

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>
53	45	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From Khachigian to Price, Jr. RE: "Thoughts for Acceptance Speech" 2pg

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [DOC#143]	memo	Khachigian to Price re: "Thoughts for Acceptance Speech".	8/15/72	C
N-2 [DOC#144]	memo	clawson to Price re: "Saturday Evening Post".	6/16/72	C

FILE GROUP TITLE STAFF SECRETARY	BOX NUMBER 135
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FOLDER TITLE
Presidential Speeches July 1972 - August 1972 [II]

RESTRICTION CODES

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| <ul style="list-style-type: none"> A. Release would violate a Federal statute or Agency Policy. B. National security classified information. C. Pending or approved claim that release would violate an individual's rights. D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person. | <ul style="list-style-type: none"> E. Release would disclose trade secrets or confidential commercial or financial information. F. Release would disclose investigatory information compiled for law enforcement purposes. G. Withdrawn and return private and personal material. H. Withdrawn and returned non-historical material. |
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Presidential Materials Review Board

Review on Contested Documents

Collection: Staff Secretary
Box Number: 135


Folder: Presidential Speeches July 1972 - August 1972 [II]

<u>Document</u>	<u>Disposition</u>
143	Return Private/Political
144	Retain Open

THE WHITE HOUSE

WASHINGTON

August 15, 1972

MEMORANDUM FOR: RAYMOND K. PRICE, JR.
FROM: KEN KHACHIGIAN 
SUBJECT: THOUGHTS FOR ACCEPTANCE SPEECH

Basically, here are my thoughts as to the direction of the Acceptance speech after McGovern's last two national performances. Frankly, I would like to see McGovern on the air giving those types of speeches from now till November.

I can't put my finger on it, but it is the whining, whimpering, petulance that seems to me to make the guy sound like, as someone said, a common scold. There is no lift to his speeches, no basic optimism, no relief from the onslaught of national decay.

TIME magazine had an interesting introductory piece this week saying that there was, this summer, "a new summer sweetness, an ease, or apathy, and in some parts of the country a distinct savor of contentment." TIME also said, however, that there were still signs of an "undercurrent of malaise."

TIME is probably right on both counts. As far as the contentment goes, I think RN is right on the money -- the sense of contentment is going to rub off by osmosis to RN's benefit.

The malaise, or alienation, or whatever you want to call it is quite another thing. This is the string McGovern is playing, and he will press it by touching the deepest chords of resentment he can find.

The antidote to this is, as I see it, quite fundamental. It requires an upbeat, optimistic (though not pollyannish), "bully pulpit" approach which will confront the dark thoughts and the sense of foreboding that McGovern is seeking out.

People can be convinced that this disquieting mood is not cause for political upheaval, but rather just the opposite: it is cause to keep the sturdy hand at the rudder, the deft statesmanship, and, yes, the professional President.

Discontent can be channeled toward the up-tightness of McGovern or it can be channeled toward the steadiness of RN. That is our choice to some extent, and the President can make this fairly clear in the Acceptance speech.

The question is do we dwell on our sins, or do we accept our sins and dwell on our virtues (or, as someone said, on the "better angels of our nature").

Frankly, the President needs to stir a lot of people out of the lethargy which causes them to feel sorry for themselves and for the country. That might be the case if we let it slide without confrontation. The national character is just as debatable an issue as the economy or Vietnam. RN has the advantage on this one, and he should use every ounce of moral suasion at his command to mark a retreat from the steady drumbeat of negativism which pervades McGovernism -- the sickly admission that we don't have self-confidence and that we have lost our direction.

As far as I am concerned, this should be the central theme coming out of Miami Beach. Few people can do it as well as RN -- and believe me, there are millions of Americans waiting for their national leader to convince them that they aren't as bad off as everyone seems to say they are.