

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	35	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Failor to Anderson and Chapin RE: the compilation of voter information on Election Day. 2 pgs.
46	35	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Joanou to Chapin RE: Election Eve telecasts. Handwritten notes added by Haldeman. 2 pgs.
46	35	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to William Codus and Parker RE: Haldeman's information on use of the First Family in the campaign. Duplicate attached. 6 pgs.

Committee for the Re-election of the President

DETERMINED TO BE AN
ADMINISTRATIVE WORKING

MEMORANDUM

E.O. 12065, Section 6-102 October 16, 1972

By Ed, date 7-7-82

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: MR. STANTON D. ANDERSON
MR. DWIGHT CHAPIN

FROM: E. D. FAILOR

SUBJECT: Election Day Compilation

CONCEPT

In the course of our Election Day activities we desire to compile election information which can be used by our spokesmen when they have press conferences, issue statements in writing and/or verbally and are interviewed by the electronic media. Our goal is to influence the vote by getting out a larger Nixon vote and leading voters to vote for Nixon and other Republican candidates. The election information we would obtain, in addition to the information which will be obtained by the media is as follows:

- A. Voter Turnout. Information on voter turnout would be obtained during election day and compared to the turnout in the same time frame for four years ago. This information would be obtained in key cities and areas as selected by Bob Teeter. This can be done through contact with newspapers that do these comparisons each election year.
- B. Election Returns.
1. Bellwether Counties
 2. Demographic Precincts
 - a. Italians
 - b. Polish
 - c. Jewish
 - d. Irish
 - e. German
 - f. Blacks
 - g. Spanish-Americans
 - h. Youth

- i. Elderly
 - j. Income Groups
3. Selected Precincts
- a. McGovern's home precinct
 - b. Shriver's home precinct
 - c. Agnew's home precinct
 - d. E. M. Kennedy's home precinct
 - e. L. O'Brien's home precinct
4. Key Senate Returns

It is to be noted we will use the comparison figures which will be of the greatest advantage to our goal.

The election returns will be obtained by having our people in place at the precincts selected by our demographic expert Arthur J. Finkelstein. These returns with the voter turnout information will feed in telephonically to our election control center at the Shoreham Hotel.

Committee for the Re-election of the President

C To H

September 21, 1972

MEMORANDUM

CONFIDENTIAL

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12085, Section 6-102
By EP NARL, Date 7-2-82

TO: DWIGHT CHAPIN
FROM: PHIL JOANOU
SUBJECT: Election Eve

The purpose of this memo is to discuss election eve telecasts.

Background

Following is the network schedule and our estimate of audience share for this evening:

	<u>ABC</u>	<u>NBC</u>	<u>CBS</u>
8-8:30	Rookies 25	Laugh-In 30	Gunsmoke 37
8:30-9	Rookies 25	Laugh-In 30	Gunsmoke 37
9-9:30	NFL 34	Movie(3) 30	Lucy 35
9:30-10	NFL 34	Movie 30	Doris Day 32
10-10:30	NFL 35	Movie 29	Cosby(1) 31
10:30-11	NFL 36	Movie 27	Cosby(2) 30

- (1) Available to Democrats
- (2) Available to Republicans
- (3) Entire Movie time unit available on 50/50 basis to both parties.

As the preceding table indicates, it is possible to schedule time prior to the NFL game on ABC, and against it on NBC and CBS and reach 70-80%+ of total viewers.

It is our understanding that the objective for election eve is to allow for a 10-minute live address, and provide for the last minute option of a 1/2 hour address.

No
it is to provide for 20 min film
and 10 min live
address

10-Minutes

One option is to negotiate for 10-minute time units on all three networks. Laugh-In on NBC is easily edited to fit this slot, as would be the NFL pre-game show. CBS would be more of a problem, but I believe we could work out an acceptable arrangement.

We recommend a 10-minute taped telecast done from the Oval office in the White House. This would serve to remind voters of the incumbency and all that implies. It would provide a good contrast with the opposition who most likely will be speaking from a studio, his home or a rally. - Telehouse

Tape would be necessary in order to slot the telecast in different time segments on different networks.

To provide for a ½ hour option, we can place a hold on this time unit on the networks, and negotiate cancellation date options.

We believe this would prove more satisfactory than scheduling a ½ hour show, and using 20 minutes of a combination of documentaries, rallies, etc. followed by an address. However, if this is the decision, we would like to know as quickly as possible in order to prepare a quality product.

Also, if the 10-minute segment idea is acceptable, we should begin network negotiations right away to determine its feasibility.

cc: Pete Dailey

CONFIDENTIAL

Annou
You have totally missed the point a rapidly increasing common practice
is in tight-knit organization

1st Family

September 20, 1972

EYES ONLY

MEMORANDUM FOR? MR. WILLIAM CODUS
MR. DAVID PARKER

FROM: DWIGHT L. CHAPIN

SUBJECT: Mrs. Nixon, Nixon Daughters
and Surrogates

The following is guidance which I have received from Bob Haldeman. Please see that it is enacted promptly.

1. Connie is to move in and cut off an Q and A which Mrs. Nixon finds herself confronted with. She should move just like Ziegler, go up, and turn off an questioner.
2. Chapin has covered this subject with Connie. She understands the point.
3. The First Family should do absolutely no speeches -- they should only do events. We must not have the Family political in any way. They should not be involved in any partisan activities. They should do events and they should always be friendly-type events.

Mrs. Nixon should be with the President whenever possible and should only do people-type events. She should not do substantive events. This would argue against her doing BART in San Francisco.

We need to re-evaluate everything that Mrs. Nixon is doing, as well as what Julie and Tricia are doing.

4. The Vice President should be kept out of the line of fire. He is to be kept wishy-washy since that is the best strategy for us at this point in time. We should realize that our strategy may change later on but for right now we should

keep a friendly profile and not one of charging off attacking McGovern.

5. We are to end all national publicity for the surrogates. Chapin has covered this subject with Jeb Magruder and Bart Porter. It has also been covered with Al Abrams via Dick Howard.
6. The Family is to be sent to easy States and they are to do "easy events". They are to do happy things. We are to keep them out of controversy or any kind of trouble.
7. We should recognize the point that McGovern is now the issue. This is the best development we have had in the campaign. We should make sure that the President does not become the issue, nor the Vice President, nor any member of the Family. • This is the key point in all of the items listed in this memorandum.
8. Both Connie Stuart, Dave Parker and Bill Codus should realize the point that Mrs. Nixon is superb in dealing with people. She is more ill at ease in speeches and Q and A. We should put her where she is good, get the cameras to cover her, and stay away from the activities where she is not good. Chapin has covered this point with Connie.
9. Chapin is to work with Colson to see that MONDAY refrains from publishing any further surrogate schedules.
10. We should reexamine the whole surrogate schedule. We should cut back for the next week or two. We will slack off -- we can always add on. We need to see where we are and play it carefully.
11. The President feels that perhaps we should not be doing a press conference in Boston or Atlanta. We should not let the press be determining what we are going to say to the public. We can still plan to go to Boston but we need to come up with some other events. Also we can plan to go to Atlanta. One thought is to go in, motorcade, have the reception, and do a radio speech. That would be our only event. We should staff out this thought.

Parker, I want you to talk to Moore and the others who attend the 4:00 p.m. meeting to see what they think of this. Arrange to go to the 4:00 p.m. meeting on Wednesday, if possible.

Teddy White evidently made the point to both the President and Haldeman that it is necessary for the President to articulate exactly what he expects for the next four years. This ties in to our getting some visionary lines out as to exactly what the President is looking for. These could be our campaign speeches. We can use the radio here in order to get across exactly what the President is going to do in the next four years. We would not do anything for television because we want the motorcades to carry that. Remember we are only doing the speeches because we have to, not because we want to.

Chapin wants to get Herschensohn cranked in on this also. Make sure that you consult Bruce on any of this, Dave.

cc: Mr. Herschensohn
Mr. Moore
Mr. Bull

[JFK 11-2-1]

September 20, 1972

EYES ONLY

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MR. DAVID PARKER

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cc: Mr. Herschensohn
Mr. Moore
Mr. Bull

[S-2-11 mof]