

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	33	11/1/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: potential Election Eve plans. 1 pg.
46	33	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: Election Eve television plans for RN generated by Chapin, Moore, Carruthers, Goode, Joanou, and Herschensohn. Duplicate attached. 4 pgs.
46	33	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: Election Eve television plans for RN generated by Chapin, Moore, Carruthers, Goode, Joanou, and Herschensohn. Handwritten notes added by unknown. 2 pgs.

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

November 1, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN S

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.

October 3, 1972

7:30 p. m.

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

SUBJECT: Election Eve Presidential
Television Plan

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.

[1-5-11 MSK]

October 3, 1972

7:30 p.m.

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FROM: DWIGHT L. CHAPIN
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Yes _____

No _____

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Yes _____

No _____

Other: _____

Attached: Proposal as submitted by November Group.

[S-S-4 info]

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 _____

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It would not include the youth rally,

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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 - Proposals as Submitted by November group