

Richard Nixon Presidential Library
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 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	36	4/5/1972	<input type="checkbox"/>	Campaign	Memo	From L.J. Evans, Jr. to Malek RE: having RN and the First Family appear with older Americans during the campaign. 1 pg.
46	36	8/1/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Parker RE: using Ed Cox in the campaign. Duplicates attached. Handwritten notes included on two copies. 3 pgs.
46	36		<input checked="" type="checkbox"/>	Campaign	Other Document	List of RN and First Family campaign appearances. Handwritten notes added by unknown. 6 pgs.
46	36	1/17/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Colson RE: presidential posture during the campaign. 3 pgs.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 5, 1972

MEMORANDUM FOR:

FRED MALEK

SUBJECT:

Presidential and First Family
Appearances with Older Americans

Attached are the two separate appearance schedules, one for the President, the other for the First Family.

Concerning your reservations on the Whittier, California, and Domestic Council drop-by's, unless the President can get in the field more often it will be hard to develop such drop-by's without them looking contrived. However, I would like to emphasize that these schedules should be regarded as tentative, and that events may develop which will pre-empt any one of those presently listed. An example might be the necessity of calling all major aging organization leaders in to meet with the President if Congress passes the 20% Social Security increase (presuming the President will sign it). What I have tried to establish with these schedules is a broad overall strategy (within the guidelines you mentioned) for assuring Presidential visibility relating to older Americans and their concerns.



L. J. Evans, Jr.

Attachments

8/21
F.F. Sched

August 1, 1972

MEMORANDUM FOR: MR. DAVID N. PARKER
FROM: DWIGHT L. CHAPIN

On the memorandum which you sent to Ed Cox, you should be aware that it has stirred up the President a little bit. You should not send memoranda to any member of the First Family directly without them having first been approved by either Bob Haldeman or by me. In most cases, it should come through me because there is no sense in bothering Bob.

Regarding Ed, it is the President's feeling that he should be used among the suburban elite in our key states. He should be used in upper-class colleges in the high income level areas. The President feels that you should get Reitz involved in helping with the planning for the use of Cox.

Once we have a plan developed, the President would like to see it. Let's set a deadline of next Monday, August 7, to get the memorandum in to Bob.

Follow up - August 7

8/8 - David said other matters are taking priority

[1-3-11]

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[S-E-U met]

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David !!

Today is the 7th.

W

[E-E-11-3-3]

LIST OF THE PRESIDENT'S APPEARANCES:

	<u>PLACE</u>	<u>EVENT</u>	<u>TYPE INVOLV.</u>
Apr. (17th)	D. C.	Post White House Conf. on Aging Planning Board	Drop-by

The White House Conference on Aging Planning Board membership consists of almost every top aging and volunteer organization leader concerned with the elderly. Its membership totals approximately 90. Therefore, this is a very important group of leaders for the President to meet with.

April	D. C.	Older Americans from Whittier, Cal.	Drop-by
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Since the President went to Whittier College, this event provides a good opportunity to reminisce about what good some of his profs (now old) did for him and others and how they are continuing to accomplish things through what they taught their students. This could be capped by how their work for the present generation of leaders makes those leaders want to work for older Americans. (A schedule proposal has been submitted).

May	D. C.	Older Americans Month	Radio Address
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A Presidential Proclamation is traditionally issued for Older Americans Month and it would be useful to show Presidential concern for and interest in older persons during Senior Citizens Month by reading a short address honoring them during that month. This would be particularly useful to help reach the rural elderly. (A schedule proposal has been submitted.)

*Possible
* follow up - if
done*

*Submission
conf to
committee?*

	<u>PLACE</u>	<u>EVENT</u>	<u>TYPE INVOLV.</u>
May (5th-18th)	Cal.	Baseball Game (Senior All-Stars)	Drop-by

The Commissioner of Baseball has agreed to support this event in each ballpark accross the country. Each team would give, or sell at reduced rates, tickets to older people.

The President would be accompanied to a California Angels game (his home team) by Governor Reagan and Casey Stengel and sit among several thousand older people. (A schedule proposal has been submitted.)

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June (12-15th)	D. C.	AARP Convention	Major Address
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AARP is the biggest older American organization, with over 3.5 million members. It is an organization which has been neutral, but leaned in our direction, and one which will be more favorable with the proper stroking. Therefore, this is one of the highest priority events for a Presidential appearance. (A schedule proposal has been submitted).

OK May 11th

June (late)	D. C.	Citizens Older Americans Advisory Committee	Drop-by
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Top "aging" leaders, as well as retired show business people, and athletes will be asked to join an honorary Advisory Committee at the Citizens Committee, and one of our main requirements for getting mileage out of such a group will be giving it high visibility. A drop-by to see the President in the Oval Office would achieve this requirement.

	<u>PLACE</u>	<u>EVENT</u>	<u>TYPE INVOLV.</u>
July (mid)	D, C.	Cabinet-level Domestic Council on Aging Meeting	Drop-by
<p>We will have accomplished several of the initiatives which the President announced in his Aging Message that are popular with older people which could be announced in conjunction with the various Secretary's who are members of this committee. We should take this opportunity to give such initiatives visibility.</p>			
August (early)	Ohio, Ill., Ind.	Road trip: Project FIND, Nursing Home Project	Minor address & Drop-by's (President and Mrs. Nixon)
<p>This road trip, an itinerary of which will be submitted within two weeks, will be designed to gain a high visibility for the President's concern over problems facing older persons in the Midwest, as that is the section of the Nation with the highest percentage of older voters, outside of Florida.</p>			
August (late)	D. C.		
<p>To be determined.</p>			
September (early)	D. C.		Drop-by
<p>To be determined.</p>			
Sept. (24th-27th)	Texas	NARFE Convention	Major Address

The NARFE organization is one of the four largest "aging" organizations and is by far the most sympathetic and helpful. We would gain extensive coverage through its publication as well as the general press from such a Presidential appearance. Even more important, such an appearance would assure us of this group's crucial support. (A schedule proposal has been submitted.)

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July - too late - also demo con

	<u>PLACE</u>	<u>EVENT</u>	<u>TYPE INVOLV.</u>
Oct. (mid)	Ohio	Housing Project	Drop-By

Ohio is one of our key states and the housing area is one in which we have accomplished much that the President can cite favorably.

Oct. (early)	D. C.		
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To be determined.

Oct. (late)	D. C.	Reaffirm Pos.'s.	T. V. Speech
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A TV speech on the subject of older Americans is a must if we are to reach the majority of older voters. It is imperative that the President show concern for them as a separate entity, as no other group of voters' opinion is swayed so much by the mere manifestation of care for the problems they face. This event is key to the success of our overall effort.

November	California	Escondido Senior Center	Drop-by
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This Senior Center is considered one of the best in California. In light of this fact, & California's high priority, it would be a good place to close out the older voter campaign. (A schedule proposal has been submitted).

LIST OF APPEARANCES FOR THE FIRST FAMILY:

	<u>PLACE</u>	<u>EVENT</u>	<u>TYPE INVOLVEMENT</u>
May (1st-4th)	Miami, Fla.	NRTA Convention	Drop-by -- Mrs. Nixon

This group is composed of retired teachers and is associated with the AARP's. In light of Mrs. Nixon's background, she would be very appropriate for such a meeting. In addition, this will receive coverage in the AARP publications, which reach over 3.5 million older voters. (A schedule proposal has been submitted.)

June	New Jersey	Foster Grandparent Project	Julie or Tricia -- Drop-by
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The Foster Grandparent Program has been highly successful and popular. Thus, it would be good to gain some association with it, particularly in a priority state.

July	Mo.	Farm Home Repair	Drop-by -- Mrs. Nixon
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This program is not well-known, but has been very popular in rural areas where 7 out of every 19 persons over 65 live. We should use the visibility Mrs. Nixon would give to highlight our concern for such rural "aging" programs, in a priority and largely rural state like Missouri.

July	California	RSVP	Drop-by -- Julie or Tricia
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In light of the President's and Mrs. Nixon's interest in volunteerism, the Retired Senior Volunteer Program would be a good one to have members of the family visit.

August	New York	Nutrition Project	Drop-by -- Julie or Tricia
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We recently pre-empted Kennedy on nutrition by funding his bill at \$100 million. This received a lot of favorable publicity and we should exploit it.

	<u>PLACE</u>	<u>EVENT</u>	<u>TYPE INVOLVEMENT</u>
September	Florida	Dade Senior Center	Drop-by -- Julie or Tricia

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Florida, with its high percentage of older voters, particularly around Miami, offers a good location for a First Family visit to gain their support.

Spetember	New York	Nursing Home	Drop-by -- Mrs. Nixon
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up State

The President's concern for upgrading nursing homes should be exploited. This offers a good forerunner event to what will hopefully be an appearance by Mrs. Nixon before the Illinois Nursing Home Association the following month.

Oct. (3rd-5th)	Illinois	Illinois Nursing Home Association Convention	Drop-by -- Mrs. Nixon
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This event would be used to re-emphasize the President's accomplishments regarding nursing homes. The organization is an important one and in a key state.

Oct. (mid)	Indiana	Green Thumb	Drop-by -- Julie or Tricia
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14Hh
out

Green Thumb is a successful Department of Labor project which employs older Americans to beautify the countryside and is considered highly successful. This event could be used to tie older voters with the environment issue in a favorable way.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 17, 1972
9:30 a.m.

MEMORANDUM FOR: MR. CHARLES W. COLSON
FROM: DWIGHT L. CHAPIN

Per your request, the following are some suggestions and comments on what others presented in terms of the President's posture during the next few months:

It was obvious from Ken Cole's presentation of our forthcoming domestic objectives that there is little which is exciting. Much of what we will present is going to face the same problem as what was proposed last year in the sense that, for example, in the case of the value added tax, it is going to be hard to explain and relate to people in a decisive, political way.

My feeling is that we still need to have an umbrella for the domestic program such as we have for the foreign policy. Obviously, it is much harder to come up with a general theme for our very fragmented domestic objectives.

I think the rationale regarding a "Generation of Peace" can offer the vehicle which we are after domestically. It is also the concept which if explained properly can be not only palatable but perhaps generated into some excitement as far as the President's interest is concerned. The point is that the President is after a "Generation of Peace" not only abroad but more specifically at home. This is an offensive peace. It is not a peace that has been reached, but it is a peace for which he is driving. He can relate it to any number of different areas such as peace and security for the aged; peace of mind about our environment; peace of mind in education by developing the neighborhood school system; peace in the knowledge that the drug problem is coming under control and that pushers and those criminals exploiting drugs will be prosecuted in the toughest fashion; peace of job security for the laboring man; the peace of the promise of rehabilitation for those in prisons, and so on.

What we are after is setting the President apart from any challengers, Democrat or Republican, on the highest of plains and being able to relate to key issues with a

certain emotional feel while being somewhat specific in terms of concrete steps that he has taken.

Safire spoke of the need during the campaign period for promising. I do not think that the "Generation of Peace" concept is incompatible with the idea of promises. The important thing is what the President is striving for and what he has done. The "Generation of Peace at Home" concept can tie very easily to the change in our whole domestic situation since the 1968 chaotic condition of our country. It also has great ties to the visionary aspects of the bicentennial era.

You mentioned specifically three steps which we need to take. Your first was to get the President's understanding in the domestic area and to have him not be defensive but to get him personally committed to speak in an offensive way on certain domestic goals or domestic-related type events; (2) You wanted to determine exactly what our message should be; and (3) You wanted to have everyone unleashed (per Ziegler's concept) and keep them sober, honest, and have the President's commitment spoken to by everyone including the President. Scali made the point that the third item was the most important and indispensable in terms of being straightforward and clobbering the Democrats. I disagree. I feel that the indispensable step, if indeed we are right, is to move off on the number one ingredient that you mentioned which is the Presidential commitment. I know that other people have tried to build cases for the President to become more committed on the domestic scale. They have been unsuccessful. The problem on this has been, however, that they have done so on specific things such as the environment, health care, revenue sharing, and so forth. They have never been able to zero it in on a theme basis which the President should constantly strike at such as he does with the "Generation of Peace" or "Peace for a Generation" foreign policy theme.

Although it will drive the President crazy, I do agree with Ziegler's theme that we should loosen up and let more Administration people attend Sperling-type breakfasts and speak out and be a little bit more free-wheeling about things. There is no question in my mind that we are over-controlled and too restrictive in what, when, and how we advocate. Our programatic, PR-oriented, oversell criticism is to a large degree, if not entirely, a by-product of our own restrictive process.

All of what I have said in this memorandum is not to insinuate that I disagree with the understanding which I have received from Haldeman regarding the President's desire to accentuate the foreign policy thrust of his Presidency. As I said this morning, I think that during 1971 our emphasis probably boiled down to a 30% domestic orientation with the other 70% being foreign policy. I think we are unbalanced in terms of the necessity politically to hit harder domestically. This is going to be especially true

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as we come into the campaign. It would be a good idea if we could keep the President as the sole protector of the country on foreign policy grounds during the campaign, but I do not think that this is going to be the case. The only way that this would work would be if we were on the verge of or in a war. We must be able to build some case for the President in domestic affairs and the way our schedule and philosophy are weighted now, I do not think that we have the proper defense. I guess this was the conclusion of the group this morning.

At one of the next meetings which we have on this project, I would suggest that someone come in with the most current information out of our issue polls. We need to know exactly what people are thinking in terms of where the President is strongest on each particular issue, where we are weak, and what issues are most important to the people. Perhaps this can be helpful in our selection of themes.

cc: Mr. Haldeman