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MEMORANDUM FOR:   
FROM:       GORDON STRACHAN  
SUBJECT:    Election Eve

Peter Dailey called regarding the Election Eve alternatives:

1) Purchase the NBC 5 minutes after McGovern from 8:55-9:00. If the President decides against going on, the China, Russia, or other 5 minute CRP ad could be run;

2) Purchase the ABC 1/2 hour from 8:30-9:00 EST, 7:30-8:00 CST and 9:30-10:00 PST which the Democrats have cancelled. This would cost $39,000. The program could be either a created event or a documentary plus the President's 5 minute election eve address;

3) Purchase the CBS 5 minutes at 10:55-11:00 p.m. (following Bill Cosby). CBS will not participate in any straight three network one-time buy unless the President uses Section 315, which Dailey opposes;

4) CBS would also sell a full 1/2 hour but at an 80,000 cost because Bill Cosby would be pre-empted;

Dailey placed an urgent call to Clark MacGregor, who agreed with the 5 minute buy on NBC (after McGovern); the 5 minute buy on CBS (after Bill Cosby); and the 1/2 hour on ABC. Dailey will proceed with these purchases but would negotiate out if you disagree.

Peter Dailey strongly recommends against a Frank Sinatra Special pushed in opposite McGovern. He believes it is too expensive, too tricky, and not becoming of the Presidency.
I met with Moore, Carruthers, Goode, Joanou and Herschensohn again yesterday to discuss the options available for the election eve Presidential television appearance.

The group, as well as the November Group, again recommend that the election eve appearance of the President consist solely of a 10-minute statement on the three networks simultaneously. The Presidential statement would neither precede nor follow a documentary film. The consensus opinion is that by mingling a documentary film or a celebrity, such as Heston, with the President's address, we detract from the President and the office thereof, commercialize and cheapen the presentation and undermine the solemnity and personal appeal by the President that evening. Do you agree that a 10-minute Presidential address without a documentary film or a celebrity is best?

Yes ______ No ______

OPTION -- If we do not opt for the 10-minute proposal set forth above, and we do select a 30-minute plan, the consensus of opinion favors a 10-minute Presidential address followed by a Mamie Eisenhower film which would introduce an updated version of the 15-minute "The Nixon Years - Change Without Chaos" documentary. To achieve maximum impact, we feel that the President must speak before the film. A new Mamie film would serve as a graceful and effective transition into the documentary film. The documentary would be updated. It would not include the youth rally, Tanya, the Mamie footage used at the Convention, and the Eisenhower High School material. The group rejected the Heston proposal because we did not feel it is
appropriate to mix a Hollywood celebrity with the President that evening. The documentary, "Change Without Chaos" was selected because of its tested and proven excellence in influencing voters' opinions. An alternative film effort would most likely fall short of the standards achieved in "Change Without Chaos".

Do you approve of a 10-minute Presidential address followed by a Mamie transition and introduction to a 15-minute updated version of "Change Without Chaos"?

Yes ________    No ________

Other: __________________________

Attached: Proposal as submitted by November Group.
October 3, 1972
7:30 p.m.

MEMORANDUM FOR: H. R. HALEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Election Eve Presidential Television Plan

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Do you approve of a 10-minute Presidential address followed by a Mamie transition and introduction to a 15-minute updated version of "Change Without Chaos"?

Yes  
No  

Other:  

Attached: Proposal as submitted by November Group.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 3, 1972
9:30 a.m.

MEMORANDUM FOR: H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Election Eve Presidential Television Plan

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Yes
No

If we do not opt for the 10-minute proposal set forth above, and we do select a 30-minute plan, the consensus of opinion favors a 10-minute Presidential address followed by a new Mamie Eisenhower film which would introduce an updated version of the 15-minute "The Nixon Years: Change Without Chaos" documentary. To achieve maximum impact, we feel that the President must speak before the film. A new Mamie film would serve as a graceful and effective transition into the documentary film. The documentary would be updated to eliminate the youth rally, Tanya, the Mamie footage used at the Convention, and the Eisenhower High School material. The group rejected the Heston proposal because we did not feel it is
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Do you approve of a 10-minute Presidential address followed by a Mamie transition and introduction to a 15-minute updated version of "Change Without Chaos"?

Yes ________ No ________

Other:

Attached - Proposed and submitted by

[Signature]