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June 23, 1972

MEMORANDUM FOR: STAN ANDERSON

FROM: BARBARA FRANKLIN

SUBJECT: Plans Involving Women in Convention

Here are our thoughts to date, as discussed.

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The Convention is a unique opportunity to project in a variety of ways the President's record on women's rights as well as his genuine concern for women and their need for equality.

It is crucial that throughout the Convention we have women involved in important, substantive roles, and our media coverage should be designed to highlight women in these roles. We need to create the image that women are very important to the Republican party. Additionally, we should do all we can to minimize inadvertent and unconscious comments and activities which could undo the image we are trying to project, i. e., great commotion when a woman speaks, men making jokes about "Women's Lib", and so on.

The following proposals are a part of our overall strategy to influence as many women as possible to vote for the President in November.

A. Platform

1. Select women to serve as Chairmen of four or more on the Platform Sub-Committees. This representation of women is absolutely vital! (Only one woman sub-committee Chairman will be labeled "Tokenism"!)  
We are vulnerable on questions regarding the number

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of women delegates -- the Democrats appear to be doing better -- and our vulnerability will be heightened considerably if women do not serve in substantive, high profile positions on the Platform Committee.

2. Include a separate section entitled "Women's Rights and Responsibilities", in the Platform.

We need to have our platform reflect the feeling that equal rights for women is a legitimate issue which the Republican Party champions.

Women should serve on the sub-Committee that writes this section, and people should be called to testify before the Platform Committee on the issue of women's rights.

A separate section would serve to highlight the President and Party's concern, and will be invaluable for promotion purposes. But we should also do this to cover our flanks. If we do not do a good job, it will be conspicuous and the opposition will use it against us.

**B. Nominating Speeches and Other Visible Roles**

1. Have women do half the convention addresses, nominating, seconding speeches, and so on. This, too, is absolutely, vital if we are to project an image of the "involved" Republican woman.
2. Program an address to the convention on the subject of women's rights and responsibilities. This could be done by a man or woman. There might, in fact, be a psychological advantage to having a man seriously discuss this issue.

**C. Media Coverage**

1. Hold press conference conducted by women. Principal among these should be the women sub-Committee Chairman of the Platform Committee.
2. Have spot interviews with women delegates on the floor.
3. Make group of top Administration women at the Convention available for off-floor interviews. (Suggested list is at Tab A.) Most of these are the leading women in the group of "Spokeswomen surrogates" we are programming to reach

women in key states. Several (Bentley, Knauer, Spain, Whitman) are being promoted as "stars", and this national exposure will increase their stature.

4. Make available to networks several 3-5 minute pre-taped "Spotlight interviews" of top Administration women. These can be onhand as fillers and we'll use them later as well.
5. Get women appointees any other local coverage possible, outside the Convention.

D. Republican Women's Caucus

1. Hold a panel discussion one morning or during another "dead" period. The purpose is to discuss ideas about how women can better participate in the political process, specifically the upcoming campaign. Here is an opportunity to say some of the things we need to say to show women we care and understand.
2. Have colorful, controversial and/or newsworthy panelists, i. e. Helen Bentley, Shirley Temple Black, Congresswoman Margaret Heckler.
3. Program this so we get media coverage and/or interview the panelists.

E. Hospitality Suite Party -- Honoring Women of The Press

1. Have an appropriate group -- which has a hospitality suite -- designate a particular time for a party honoring women of the Press. Perhaps the National Federation of Republican Women could do this?

Other Comment

The First Lady is a precious commodity! Women leaders have told us they have better feelings toward the President because he encourages her "working partner", person-in-her-own-right role. Convention events involving Mrs. Nixon should enhance her new prestige -- and not pull her back down into "women's events" which could appear too frivolous or mundane. (Let's hope we do not have any frivolous or mundane events for women!) Perhaps we should save her first

appearance for the special tribute planned for her? If the First Family is needed prior to that, why not have Tricia or Julie appear?

Wild Idea of the Week: Nominatate a woman for Vice President .  
We suggest Jayne Spain. She would decline, of course, but this exposure would contribute to the "star" billing we are promoting for her. It would also give evidence of our concern for the role and abilities of women.

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In summary, I am very concerned that we come through the Convention with the image of involved Republican women handling high-level, substantive assignments.

P Polls show we're in trouble with women voters. A bad show at the Convention could be the proverbial icing on the cake! We simply cannot afford a mistake!

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I'll be pleased to discuss any or all of this.

CC: Fred Malek

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