steve's responsibilities & he is OK*

PERIOD 111 (June through August - Pre-Convention)

I will begin working on the political schedule and on related schedule assignments, some of which could hopefully include the Convention, again detaching myself increasingly from the non-political Presidential events. Walker and his principal permanent advancement men will devote

6. *Not so sure - unless it helps to use up time*
That - Plus plenty can do it better than anyone else. Just for training!
What -

most of their time on the Convention, using the Convention as a training ground for some of the newer advancements who were formally schooled during Period 11. Bull continues as before, working the execution of Presidential activities in the White House, on the road, and assisting in an increasingly "floating" capacity.

PERIOD IV (Campaign)

The structure assumes its campaign posture with me almost totally out of non-political events, except to give Dave basic guidance, and Ron Walker and David Parker positioned at the White House carrying out the functions outlined earlier.

got to this by Jan 1.

TELEVISION ADVANCE

✓ Mark Goode and Bill Carruthers (separate plan attached) develop a television operation which will include recruitment and training of additional producers and technical supervisory personnel who will operate as part of the advance team in the field.

* * * *

✓ As far as the immediate staffs of Chapin, Bull and Parker, no expansion during 1972 is deemed necessary at this time.

✓ We will want to beef up the Advance Office and the television operation. For discussion purposes the plans for these two areas are attached.

✓

J J

a

I. CURRENT STATUS OF THE ADVANCE OFFICE

The Advance Office presently consists of:

- Director - Ron Walker
- Tour Desk - Mike Schrauth
- 4 Senior Advancemen - Dewey Clower
- Mike Duval
- Jon Foust
- Bill Henkel
- 2 Secretaries - Karen Rietz
- Julie Rowe

} Can't we do better than these?
Time's running out. ✓

Augmenting the Advance Office on a volunteer basis are:

- 3 additional Senior Advancemen
- 15 Lead Advancemen
- 16 Trainees (with one or more trips during 1971)
- 46 Trainees (have yet to do an advance)

NOTE: See attached list.

Between now and the end of the year emphasis will be placed on getting as many trainees out as possible. In addition we are planning to conduct two week-end advance seminars, inviting trainees who have been on at least one trip and have displayed the potential to be lead material.

ADVANCE OFFICE - 1972 PLAN

- TAB A Report on Current Status of the Advance Office.
- TAB B Recommended General Outline of Growth and Responsibilities
of the Advance Office in 1972.
- TAB C Breakdown of Projected Growth by periods.

0 A

PRESIDENTIAL ADVANCE STAFF

Ronald H. Walker, Director
Michael R. Schrauth

Senior Advancemen (6):

Dewey Clower
Mike Duval
Jon Foust

Bill Henkel
Jim Kolstad
Phil Martyr

Lead Advancemen (15):

Sandy Abbey
Bob Barron
Jim Blair
John Gartland
Jack Goldsborough
John Guthrie
Allen Hall
Allan Haworth

Bill Lieber
Angus McBain
Tom Meurer
Bill O'Hara
Jack Pettit
Allan Walker
Stu White

Trainees who have been on at least one trip during 1971 (16):

| | |
|-------------------|--|
| Doug Blaser | (Loma Linda) |
| * Patrick Butler | (Mobile, Canton) |
| * Hugh Caldwell | (Tulsa, Montana) |
| * Red Cavaney | (Camp Pendleton, Loma Linda) |
| * Mike Davey | (New Hampshire, New York City-K of C) |
| Mike Duffey | (Wright-Patterson) |
| Calvin Frye | (West Virginia) |
| John Gildea | (Springfield) |
| Keith Kretchmer | (Washington) |
| Tom Malatesta | (Camp Pendleton) |
| Bill Meeker | (Detroit) |
| * Bill Moeller | (Atlantic City, Springfield, North Carolina) |
| * Gregg Morrell | (Portland, Ore.) |
| * Jim O'Brien | (D. C. - Woodrow Wilson Center) |
| Eric Stoer | (Maine) |
| * Wayne Whitehill | (Loma Linda) |

* Definite lead material

Trainees who have never been out (45):

| <u>NAME</u> | <u>HOME STATE</u> |
|---------------------|----------------------|
| Harold Beery | California |
| Albert Bissmeyer | New York/New Jersey |
| David Bottoms | New York |
| Donald Brock | D. C. - Virginia |
| John Burke | D. C. |
| James Carzher | Pennsylvania |
| Lucius Carroll | Tennessee |
| John Cater | Texas |
| Paul Christian | Ohio |
| Eric Courtney | New Jersey |
| Edward Cowling | D. C. |
| Dan Davis | New York |
| David Forward | D. C. |
| Robert Goodwin | Iowa |
| Michael Harvey | Nebraska |
| Raymond Hebert | New York/Connecticut |
| John Hilton | New York |
| Rob Johnson | Illinois |
| Neal Kaminsky | California |
| William Keahon, Jr. | Connecticut |
| Thomas King | Indiana |
| Joseph Lake | Utah |
| Peter Larson | D. C. |
| Bert Levine | D. C. |
| William Lynch | Illinois |
| Robert Lyons | D. C. |
| Ken McGuire | New York |
| Emmett Moore | Texas |
| William Morehead | Ohio |
| Donald Morency | D. C. |
| Peter Ochs | California |
| William Olson | D. C. |
| Ned Polk | Texas |
| Howard Pyle | D. C. |
| Peter Regan | New York |
| Richard Roks | California |
| Clyde Slease | Pennsylvania |
| Dick Smith | Texas |
| William Soards | Indiana |

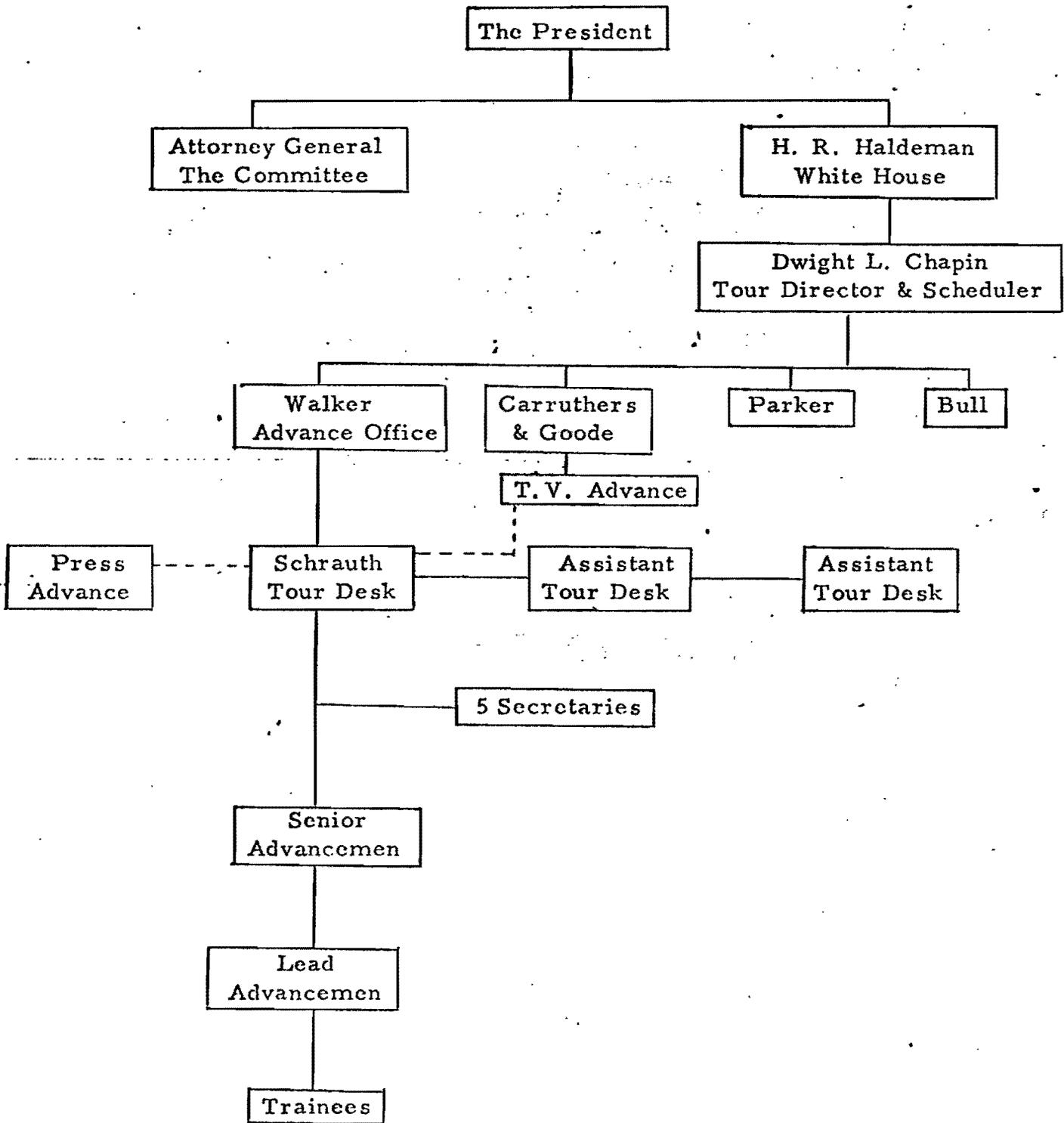
| | |
|---------------|------------------|
| Phil Straw | D. C. |
| Tony Thompson | D. C. |
| Raymond Walsh | New York |
| Chuck Werner | New York |
| Bernie Windon | Illinois |
| Frank Wolf | D. C. - Virginia |



B

II. GENERAL OUTLINE OF GROWTH AND RESPONSIBILITIES
OF THE ADVANCE OFFICE IN 1972.

A. Organization



It is felt that the structure of the Advance Office will pretty much remain the same as it is now, with of course, the addition of personnel during the various periods of 1972. Mike Schrauth will work the tour desk, coordinating all elements encompassed in a Presidential Advance. He will also be responsible for assigning Advancemen. It will be necessary to add additional desk men or women to coordinate the numerous activities surrounding the Convention and Campaign. The desk men will either have to be hired by the government and detailed to the Advance Office or hired by The Committee and detailed to the Advance Office.

Tour desk assistants will be needed so that when we have a number of advances going on at one time we will be able to handle efficiently and expeditiously the work generated from the Advancemen in the field. There is nothing worse than having to waste valuable time waiting to pass on invaluable information to one man here in Washington. Adding desk men would alleviate this problem. Tour desk assistants will be responsible for coordinating the assignment of Advancemen, schedule output, recruiting and training, the political briefs, the various state and city files that have been built with vital information for the future (including maps, airport diagrams, local contact sheets, census material) rally supplies, logistics, expenses, follow-up trips, media reports and thank you letters and cards.

It will also be necessary to add additional secretaries. Three will probably be sufficient. One secretary would come on before the end of the year, The other two would come on before June '72. The cost per secretary would range from \$600. to \$800. a month.

It is vitally necessary that there be an individual in the Advance Office that has Advance experience, is politically savvy, is known around the country, able to make decisions, in short, a stop gap for the political input regarding the President's schedule when he travels. Mike Schrauth will be intimately involved in the nitty gritty, putting together the questions and coordinating all the activities of the Advance Office. Mike will not have the time to handle all the high powered political input and pressure. Mr. Chapin will be traveling with the President, and I don't feel that he will be as available as necessary. I know that when the Jim Rhodes, the John Lodges and the Jack Millers start calling they're

going to want to talk to someone that they know has access to the top. What we are missing presently is an individual similar to John Whitaker who can talk to those individuals, has the savvy and clout to handle any and all situations. Right now this position is being handled by a number of people (Chapin, Walker, Parker and Schrauth) and this often leads to confusion. I do not see the need for a scheduler as Whitaker was, but a stop gap for political pressure while the President is on the road.

Ron Walker is presently director of the Advance Office. There's a basic question as to where Walker fits into this picture. There are two ways he can be best used:

Schrauth
1. Walker be used in the role Whitaker filled in '68. *Cole* *yes* *NO*

2. It is envisioned that both Dwight and Ron would travel with the President. This would give Dwight more flexibility to coordinate the master schedule for the President's travels, by having Walker act as Tour Director. In such a set-up, Walker would be responsible for the Advancemen, and the details on each stop and free up Dwight from the nitty gritty details of a trip in order to have more time to work with Mr. Haldeman. *Yes*
OKay

B. Responsibilities

1. Schedule

The Advance Office is responsible for preparing and disseminating the detailed staff schedules of all Presidential trips. The staff schedule is developed from proposed and rough schedules prepared by the senior advancement man responsible for the trip. The Advance Office also prepares trip cards for Presidential guests and White House Staff members who accompany the President on trips. In addition, the Advance Office is responsible for manifesting Presidential guests and White House Staff members on Presidential aircraft.

2. Coordination with Support Elements

The Advance Office will coordinate all Presidential travel with the various offices in the White House, e. g. Congressional relations, the Vice President's office for Governors' contacts, the Military office, the Secret Service, Speechwriters, Press and Television. In addition, we will coordinate with The Committee for the Re-election of the President and the Republican National Committee, as well as their State Chairmen, National Committeemen and Committeewomen, State Finance Chairmen, County Chairmen, etc. The relationships that we have established with these various offices is excellent and should continue to grow as we close in on Campaign '72.

3. Advancemen

I fully expect to have no less than 30 seasoned lead Advancemen in a position to go full time by the first of July. With the Convention and Campaign falling back to back, I see no way to set our sights on anything less. We are very fortunate to have men such as Allan Walker, Bill Lieber, Tom Meurer, Jim Kolstad, Jim Blair, etc., that will be willing to join the Nixon Campaign on a full time basis at approximately that time. A problem that we must face is that we will have to be able to absorb this expansion. Does The Committee pay their salaries, or does the RNC or who?

We are presently working with The Committee, specifically Bart Porter, on providing names which can be used for the Surrogate Program. It has been determined that these men are good but not of the quality needed for the President.

a. Recruiting

The recruiting process is a continuing effort and will be such until approximately June 1st of 1972. We will continue to use any sources that can provide potential Advancemen including the manpower Fred Malek is presently working on.

b. Training

On future domestic Presidential trips we will use as many trainees as possible. Realizing of course, that Presidential travel will be limited between now and the first of the year, and with a series of foreign trips in the early part of 1972, this will make training difficult. Therefore, we plan to utilize these trainees for members of the First Family, the Cabinet and Surrogates. Knowing it's an entirely different ballgame, it will at least give us an opportunity to evaluate their individual capabilities in order to determine if they are Presidential material. The manual is completed, as is the checklist, and there will be periodical seminars conducted.

4. The First Family

The Advance Office, as of this date, is assuming the responsibility for advancing Julie Eisenhower. The Advance Office will work closely with both Dave Parker, on Julie's schedule, and Coral Schmid on advancing. We presently have assigned one Advanceman that is available to Julie 100% of the time and we are working with Coral Schmid to provide two additional names for Julie and will continue to provide more Advancemen as the need arises.

I am presently assuming that somewhere down the road the responsibility for scheduling and advancing Mrs. Nixon and Tricia will also be coordinated by the Advance Office, in June, 1972, if not sooner, in conjunction with Mrs. Nixon's staff. If this assumption is correct, then we should consider that an additional desk be added to the Advance Office with total First Family responsibility.

I am presently breaking down the Advancemen that I do not feel are of Presidential material based on age, maturity and ability but who I feel could advance members of the First Family.

5. Convention

It appears that Bill Timmons is beginning to rely heavily on the Advance Office for support and guidance. I have initially assigned as project officers to work in conjunction with Timmons and myself on the following areas of the '72 Convention:

- | | |
|---------------|-----------------------------|
| Dewey Clower | Housing |
| Mike Duval | Communications |
| Jon Foust | Rallies, indoor and outdoor |
| Bill Henkel | Transportation |
| Mike Schrauth | Escorts |

Presidential

*Waste of talent
do this only to
extent it is
useful in
otherwise idle
hours*

These men are only involved in formulating plans and in setting up specific guidelines, procedures and instructions on how to execute. Timmons has indicated that he will require a great deal of manpower and it is hopeful that the Advance Office will be able to provide some of this manpower in order that the various activities be handled properly and executed precisely. I definitely feel that our manpower should be utilized but that it should be controlled by the Advance Office in conjunction with Timmons.

The Advanceman involvement in the '68 Convention was overdone and probably could have been done as effectively by one half the manpower as was present. I plan to work closely with Timmons in coordinating these various activities.

The present plan is for Bill Timmons and his staff to move to San Diego on or about the first of July. I expect to be moving to San Diego at approximately the same time. Mike Schrauth will run the Advance Office. I also plan on involving the Presidential Advancemen as much as possible specifically in the areas where they can gain experience in the real campaign rally activities, i. e. the large galas, airport rallies for delegates, the floor demonstrations, etc.

*Start good also
of Mike Schrauth
OK*

6. Campaign

It must be understood that there is little experience in the ranks of present Advancemen in putting together a large campaign type rally with all the frills of confetti, balloon drops, balloon rises, banners, multi-Nixon signs, etc.

Nor are there Advancemen seasoned in handling large ticker tape parades. I'm the only one left with that experience. It may be that the position of the Presidency will dictate that none of these techniques be used. If that's the case then we're in good shape. If it's not the case, it will be necessary to coordinate with the Convention for the senior Advancemen to get this experience.

Rally men
Get the down

7. Facilities

I recommend that the Advance Office continue in its present office facilities on the third floor OEOB. As we get into 1972 and begin to expand the staff it will become necessary to expand the office facilities.

If a problem develops with respect to the nature of our business (political, etc.) or our need for expanding in the future, then consideration should be given to moving the entire operation to offices provided by The Citizens' Committee.

C. Presidential Travel

I see little change in the manner in which the President will continue to travel. We are prepared for the maximum amount of travel but expect very little. I do not feel we can afford to be caught in a position like 1970 when the feeling was that the President would travel very little and ended up traveling a great deal. We were not prepared Advanceman-wise specifically on experience, and I feel very fortunate that no major incidents transpired which could have embarrassed the President.

Traveling staff during the campaign:

H. R. Haldeman
D. Chapin
S. Bull
R. Ziegler
L. Higby
D. Moore
P. Buchanan
2 speechwriters
Rose Mary Woods
Scali?
Finch?
Rumsfeld?
T.V. Man
Doctor
Military Aide
Martinez
2 speechwriters' secretaries
Oldenberg

R
C

III. FOUR PERIOD BREAKDOWN

The breakdown for the proposed expansion of the Advance Office falls into four periods:

A. Present to End of 1971

1. Pick up responsibility for advancing Mrs. Julie Eisenhower.
2. Provide Advancemen on an as needed basis to Citizens to support the surrogates program. *and TNC+PN - for training*
3. Conduct two week-end seminars for Advancemen.
4. Add one secretary.

B. January 1972 to June 1972

During this period there will be extensive foreign travel and limited domestic travel.

Goals during this period are:

1. Add two desk men/women to Advance Office staff.
2. Add two secretaries to Advance Office staff.
3. Add five to ten senior Advancemen to full time status in Advance Office.

NOTE: Advance Office fully staffed by June 1st.

4. Recruit and train new Advancemen who have been screened and interviewed.
5. Conduct three advance seminars.
6. Wrap up all recruiting and training of advance trainees by June 1st.
7. Pick up responsibility for advancing Mrs. Nixon and Tricia Cox.
8. Plan and organize for convention and campaign.

C. June 1972 to September 1972

1. Plan First Family participation in convention.
2. Walker to San Diego with one secretary in June.
3. Gradual build-up of Advancemen in San Diego on an as needed basis.
4. Make arrangements for 15 to 20 lead advancemen to be available on a full time basis.
5. Conduct recap seminar for senior and lead Advancemen of updated techniques and criterea for the convention and campaign.
6. Re-evaluate status of Advance Office and how it is organized and executed. Advise as to any necessary additions or deletions.

D. September 1st to November 7th

Campaign

TELEVISION OFFICE

THE WHITE HOUSE

WASHINGTON

November 4, 1971

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

MARK GOODE *M. G.*

In anticipating activities and needs in the television area for the coming year, the amount of Presidential travel will be the most pivotal factor involved. Since that question cannot be answered at this time, this proposal will be based on a heavy trip schedule. It can easily be trimmed as requirements become better known.

Dealing in the time periods discussed earlier, the following is suggested:

Present - January 1, 1972

1. Daily operations, trips, and major television appearances will be continued to be covered on the same basis as they have been to date in 1971.
2. A film "bank", consisting of Presidential appearances at important events and situations staged specifically for filming should be started. Footage should be shot by outside professionals, under our guidance and can be kept for use in documentaries and campaign spots. (A preliminary group of suggested situations is covered in a previous memorandum). If we intend to do business with a documentary producer, the crew might be contracted by him. If this is not feasible, an arrangement might be made with a local contractor, such as Hearst Metrotone. The film would then be stored by them and made available to the documentary producer and campaign committee when needed. In either case, a condition of the contract would be employment of the same camera crew on all occasions. This would be stipulated so that the President would be able to accept them as the "in-house" crew.

3. Recruiting will begin for a group of television assistants. Herb Klein's office will be consulted for advice on friendly major independent television stations and groups. Management of those suggested will be contacted for recommendations on bright, young production people. Arrangements for "borrowing" such people on

What about the immediate 1/2 hr for mtg's etc

That would be doing this for 3 years

only had 1 year

Bad idea - ask Malch handle this

OK - change whole approach - work via Caruthers - No or Malch.

a basis similar to that employed by the advance office will be discussed. Young Republican groups in major cities and on large college campuses will be contacted for information on recent graduates in the television production area. A screening process will take place and the group will be narrowed down to 8-12. After checks are made, four will be chosen, and will enter a training period, described in the January 1-May 31 section.

*Feb
Jan
N.H.
OK*

4. Film selection from existing footage shot by the Navy Photo team will begin, as requests are made by the campaign committee for spots and documentaries. (The cataloging of this film is in progress and will continue as part of the normal routine). The organization of film on the President for the New Hampshire primary should ~~begin~~ *be completed* during this period.

5. Investigations will be launched to locate the best television recording facilities in all regions of the country. These will be visited whenever trips are made to the areas involved between now and the start of the campaign. Comments will be noted and kept on file for use when needed.

January 1 - May 31, 1972

1. Major television appearances, domestic trips, and daily activities will be covered as usual.

2. Foreign advances and trips will be covered by the present staff. Discussions concerning these will be held with Chapin at appropriate times. Goode will continue to handle advances, and should a major live television appearance occur during a lengthy advance, Carruthers will cover. If the work load is considered heavy enough to require additional help during a trip, Carruthers will attempt to make himself available.

3. Investigations of facilities in various regions will continue. Work on this should be completed during this period.

*This is
much to
be remembered
- just
Train*

4. The training period for television assistants will begin. Each man selected will be asked to join us for at least two short trips. They will learn the part played by television on trips, ~~will meet White House staff members and support~~ people to become acquainted with their functions, and will be

instructed in the duties they will be expected to perform on the road. Several sessions will be conducted with them in Washington to explain Presidential television activity, preferences in production techniques, and the roles they will be expected to assume. An attempt will be made to schedule the Washington sessions in conjunction with major live appearances, so that these may be observed. If this is not possible, they will be scheduled to observe such appearances on an individual basis.

5. The film bank will continue to be built.

6. Film will continue to be supplied on request from both the professional bank and the Navy Photo Lab.

7. Closer contact will be established with those in charge of Republican National Convention. Carruthers will handle most of the contact during this period. Our involvement in the Convention will be covered as a separate item later in this memorandum.

June - August 31, 1971

1. Major television appearances, domestic trips and daily activities will continue to be covered as usual.

2. Carruthers will join the staff on a full-time basis on August 1. *Good.*

3. The training program for television assistants will be intensified and concluded.

4. Major television thrusts involving the President will be discussed with the Campaign Committee and plans will be formulated for their execution.

5. A group of top technicians will be assembled and agreements will be made with them regarding priority on their services during the upcoming period. Minimum guarantees or commitment to full-time employment will be made. The group will include two of the nation's best lighting directors and one or two of the most knowledgeable technical supervisors available. The duties of the lighting directors need not be elaborated on. Technical supervisors will scrutinize all technical elements in any facility where the President is scheduled to appear live or record on video tape.

do we need all this? we're leaving for next week some with VP.

These men will be skilled in all engineering areas and will be able to personally correct shading on cameras, optimize video tape machines, etc. They will begin work during the campaign period.

6. Plans for the convention will be finalized and executed.

September 1 - November 2, 1972

1. The television staff will consider its base of operations to be outside the White House during this period.

2. Television assistants will be required on a full-time basis.

3. Technicians will join us, as outlined above.

4. Ray Voegel will be employed on a full-time basis and will be on hand wherever the President engages in television activity.

5. Either Goode or Carruthers will be with the Presidential traveling party at all times. A leap-frogging program will be set-up to accommodate this. Briefings will continue to be done only by them, and they will be present to supervise direction and production of all television appearances. Advance work done by assistants will be thoroughly checked. When no live or video tape work is scheduled in a given period, Goode and Carruthers will cover key appearances where heavy film coverage will take place.

6. Assignments of assistants will be made by Goode, who will supply information on them to the tour desk. The assistants will remain in touch with the tour desk and will be provided details on their next assignments.

Questions to be answered and points for discussion:

1. How close will the relationship be between the television staff and the campaign committee? Will discussions be held directly with them or through normal White House channels?

2. Regarding the Republican Convention, Carruthers and Goode will continue to meet with the Timmons and Moore Committees on Planning. Some discussion must be held on our role in the

Why on tour only Desk?

base WH

Why some of my TV?

Consultation on Assignments

Is Goode the guy for this? Well see maybe just Schultz

Feeling over

*They meet
Fred Reinshim*

Convention when the planning has been completed. If the RNC hires a television producer, as recommended, the amount of time required on our part will be substantially reduced. Everything can be channeled through him and implementation of details for television can be placed in his hands. Further, the man currently being considered would be sympathetic to our desires. This would not only relieve a great time burden, but would eliminate the strain and arguing normally encountered in tailoring things for the benefit of the President. If this producer is not hired, Carruthers would probably be the man saddled with the task, and would not be available for other work to the extent that he should be.

*NO
OK*

Summary of Personnel:

Till August?

1. Goode will continue to coordinate all activities.
2. Carruthers will join the staff full-time on August 1st, as indicated above.
3. Helen Collins will continue to assist in the office, organize film cataloging and handle secretarial work. If the task of organizing and coordinating film exchanges from the professional bank and the Navy Photo Center to the Campaign Committee and documentary producers becomes complex, one additional person may be required in the office. This person can either relieve Miss Collins of film coordinating duties or secretarial chores.
4. The four television assistants will perform as outlined above. Every attempt will be made to work out this program on a cost-free basis. Payment for them, however, may be required during the period of their full-time employment (it should be noted here that investigations will also be made in the direction of finding highly qualified producers and/or directors in Los Angeles or New York who may be willing to devote some time to the campaign without payment during hiatus periods of their shows).
5. The four technicians will be employed as outlined above. We must, of course, expect to provide payment to them at their normal rates.
6. Ray Voege should, of course, be paid at his normal rate.

?

CLAPPIN'S ROLE

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 5, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Chapin's Role vis-a-vis
Haldeman -- 1972

It has been an interesting experience, to say the least, working with Steve, Dave, Ron and Mark in trying to pull together the thoughts regarding my office's operation during 1972.

Why not Mike

There is a continuing assumption that they all draw throughout the various conversations that, for some reason, I am the only one who can operate or work directly with you. This "fact" I've disputed but not to much avail. They seem to believe it and the idea runs deep and was surprising.

Let's move to kill it - how impossible?

Interesting also was the degree to which they feel, or indicated, that I have not lost my touch for the President's wants and desires. As we both so clearly know, this feel is by past association and recollection and has little to do with any current input from any source -- including you.

*What touch? - drop
Quit bitching - only a fact - of little importance - I agree!*

As we move into the 1972 period, it is realized the seriousness and the dedication with which our assignments must be approached since the President's own political survival is at stake. I want to let you know that I will serve in any way, and anywhere, that you want me.

Regarding my traveling, I question (and I have discussed this at length for those men who work for me) if it would be best for me to stay in Washington. The tally seemed to favor my traveling. The reason for this basically sorted down to feeling it would be easier to handle the scheduling and adjust to changes (much as we did during the 1970 campaign) by working with you on the spot -- in the plane, at the hotel or wherever. There is the added advantage of having a feel for how the tour is going and being able to act as the pipeline to the tour desk, both for schedule changes, instructions, and also changes in method of operation.

✓ Right

Agree

Right

Chapin

Regarding the question of "Tour Director", I asked Steve and Ron who is best. They don't seem to be able to give me a straight answer. It would be my assumption that Walker would probably be better than I would. The answer evidently is not Walker because "no one knows how he stands with you". Personally, I think he feels ill at ease working with you. This is not a complaint but only a fact that I am trying to put into some perspective so that the right decision regarding the Tour Director can be made. It would seem helpful to have your feelings regarding the Tour Director slot and who you feel should handle the responsibilities. It is my guess that it probably should sort out with my continuing in that function when possible and with a good crew of advancemen like we will have and the experience of past campaigns, it might be only right to cash in on what you've taught me.

No Next I want to raise some of the fun things -- Chapin going to meetings -- type things! There is something to be said, perhaps, for staying in Washington and being involved in the television side of the campaign, as well as the scheduling. Getting into the television area prior to the Convention is especially appealing. The principle consideration must be whether it serves any useful purpose from your standpoint. *Some - not much* Who is going to be your staff representative in the creative area? -- ?

agru My instinct would be to keep Carruthers, Garment, Moore and Buchanan, as well as yourself, all involved in at least the approval on commercials as well as documentaries or any live television.

Who tracks all of this for you on the staff side is the question. In my opinion your staff person should be me and I have been moving in that direction but need to know if that's what you want. There is one obvious drawback. That is the fact that during some critical periods between now and the primary time, I will be away on various trips and, therefore, we may have some breakdown in coordination. *Pully at*

? It would seem to me that my backup should be Gordon Strachan. Perhaps Gordon should be assigned as your staff liaison on this activity and I should just get out of the television business. In any case, this is a subject I feel warrants some discussion. *Oh well*

No *Yes - essential*

On the travel we have a special problem. Do you want me to stick with all the foreign travel? Are you of the opinion that I am the best one to handle and coordinate this travel for you? Once again, in my mind, the answer is 'Yes', but we have the problem of my tendency to overextend myself. We need to zero in on exactly what is the most important area for me to make whatever contribution you're after. I can handle the job of foreign travel, as you know, but the question is whether others can do it as well, or perhaps better, and whether or not you will trust them.

So we come down to a matter of ordering our priorities which is something I'm sure you and Larry will be discussing under those sunny Florida skies.

Nope Rumsky

It would seem to me that I can best serve you by setting my priorities in the following order:

1. *at greatly reduced rate*
 ② Continuing to administer the responsibilities of my current job while expanding the duties of Parker, Walker and Bull so as to get rid of the various problems and activities which can better be handled by them, and putting my attention on those routine matters which will make a difference. *Accounting*
2. *manage all*
 ① For the period involving foreign travel, I should ~~continue to act as coordinator for the schedule side of all the activity~~ *foreign tours & let the office handle the other sched.*
3. *Keep*
 ③ As the political tempo increases, I should shift my attention to maximizing political scheduling opportunities and pull as much as possible out of the daily scheduling process, except to offer a basic guidance to Parker. *do this now*
4. *4*
 The lowest priority would be my putting in time against the television planning, (This is campaign television vs. Presidential television activity which I would continue to stay in, under my normal duties.) and serving on the various committees dealing with the advertising and other public relations activities centered around the primaries, the Convention and then the President's reelection campaign.

What are your thoughts?

*as noted.
Let's discuss*

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

January 21, 1972

MEMORANDUM

~~CONFIDENTIAL~~

TO: PETE DAILEY
FROM: PHIL JOANOU
SUBJECT: Film

Following are my thoughts on film requirements at this stage:

1. Files should be no longer than 30 minutes in length. A complete story can be told in 30 minutes; it will be faster paced, its use on network television will be less costly (i.e. a half hour show on CBS and NEC would more than double the audience of one hour on CBS). Some films should be shorter, depending upon subject matter.
2. In terms of subject matter, we should develop the following: 30 minute film "The Nixon Years" -- This would be a documentary on the man, his early years, serving Ike, the kitchen debates, his victories...and defeats, and his gaining the Presidency. Then...his inheritance, his actions abroad and at home and his plans for the future of America. In style, I suggest the Vince Lombardi documentary, which was aired prior to the Superbowl, be reviewed. It was simple, believable and emotional.
A 15 minute film on Mrs. Nixon, her role as a wife and mother, and as a citizen of the world.
A 15 minute film oriented towards youth for Nixon.
3. Usage -- The film on the President would be used at the convention and as a half hour network program.

The Pat Nixon film would be used at the convention, at women's meetings around the country, at state headquarters rallies, and possibly on local television.

The youth film could be used at the convention to convey youthful support for the President, and at rallies, recruitment meetings and perhaps in movie theaters -- a major medium for young people.

~~CONFIDENTIAL~~

Joanou

Tenub