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2	71	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From Bill Carruthers to Fred Rheinstein RE: planning for the Republican National Convention. Second page only. 1 pg.
2	71		<input checked="" type="checkbox"/>	Campaign	Memo	From Tex McCrary to Chapin and Moore RE: impact of the 1972 Republican National Convention. Handwritten note added by unknown. 4 pgs.

# 1972 REPUBLICAN NATIONAL CONVENTION

## COMMITTEE ON ARRANGEMENTS

### MEMORANDUM

To: Bill Carruthers

Date July 22, 1972

From: Fred Rheinstein

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Subject: ADMINISTRATIVELY CONFIDENTIAL

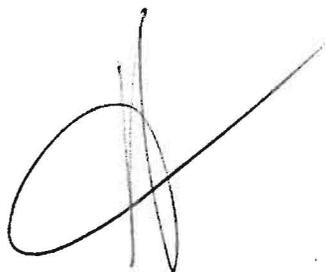
The networks would probably (truculently) go along with one floor camera, but it is absolutely in our best interest to have two (or three, if they would put them on the floor).

The Democratic Convention reaffirmed our longstanding position that the number of cameras on the floor bears no relationship to the number of interviews done by the floor reporters. They simply do the work from high camera baskets which made the young, amply coiffed, lean Democratic delegates look poorly. I believe it a safe generalization to say that our delegates have less hair, fatter necks and rounder tummies. Mr. Herman is adamant on maintaining one camera on the floor.

3. We are in tough negotiations over the amount of money to be given the Pool for lighting. The Democrats (I believe) came up with a little more than \$5,000. We have much greater lighting requirements due to our multi-screen operation - the networks know it and want more money. I requested \$10,000 and hoped we could do it for that. Mr. Herman has authorized \$5,000. I would like to pay as little as possible and will proceed to negotiate as hard as I can. The problem is that we are trying to seduce, not being seduced. I fear Mr. Herman is confused about who is the hooker and who is the hookee.

FR:es

cc: Dwight Chapin ✓  
Bill Timmons  
Rt. Hon. Mark Goode



PERSONAL AND CONFIDENTIAL

TO: Dwight Chapin  
Dick Moore

FROM: Tex McCrary

SUBJECT: Convention Impact

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1. At the discussion of the convention program with both of you during which I voiced the vehement objection to an opening impression from which the President will have to struggle to escape, I have since thoroughly reviewed every aspect and accent and focal point, every headline, picture and caption that might come out of it, and this is my summary judgement:

2. This is not Nixon's convention, it is Goldwater's. This is not the Spirit of '76 or even '72 -- it is '64 and '48. It is the convention that produced the LBJ landslide, and Truman's upset of Tom Dewey.

3. It makes the McGovern convention by comparison look like Oklahoma and South Pacific and My Fair Lady and Funny Girl and Fiddler on the Roof.

4. The McGovern convention made rising stars; the Nixon convention uses faded stars.

5. You vote that you open with a woman -- Ann Armstrong is not a woman, she is fat cat Texas king ranch.

6. The dominate name that hits the eye and ear first is Ronald Reagan, who could not carry his own state even against Pat Brown this year. In the year when George Wallace made tax reform an issue with as much sex appeal as busing, Ronald Reagan comes through still as the millionaire governor who paid no state taxes.

7. Reagan will overshadow the only black face in the opening line-up, Ed Brooke -- who is scarcely a hero to blacks and has been often as maverick as Javits.

8. In the year where there is a chance that the President can crack the critical Jewish vote in the key cities, the only Jew prominent in the line-up of your convention is Sammy Davis, Jr. -- who will be remembered throughout the South as a black who married a white girl and then discarded her. And you have him singing the National Anthem! Why not Sinatra, whom somebody wanted to take to Moscow.

9. In a year when with the help of the Jewish vote and the split in labor, you might crack Chicago and Los Angeles and Miami and New York City, the only voice of the cities is lost behind Reagan and Brooke in the key-note quartet -- Mayor Luger of Indianapolis. And labor is as speechless here as in McGovern's show.

10. When Dwight said that "We have to work Goldwater in somewhere," he needn't worry -- Barry is already everywhere, the spirit of '64.

11. It is true that you have a touch of class in Jimmy Stewart and even Clint Eastwood and Johnny Cash; and nostalgia in John Wayne and even Pat Boone; and both class and nostalgia in Mamie Eisenhower -- but from the opening shot of this monumental bore, I keep expecting to see Bob Doe or Ronald Reagan introduce Jimmy Hoffa and Harold Janine and Carswell and Haynsworth and Martha Mitchell and Hedda Hopper and all the other grinning ghosts working to help McGovern win in the closing week of '72 as Humphrey was winning at the finish in '68.

12. The feel and smell of this Nixon convention of '72 is frighteningly reminiscent of the euphoria that beat Tom Dewey -- I stayed for Dewey's closing Madison Square Garden rally in '48 and watched in horror an audience walk out on his speech and next day on NBC I said, "Last night, Tom Dewey lost the election."

13. The insensitivity of this spectacle is frighteningly reminiscent of the insulated arrogance of the Taft gang, which we attacked in the Madison Square Garden rally for Eisenhower in the winter of '52. And in Chicago, starting with the young Texans I brought to that rally, Taft was routed the way the McGovern gang took Humphrey and Wallace and Muskie and Jackson and Meany and Daley. The same tide is rising again. But for the Democrats.

14. Now I know why that battle cry for the '72 campaign came from -- "Nixon now more than ever" is "in your heart you know he's right", plus 8 and spelled backwards, but not in Hebrew.

15. Johnny Unitas in this line-up has only three pass receivers -- Mamie and Pat and the President -- and nothing but holes in his pockets to give him protection until he can get rid of the ball.

16. The President acceptance speech better be better than Lincoln's Gettysburg Address -- and it better be full of quotes that will finally get him into Bartlett's and give him a headline for the campaign equal to "I never shoot blacks".

17. And you better figure out a way fast to get Kissinger and Connally into the Convention line-up; and get Agnew into black-face to play Jimmy Brown.

18. Also "the only man who can beat Nixon is Nixon" -- now he can add the architects of this convention to that list of one.

19. After the Peking trip, I wrote across the bundle of headlines: "Look Out for Loose Boards". In this convention structure, it is hard to find anything but loose boards.

20. In introducing Agnew at the Heritage Dinner I tried to make two points: "Not since Disraeli has any immigrant Jew been brought to such biblical power by any great power as Richard Nixon has given to Dr. Henry Kissinger. In America no political party can become, or deserves to become a majority party, until minorities feel at home within it." This Nixon convention, as outlined, even to Archie Bunker is pure early California WASP, Right parade.

21. In terms of show biz there isn't a belly laugh or a roar, not even a chuckle or a knuckle in the whole lineup -- no sex, only X. In terms of drama, no suspense, no gut emotion except Mamie, no encore! In terms of news, no headlines. In terms of history, it is as sharply focused and significant and electric as Dave Mahoney's plans for the Bicentennial.

New Subject: Had a good meeting with three key guys on Agnew's staff -- Summers, Damgaard and Goodearle. Based on working with them by phone on the Zionist and Heritage Dinners, they seemed genuinely hospitable, not at all resentful or suspicious at my office. To sit with them from time to time for suggestions, review, and preview. They accept even though Connally is my friend, I am not his man. As I have suggested to Dick, perhaps the best way I can be helpful to all of you from now on is to be helpful as I can to Agnew -- I think your boss is going to need a very good fullback to score on the ground, the muddy ground, until his instincts and scars tell him it is safe to put the ball in the air.

New subject: Around John Price and Queens, which is Archie Bunker country and the key to the New York State election, we will try to set up a perfect prototype campaign for any strategic urban area. In that territory Agnew will have more candle power than any movie star, second only to the President, if the President comes into the climax. My gut instinct and scars tell me that this weird campaign will be won in Hanoi, Wall Street, and other chancey places like Queens -- not on Pennsylvania Avenue.

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