

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	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Clawson to Chapin RE: an attached document. 1 pg.
46	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Stanley S. Scott to presidential surrogates RE: a meeting to prepare surrogate speakers. List of surrogates attached. 4 pgs.

THE WHITE HOUSE
WASHINGTON

DATE 9/6/22

TO: *Dwight Chapin*

FROM: KEN W. CLAWSON

mp

Copies to Chapin + Parker
F41

September 6, 1972

MEMORANDUM FOR: PRESIDENTIAL SURROGATES
FROM: STANLEY S. SCOTT
SUBJECT: Meeting to Launch Surrogates Program

Introduction of Surrogates: (Attachment)

Purpose: Stan Scott

1. To speak out on behalf of the President; make the general public aware of Administration initiatives.
 - A. Speaking to audiences, rallies, news conferences and individuals.
 - B. 1972 Campaign Factbook and updated materials as a tool; stay on top of issues.

Goal: Fred Malek

Coordination of Surrogates Program: Jones, Scott

1. Requests.....clearance
2. Transportation, expenses
3. Field support.....Ed Sexton, John Wilks, Sy Williams
4. Concentration in Key States--California, Illinois, Michigan, Missouri, New York, Ohio, Oregon, Pennsylvania, Texas and Wisconsin
5. Exchange of speech material

Issue-Oriented Program:

1. Example--Shriver's statement on ancestors who fought to support slavery, Merchandise Mart management, Chicago School Board.

McGovern's record on Civil Rights, abandonment of Black Vote Division by Democratic National Committee; Jesse Jackson's blast at McGovern's campaign
2. Updated issues disseminated to surrogates.
3. Audio service available to surrogates--(Scott Peters, 202/333-0390)

Overview of Program: Bob Brown

Critique:

From now until election day Blacks appearing on radio and TV shows and facing the press in support of the President should master the tools of communication with understanding and make maximum utilization of whatever time is given.

The following suggestions are made:

1. Be prepared
 - a. Know who is going to be on the program and something about them.
 - b. Know something about the host/narrator and political leanings.
 - c. Know the program format.
 - d. Write an outline on the main points you hope to get across.
 - e. Rehearse, if possible call in a few assistants and have them quiz you.

2. Do your homework
 - a. Dig for current facts and statistics. If your memory is bad, jot down key facts with a phrase to jog your memory on a 3x5 card.
 - b. Research your audience and try to anticipate their main interest and relate to them in your answers.
 - c. Find out the weak spots of the opposition and probe sensitive areas whenever possible; however, at the same time know your weak spots and be pre-prepared to offer a good defense.
 - d. Research the opposition and their representatives. Be prepared to dispute their erroneous statements with facts.

3. Know your medium
 - a. Television: practice your prepared statements before a mirror, correct your "head bobbing" or looking up at the ceiling or down at the floor while talking. Answer questions directly. Maintain your composure and keep your "cool".
 - b. Radio: organize your thoughts, remember that your listeners cannot see you so your voice must paint a picture of what you are all about.
 - c. Don't lose your cool. Organize your thoughts before you speak.
 - d. Develop confidence in what you have to say and say it with meaning and organization.

4. Remember the clock

- a. Time is your enemy on radio and TV, but it can be a friend if you use it. Seconds count. Don't waste any. Make your statement in capsule form and elaborate if time permits.

PRESIDENTIAL SURROGATES

Government

Stanley S. Scott 456-6606 153, EOB, Wash. D. C. 20500

Robert J. Brown 456-2587 179, EOB, Wash. D. C. 20500

Samuel Jackson 755-6270 HUD, Rm. 7100, 451 7th St., S. W.
Wash. D. C. 20401

Colston Lewis 343-3136 EEOC, 1800 G St., N. W.
Rm. 1237, Wash. D. C. 20505

William Brown III 343-8095 EEOC, 1800 G St., N. W.
Rm. 1246, Wash. D. C. 20506

James Johnson OX 7-2008 Rm. 4-E-788, The Pentagon
Asst. Sec. to Navy Wash. D. C. 20301

Samuel Pierce 184-2093 Treasury Dept., Rm. 3000
Wash. D. C. 20220

Paul Jones 872-8822 Re-Election Committee,
1730 Pa. Avenue, Wash. D. C.

Ed Sexton 484-6500 Republican Nat'l Committee,
310 First Street, Wash. D. C. 20003

John Wilks 872-0744 Re-Election Committee, Wash.
1730 Pa. Avenue, N. W. D. C.

Non-Government

Rev. L. V. Booth 513/751-8608 3860 Springhouse Lane
Cincinnati, Ohio 45217

Floyd McKissick 919/456-5811 Soul City, Manson, N. C.
27553

Dr. Charles Hurst 312/942-3110 Malcolm X College,
1900 W. Van Buren, Chic. Ill. 60612

Sammy Davis, Jr. 213/273-8554 9000 Sunset Blvd.
Los Angeles, Calif. 90046

Mayor Ed Bivens 313/565-4100 2121 Inkster Rd.
Inkster, Mich. 48141

Rev. Leon Sullivan 215/223-5460 Zion Baptist Church
Broad & Nenango Sts.
Phil, Pa. 19140

Elaine Jenkins 628-2216 One America, 3130 Mass. Ave.,
N. W., Wash. D. C. 20005

Berkeley Burrell 726-6200 Nat'l Business League
1346 Jackson Street, N. E.
Wash. D. C. 20017

Rev. Wm. H. Borders 404/659-6820 O Wheat St. Baptist Church
24 Young St., N. E.
404/525-7328 H Atlanta, Ga. 30312

Samuel Harris 833-8035 Sam Harris Assoc.,
1990 M St., N. W. Suite 650
Wash. D. C. 20036

Mayor Robt. Blackwell 313/868-5400 Highland Park, 30 Gerald
Highland Park, Mich. 48203

Col. Geo. W. Lee 901/527-6461 Atlanta Life Ins. Co.
526 Beale St., Memphis, Tenn.
38105

Dr. Ethel Allen 215/686-3440 O, 215/224-8952 H
City Hall, City Council, 582 B, Phil. Pa. 19107

Orville Pitts 414/278-2221 O City Hall, Room 205
414/562-6883 H Milwaukee, Wisc. 53201