

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	26	10/13/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Chotiner RE: Congressman John Wold's desire to have PN appear in his state, Wyoming, during the campaign. 1 pg.
46	26	7/24/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: using the First Family at key types of campaign events. Handwritten notes added by multiple unidentified individuals. 4 pgs.
46	26	8/7/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: scheduling the First Family in the campaign season. 2 pgs.
46	26	7/7/1970	<input type="checkbox"/>	Campaign	Report	From Haldeman to Chapin RE: proper use of RN's daughters during the campaign. 1 pg.

25  
October 13, 1970

MEMORANDUM FOR: MURRAY CHOTINER

FROM: DWIGHT L. CHAPIN

I talked to Congressman John Wold in Wyoming this morning. I explained that under no conditions would the President be coming to his state due to a commitment that the President has not to campaign in Wyoming. Wold implied that he was bitterly disappointed and that he was on the verge of winning and that this would probably mean that he would not be victorious in November. I talked to him about the use of the First Family in the state and expressed to him the President's desire to have any member of the First Family there who could help and to pull out all the plugs in that regard.

Wold needs somebody to come into the state who will hit hard at McGee. Evidently the problem is that everyone comes in and talks about McGee as a big spender but they do not really kick him hard. Wold says the whole problem is getting somebody there who can kick hard and who is astute enough to realize what the problem is. He feels the only one, obviously, who can do this right is the President.

He said that Tricia would not be a solution to any of the problems and that perhaps Mrs. Nixon would be worthwhile having to the state but he is not sure. He is going to talk it over with his people and then they will be calling Dick Howard.

Wold asked if it would be possible for him to have a tape with the President's voice on it which they could use as voice over the film which they shot in the Rose Garden. I need a recommendation from you as to whether or not this might be a possibility. I told Wold that we would get back to him as soon as possible. He needs something that says "The President needs Wold in the Senate."

He made the point at the close of our conversation that his campaign is now to gut issues, that the polls have closed and that he does not need attractive young kids but somebody who can hit hard at the issues.

cc: Dick Howard

DLC:hc

[E-4 10/13/70]

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

*File* —

July 24, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin *DLC*

RE: Political Travel - Mrs. Nixon, Julie and Tricia

You had asked for a program prior to our leaving for California of how we could effectively use Mrs. Nixon, Julie and Tricia to help candidates but not in a blatantly political way. Although we are still developing ideas on this, we have a few thoughts which I am listing below. When we met on this subject, Dent, Chotiner, and Rumsfeld were unable to meet with us since they were in a political session with the President at the time. Those contributing to the thoughts below are Safire, Keogh, Magruder, Nofziger, Ruwe, Howard, Minor and Chapin. No consultation has taken place with the East Wing and everyone understands that we were just developing some thoughts for the President to contemplate.

MRS. NIXON

It was suggested that Mrs. Nixon take a swing into those States with large Mexican-American populations such as Arizona, California, Texas, New Mexico, and perhaps Arizona. This trip would take place after the President and Mrs. Nixon's visit to Mexico. There would be a natural tie from the publicity and press received on the State Visit to Mexico and the tour of the large Mexican-American populated States which Mrs. Nixon could visit. (If we take your guidelines, then Mrs. Nixon should not be used extensively in States where the President will campaign. However, perhaps we should make an exception for Texas and California.)

It is felt that if Mrs. Nixon is going to take this Mexican-American tour that we should start feeding information in to her now in order to have her become well-educated on Mexican-American problems, etc.

It is also suggested that when she makes the trip, Martin Castillo travel with her. Obviously, the candidates would be worked in on the appropriate occasions and would be along with her on various parts of the journey.

In order to get Mrs. Nixon's interest and also to build legitimacy into her concern for Mexican-Americans, it is suggested that perhaps we should consider having her visit some kind of Mexican-American project in Southern California, perhaps next week while we are out there.

All of the above States mentioned have Mexican-American populations which outnumber the Negro populations in those States.

Another minority which she could concentrate on and which would take her into some of the Northern Plains States where we have races are Indians. The percentage of Indian populations, however, is not as key as that of the Mexican-Americans. Also, it may be that Mrs. Nixon would rather concentrate on one minority group rather than trying to hit two. It should also be kept in mind that the Vice President has been concentrating and will continue to do so on the Indian problem.

*NO -  
leave to  
VP*

#### JULIE AND TRICIA

1. It is felt that we should do a study immediately to determine what large ethnic groups which correspond to the type of people whom we are trying to reach (Poles, Italians, Catholics, Yugoslavs, etc.) have key events or celebrations between now and election time. The idea would be to have the girls attend very colorful festivals, bazaars, Columbus Day Parades, and other ethnic cultural-related events. These would obviously be chosen in such a way as to insure that good television would be possible. This whole idea is felt to be very important; however, it is one that is going to take some research. We are asking Murray Chotiner and Harry Dent to survey their key States for a list of activities which would fall into the

*Pulaski Day -*

above-mentioned category.

2. It has been suggested that perhaps Tricia take an environmental tour to stress not only the interest of the President but of the young in the environmental problem. The candidate could accompany Tricia as she surveys new undertakings to either improve or preserve the environment which the candidate has hopefully been responsible for initiating or could take credit for. Again, we would try to find activities which would be suitable to television coverage.
3. It is felt that either one of the two girls should make a point of touring some plants in major cities within our key State group. For example, they could visit a shipyard, walk through it, talk to some of the blue-collar workers, visit a steel plant in Indiana, visit a defense plant in Texas or a defense plant supplier in Minnesota. In other words, the point is to have the girls walk through a plant and talk to some of the workers. It is felt that although they may consider this to be awkward they would do a very good job and it would have a tremendous effect among the blue-collar type workers.

We obviously have some great press opportunities nationally and in those States which the girls will visit. For example, there could be national stories on the history of the girls' campaigning -- this might be magazine-type material, and it obviously has good newspaper possibilities also. We should shoot for some special network reports on the campaign activities of the girls as it gets closer to election time. The subtleties of their persuasive campaign abilities without being blatantly political is the tone which we should try to set.

In those States which Mrs. Nixon and the girls visit, we would arrange to have them interviewed on talk-type television shows, newspaper interviews with those papers which tend to be friendly to us, and perhaps in some special cases, we would do radio.

Finally, it is understood that television is the key factor. It is felt that the visit to fairs would be fine and we are going to survey promptly to see what late fall fairs are taking place in our key states.

In regard to visiting "good States like Kansas" where the President and Vice President will not be able to go, it is felt we should only do this where absolutely necessary. In other words, we should concentrate on those States where there is something to be accomplished.

I started to talk with Bob Finch yesterday and he indicated a desire to talk about the use of Mrs. Nixon, Tricia, and Julie. Before we could get to the subject, we were interrupted so this is still pending.

I intend to follow up on this whole subject further, but the above is a status report on what has been contemplated so far.

In terms of the scheduling and commitment of schedules for Mrs. Nixon, Tricia and Julie, it has not been discussed with me as to how this should be organized. It is a subject on which we should spend some time soon.

August 7, 1970

MEMORANDUM FOR: H.R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Scheduling of Mrs. Nixon, Julie, David and Tricia

It is recommended that the scheduling activities for Mrs. Nixon, Julie, David and Tricia be handled in the following way. Chuck Stuart would be responsible to you for handling their scheduling and advance operation (I would be the one to watch over this for you). Chuck would work out of his EOB Office establishing a small schedule office and coordinating a special advance team which is being put together for Mrs. Nixon and the kids trips. Chuck would coordinate with Connie's office as well as with Herb Klein's office which would assist in seeing that the proper media arrangements -- especially television -- are properly handled.

Mrs. Nixon evidently, according to Connie Stuart, has great faith in Chuck Stuart's abilities and therefore this seems like the most logical solution. It would be understood by all that no commitments would be made on Mrs. Nixon's schedule or the girls' schedules without their being submitted in each case to you for final approval. I would be responsible for reviewing the schedules as they come in to you to see that the guidelines which you set for the members of the First Family are being followed.

In terms of the advance team, we are going to help Chuck put together a group of five or six young men whose primary responsibility would be to work on Mrs. Nixon's and the girls' trips.

(7)

Chuck Stuart is finalizing a report to you regarding the fall campaign period as it would apply to Mrs. Nixon and the kids. I have asked that he direct that report to you for your approval.

DECISIONS

1. Agree with the above way of handling Mrs. Nixon's Julie's and Tricia's schedules \_\_\_\_\_
2. Let's discuss the above \_\_\_\_\_
3. Other \_\_\_\_\_

DLC:hle

[2-11 note]

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

*Pol  
filed*  
~~CONFIDENTIAL~~

July 7, 1970

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By *Emp/P* KAF, Date *7-21-80*

MEMORANDUM FOR MR. CHAPIN

I understand from the President that Tricia and Julie have agreed to do some campaigning for Republican candidates this fall.

They should, of course, do any of this activity on a basis that takes maximum advantage of television. Their schedule should be very controlled from here, they should only go where we want them, they should concentrate on the Senate races in small states - or key states, they should do no colleges or universities, they should, of course, appear with the candidate, they should stay off the issues and provide simply the enthusiasm and excitement of their presence. We should probably look for non-political meetings for them, but the main thing is to emphasize their use on television.



H. R. HALDEMAN

cc: Mrs. Stuart