

Richard Nixon Presidential Library
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|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 46 | 38 | 3/29/1972 | <input type="checkbox"/> | Campaign | Memo | Chapin's notes, written on White House Memorandum paper, from a meeting with Haldeman on various campaign topics, such as themes, important voter groups, and the roles of White House staffers. Handwritten note added by unknown. 2 pgs. |
| 46 | 38 | 7/9/1972 | <input type="checkbox"/> | Campaign | Memo | From Chapin to Haldeman RE: campaign thoughts generated by Chapin and Moore after a California trip. Handwritten notes added by multiple unidentified parties. 2 pgs. |

THE WHITE HOUSE
WASHINGTON

March 29, 1972

7 -
Will be calling
for this -

NOTES FROM MARCH 27, 1972 MEETING WITH H.R. HALDEMAN

Bob talked about the memorandum which we had sent in last Friday dealing with the rough cut of the plan for analyzing our schedule opportunities from now up through the election. He suggested we put together a set of books on a State by State basis where we keep an accurate reading of the current standings, the issues, popularity figures, etc.

He made a point of the fact that we do not need to worry about the New York Jewish vote in the areas outside New York City. He said, "forget it". He wondered why under New York we did not have any reference to Westchester, Suffix, and Nassau Counties. Chapin should follow through on this -- or Parker should.

In regard to Illinois, he feels that due to the primary we probably should consider going in there now. We may be able to get Daley as an ally. We should work under the surface.

In regard to schedule possibilities, he said that they really fall into two categories in terms of going into a State. One category is going in and doing a national event to get play in the State but looking at it as a national event and for the play all over the country. The second thing is to go in and do something that only has local or regional impact and realize we are doing it for that purpose (political reason in that particular locale) and we are not worried about national play. We discussed briefly one subject TV shots by the President. In other words, his going into the press center and maybe doing a five-minute press conference on a single subject. This should be developed. We should get thoughts on this. Chapin should follow through with Moore, Scali, and others.

Bob said that the President is upset that the family is not being used in the big States. We are putting together a rundown which Parker has already completed of the work that Julie has done in large States.

Bob talked about the use of Connally, Agnew, Kissinger, Scali and so forth. Obviously, a plan needs to be drawn up on this and it will probably fall to Chapin and Parker to do.

2.

The subject of the air expo came up and of the possible political problem that this may be. Chapin has done a memorandum to Colson on this subject.

Haldeman mentioned that the President wants to start having a press conference every three weeks. He will not have a press conference when it falls into a time frame when there is some major event like the Convention or the trip to Moscow. He is now planning a press conference for April 12 and May 10.

The President wants to have one hard news thing a week. For example, like the drugs were the week before this. We have nothing this week that we can play off of. Maybe we do if we work on the supermarket and price controversy.

It is the President's feeling, according to Bob, that there are four main issues. All need to be hit. (1) Man of Peace. (2) Cost of Living -- Meany. (3) Drugs (4) Busing - regionally.

Bob asked what follow-up had been taken in regard to the drug trip. What editorials we had going, what arrests had been made, what seizures.

The President feels that we should not concentrate on soft news now. He means by that (I think) that we should not be worried about building his image, making him a good guy, warm, friendly and all kind of stuff. I agree wholeheartedly. It seems to me that others should do this and it is better for the President not to do it.

Evidently, he is interested in getting Rogers and Scali out talking about China. This should be done as quickly as possible.

We then got into a discussion as to where Pat O'Donnell and the people running the surrogates go to get information about scheduling and the substantive points they should make, etc. Obviously, this has been followed up with the memorandum that I did to Haldeman and some thinking that Bob is going to do on his own.

DWIGHT L. CHAPIN

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 9, 1972
2:00 p. m.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By *CP* _____, Date *7-9-82*

Terry - Xerox of this to Buchanan Colson Moore

Return this to me
[Signature]

CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: General Thoughts

by Dick Moore & myself

Some ideas were generated from the trip to California. Check or comment on any which you feel have merit.

1. Have Julie address a high school graduation, perhaps a vocational college. We would keep it short and have it reprinted in Readers' Digest.
2. Make Len Garment our Hugh Sidey and get the Newsweek/Washington Post's syndicate to run him. He has the flair and the emotional understanding of the President.
3. Give Dick Moore the job of figuring out how NBC or Metromedia is purchased and develop a plan on it. We could establish our own mini-network or better yet, think big. *He was 2 years ago w/ Billy Graham*
4. Get educational TV, Metromedia or whoever to rerun the July 4 Archives speech.
5. Today McGovern is producing slick TV, spending a fortune and using more Madison Avenue techniques and people than we ever did or will. Tomorrow McGovern will be the poor boy. We will be the big spenders, the slick ones and be torn apart by the media.

good if she'll do it
He can't write

✓
✓

Let's attack McGovern now. Let's say now that McGovern is a TV age product who is meeting only the test of the tube, not leadership.

Absolutely talk to Buchanan + Colson

6. Send Julie, Tricia or both to the Summer Olympics. The best dates are from September 1 to 4. ABC plans massive coverage and we could do a lot of color things.

NO

7. Wolper says Teddy White told him, "McGovern is not a smart man". Maybe we should get this talk circulated among the press.

*Absolutely
again -
Burkham
+ Wolper*

cc: Dick Moore

[5-11-68]

10/1/68