

Richard Nixon Presidential Library
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63	26	08/08/1962	Memo	To: Members of Public Relations Committee From: William M. Spencer. Re: Substance of Special Public Relations Committee Meeting August 8, 1962. 2 Pages.
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63	26	02/01/1962	Letter	To: Philip S. Boone From: H. R. Haldeman Re: Key Public Relations Advisory Group. 2 Pages.
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63	26	05/15/1962	Memo	To: HRH From: WMS Re: Phil Boone 1 Page.

No Calif.
P. R. Adv.
Comm.

[Handwritten signature]

August 20, 1962

Dear Leone:

I had hoped to be able to discuss a couple of things with you when I was there last week, but there obviously was no opportunity.

I especially wanted to go over one of the points you raised in your letter of July 12th regarding your suggestion of a plan to unpopulize Brown in the Church -- brought in by a group of Catholics. I wonder if this is anything you would be able to give me some further thoughts on by mail? If not, we should try to discuss this at the earliest opportunity.

The Democratic effort by disenchanted Democrats which you also mentioned is under way and I think will be very worthwhile.

I know Nick Ruwe has been in touch with you regarding your suggestion of a meeting with 12 of the top people in San Francisco, and I hope this can be worked out.

Best regards.

WIN WITH NIXON!

H. R. Haldeman

Mrs. Leone Baxter
Whitaker & Baxter International
The Fairmont
San Francisco, California

July 17, 1962

Dear Leone:

I appreciated your letter of July 12. Your memorandum to Dick regarding the recommended meeting with some of your top people there has also been noted.

A meeting of the Northern California P.R. group is in the process of being set up. I think we should get together soon and believe Phil Boone is working on this.

I couldn't agree with you more on getting programs initiated and handled by outside groups. Your two suggestions in this connection are good.

Many thanks, and

WIN WITH NIXON!

H. R. Haldeman

Mrs. Leone Baxter
Whitaker & Baxter International
The Fairmont
San Francisco, California

Whitaker & Baxter International

PUBLIC RELATIONS, ECONOMIC AND POLITICAL COUNSELLING, NATIONAL AND INTERNATIONAL

The Fairmont, Nob Hill, San Francisco

DOUGLAS 2-3200 • CABLE ADDRESS: WABINT

CLEM WHITAKER
PRESIDENT
LEONE BAXTER
GENERAL MANAGER

EUROPEAN OFFICE
DAVID CLAYTON
132 FLEET STREET
LONDON E.C.4

7.12.62

Mr. Robert Haldeman, Campaign Manager
Nixon For Governor Headquarters
3908 Wilshire Boulevard
Los Angeles, California

Dear Bob:

You will see the importance of the enclosed memo to Dick. In my judgment now is the best possible time to do him the most good in this financial milieu.

I've been away but even at this late date must say how warmly happy I was for you and all the others there on Primary Election Day. It's always great after a big difference of opinion to have one's judgment vindicated--as yours certainly was!

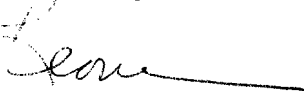
You probably have a hat full of good ideas on the campaign--and undoubtedly have received a plethora of bad ones at this point. A couple of the best ones which come to me here are:

1. A plan to unpopularize Pat in the Church--brought in by a group of Catholics themselves;
2. A Democratic effort which would seem to fall together of its own volition, within the party--prompted by disenchanted Democrats themselves.

Any time we can get programs going among great and possibly determinative groups--handled by, of and for the groups themselves--we're away out in front, of course, of any program necessarily handled by our own people from outside such groups.

Hope to see you real soon.

Cordially



Leone Baxter

cc: Honorable Richard Nixon

7.12.62

Honorable Richard M. Nixon
1035 Pacific Mutual Building
523 W. 6th Street
Los Angeles 14, California

Dear Dick:

Twelve of our top people here would like very much to have a private talk with you at your earliest convenience. (They include Gwin Follis, Jim Black, Carl Lindeman, Walter Haas, Clark Beise, Don Russell, Dave Zellerbach and Jerd Sullivan who would make the arrangements and steer the meeting along lines most helpful to you--particularly in reference to finances.)

If you think it would be helpful I could brief you a little in advance on these people's current observations, reactions, positions and ideas which certainly will reach you at such a meeting, as well as the possible helpfulness at this time of each of the men.

Sincerely

Leone Baxter

LB:p
cc: Robert Maldeman

NIXON FOR GOVERNOR COMMITTEE

525 Market Street
San Francisco

file

* M E M O R A N D U M *

To: Members of Public Relations Committee
From: William M. Spencer
Subject: SUBSTANCE OF SPECIAL PUBLIC RELATIONS COMMITTEE MEETING
AUGUST 8, 1962.
Distribution: Robert Haldeman, Charles Farrington, Kai Jorgenson, Andrew Downey Orrick, Herbert Kalmbach and Herbert Klein.

The following notes represent the substance of a meeting of the Northern California Special Public Relations Committee held on August 8, 1962 at the Press & Union League Club in San Francisco.

Those present were the following:

Edward Hillyer, Public Relations Counsel; Donald Galbraith, Foster & Kleiser; Frederick Goerner, KCBS Radio; Arno Roessler, Public Relations Counsel; Ray Peterson, Lennan & Newell; John Wilks, John Wilks & Associates; Harold Williams, U.S. Steel.

Those absent were the following:

Joseph Blackburn, Batten, Barton, Durstine & Osborn Inc.; Harold Belknap, Spreckles Sugar Co.; Ross Buell, Wells Fargo Bank; Thomas Ross, Olin Manufacturing Co.; Michael Bloecher, Pacific Gas & Electric Co.; Alexander Troffee, Kaiser Industries Ltd.

Roessler, as committee chairman, introduced those present and expressed appreciation for the participation of the members on the expanded committee. He hoped that the meetings of the committee would be interesting and fruitful and that constructive ideas that could be used by the Nixon campaign would develop from them.

Spencer explained that the lack of general public relations counsel in the Northern California campaign and the emphasis on conducting a Citizens for Nixon type campaign to date made it mandatory that the campaign receive public relations advice. He expressed appreciation to those present and hoped that the conversation would develop in both a critical and constructive fashion.

It was generally agreed by everyone present that the one-shot telethon program at the end of the campaign would not represent intelligent use of campaign funds. It was felt that such a concentration of money and effort inevitably means that a large part of the electorate is not reached by the campaign advertising program. It was also thought that telethons in general appear artificial and that it is difficult to convince an audience that the questions being asked are not screened in advance. This, combined with the problem of irresponsible questioning, results in a considerable waste of time.

The possibility of regional telethons was explored, combining them with some broad promotion to increase the audience. There was some comment that this would be a better approach to a telethon project than the single four or six hour program. Roessler felt that local programming with local questioning on local issues would have a considerable amount of merit. He emphasized that the questioning should be by responsible people.

Galbraith, Hillyer, Goerner and Williams all emphasized the great importance of the debates and felt that the entire campaign should defer to them. Hillyer suggested the possibility of negotiating in advance the right to use excerpts from the debates and then using such excerpts which are favorable on paid TV time immediately after the debates. Goerner also suggested that tapes of the debates dealing with populations be used in the appropriate areas as soon after the debate as possible.

The committee was more or less in agreement that the press conference is the best vehicle for creating a responsible and intelligent question and answer session. It was strongly recommended that the campaign arrange to tape press conferences wherever possible and to use the key questions and answers from these tapes on replays in those areas of the State dealing with the issues involved in the questions.

At this point, it was emphasized that Northern and Southern California do differ considerably and the importance of the lumber industry to the Northeast/Northwestern part of the State was used as an example. It was mentioned, for example, that the candidate should tape a series of questions and answers or a series of statements on particular issues, for replay in those areas of the State particularly concerned with those issues.

Hillyer felt strongly that by using excerpts from the debates or from press conferences on paid TV or radio time the campaign could lessen the risk of a stalemate or losing debate because of the total general impression created during the whole course of the debate.

The committee was also in agreement that this should be a serious campaign and that the general frivolity which is sometimes found in statewide elections should be avoided as much as possible. For example, the committee felt that the political cartoon used on TV spots would be inappropriate. Williams even felt that the political rally as a vehicle for a TV program was inappropriate in Northern California although it would probably work in Los Angeles.

Fred Goerner brought up the problem of spot buying in Northern California and urged that local coordination be emphasized. He stated, for example, that the single spot used following the Lowell-Thomas news broadcast on KCBS is by far the best of the entire evening. Setting this as an example, he urged that Hixon and Jorgenson consult in detail with local time buyers before they commit themselves and that in buying spots they negotiate each one time-by-time and station-by-station to obtain the maximum value.

The candidate's public image was discussed and the committee was in agreement that the Nixon Mission Street appearance early in the primary with the accompanying publicity was one of the best things that he did during the entire campaign. The committee suggested that as many "impromptu" situations as possible be created for the candidate in his campaign trips throughout the State.

In a brief discussion of fund-raising techniques, it was suggested that "special event" fund-raising events are usually impractical and non-productive. Williams also felt that the \$100 plate dinner was too expensive, and that more dinners should be held for less money. The committee generally approved of the Christopher \$11 plate dinners being held across the State. Goerner suggested a "My Money is on Nixon" button to be sold for \$1. The committee also felt strongly that should Brown refuse to debate more than once Nixon would, at least, accept the one debate as better than no debates at all.

No Cal
P. R. Cam

July 27, 1962

Dear Phil:

I know Bill Spencer has been in touch with you regarding a meeting of the Public Relations group. I certainly feel it is important that this be done, and soon.

There are many things we should discuss regarding P.R. aspects of the many phases of plans for the fall effort. We should especially cover your group's thinking on telethons and other uses of television, all candidates' scheduling, campaign materials, overall themes, and most important - approaches to win over the uncommitted or unfriendly voters.

I wonder if it would work out to set up a meeting during the week of August 5th or August 12th? Perhaps you would let me know what time you might have available and I will try to arrange my plans accordingly.

Best regards,

Sincerely,

H. R. Waldeman

Mr. Philip S. Boens
Dancer, Fitzgerald, Sample, Inc.
343 Sansome Street
San Francisco, California

No Calif

file

Special Public Relations Committee

July 17, 1962

Bill Spencer

MEETING OF JULY 11

HRH

Attending the meeting were Joe Blackburn, Arno Raessler and Ray Peterson. Fred Goerner of CBS could not attend but will receive a copy of these notes. The following was discussed:

1. Although the general agreement was that the Telethon had been extremely successful and productive of support for Nixon, it is felt that production techniques were poor and that should the Telethon be done again in the Fall, considerable improvement could be made. It was urged that the Telethon be repeated, and the possibility of live remote pick-ups from throughout the State was discussed and urged. It was thought that approximately seven days before election would be the best time to have another Telethon. Ray Peterson also urged strongly that the Telethon use George Christopher in conjunction with Nixon and also that the Christopher and Nixon families be included. It was urged that in all aspects of the campaign as much use of the two families be made as possible.
2. Peterson also stressed that a joint Christopher-Nixon campaign would have many advantages and urged that they run as a team whenever possible.
3. In regard to campaign timing, Blackburn felt that with a well-known name such as Nixon it was not necessary to "blitz" the name during any short period during the election. He thought that both the Nixon program and attacks on the opposition could be strung out through September to election day. It was stressed by others, however, that basic attacks on the opposition should be made as late in the campaign as possible in order to shorten the length of time which can be utilized by the opposition to answer the attacks. This would not apply to basic attack information which is irrefutable and of obviously great and lasting merit.
4. A simple and strongly worded Nixon platform was urged. Constant criticism is heard that the Nixon position is not definable and that he refrains from dealing in specifics on major topics. It was strongly urged by everyone that he condense his position on different matters to the greatest extent possible and that language as strong as possible be used.
5. The animated cartoon was suggested as a possible campaign technique. It was strongly urged that originality and imagination be used in the development of the entire advertising program. It was recognized, however, that the advertising budget to date has been extremely limited and that the campaign has not had a sufficient opportunity to develop a widespread and fundamental advertising program.

It was stressed that this special PR committee should serve as an advisory group to the Northern California campaign. The members were urged to send in to the Northern California headquarters any ideas and thoughts they might have or any interesting

July 17, 1962

reactions they might receive from other people. It was stated that although most ideas in a political campaign are not used or prove impractical, every now and then a nugget develops which can be instrumental in the development of the whole program. Only by brainstorming-type sessions or constant alertness by members of the committee to new ideas and concepts will we be able to develop the idea which will become instrumental to Mr. Nixon's election.

Therefore, all members of the committee are urged to keep in close touch with the Northern California headquarters.



WMB

/hg

No Cal
PR Com

Spencer
This looks very good.
I would, of course, like
to sit in ^{May 26, 1962} the meeting.

Philip Boone
Bill Spencer
Proposed Agenda, PR Committee Meeting
Downey Orrick, Bob Haldeman

[Handwritten signature]

You have discussed with Downey Orrick the possibility of calling a meeting of your committee sometime during the two weeks immediately following the election. Bob Haldeman has discussed such a meeting with me, and has asked specifically that it be held.

Haldeman has asked that your committee evaluate decisions which have been made in the general field of advertising today, and that it make specific recommendations for the general election period. He has also asked for the views of your committee regarding campaign timing for the general election.

With this in mind, I have drawn up a proposed agenda for such a meeting, for you to consider and to change as you think best.

Would it be possible to do two things in regard to the meeting:

1. Can members of your committee be called on Monday to view the telethon taking place on Tuesday evening?
2. Can committee members be asked to prepare a memorandum on the agenda sufficiently in advance of the meeting to allow for circulation amongst all other committee members?

If you have any questions, please call me, or talk with Bob Haldeman directly.

WHS

COPY

Area of Study

A. Campaign Advertising

The campaign concluded early that most of its advertising budget for the primary should be spent in two areas, television and outdoor advertising. It further decided to limit its television to spots within the final two weeks of the campaign and to a four hour telethon on May 29th from 9:00 pm to 1:00 am.

A general evaluation of these decisions is in order at this time. This evaluation must take into account the extremely limited advertising budget within which the campaign has been operating, as well as the fact that the telethon should be partly or wholly self-liquidating.

The evaluation should relate specifically to similar decisions which will have to be made for the general election.

We should endeavour to answer these questions:

1. In your opinion, was it correct to limit advertising largely to the TV and billboard forms of media, and to what extent should other media be used in the general election? Is there enough of a billboard display to make an impact, should it have been increased at the expense of TV spots or should it have been eliminated? Is the billboard itself effective, or could it be improved?
2. If you have seen any of the TV spots, are they effective or could they be improved? Is a series of spots better than one five minute or fifteen minute speech or rally broadcast?
3. Did you and your friends and associates think that the telethon was productive of votes? How could the mechanics be improved? Should a telethon be held just before the general election?

COPY

B. Campaign Timing

Timing in a political campaign must be related to advertising, to candidate scheduling, to attacks on the other candidate and to presentation of a positive program. In this general area these questions must be answered:

1. The timing of an advertising will depend in part on the availability of funds. However, assuming a reasonable advertising budget, when should TV spots, newspaper advertising, billboard advertising and radio spots be commenced in the general election?
2. To what extent should the candidate campaign during the summer months? At what point should the campaign be officially "launched"?
3. General criticism of the incumbent administration will probably continue throughout the general election. However, should intensive attacks be maintained from now until November, should they be restricted to a definite period of weeks or months, or should intensive attacking come in the form of "waves" throughout the campaign?
4. The candidate will have presented a complete and articulate platform to the voters by election day. Should the major elements of this platform be presented during the last month of the election, or should they be presented over a period of months throughout the fall?

C. General Ideas

There is always a new approach to political campaigning. Do you recommend the use of any campaign techniques for the fall which would be considered unique or unusual?

Bill Spencer
Bob Haldeman

5-2-62

NRH has copy of report.

Dear Bill:

Thanks very much for the report of your "Special" PR Committee.

This type of activity and thinking can be extremely valuable to the campaign. I hope you will continue to meet with this group and forward to us promptly the results of your meetings for implementation. Your first report has been transmitted to the appropriate people within the organization so that these ideas can be incorporated in speeches and campaign programs.

Best regards.

*cc report to Carter/Barker - C. Farrington
RHF - Syi*

H

File: No. Calif. - P.R. Com.
x - date

INTER-OFFICE MEMORANDUM

N i x o n f o r G o v e r n o r

To: Bob Haldeman

Date: May 1, 1962

From: Bill Spencer

Subject:

Distribution:

Attached are four copies of a memo summarizing results of a meeting we had with Joe Blackburn, Fred Goerner, and Joe Leopold. The ideas are far from earthshaking but the Committee should at least know that they are being sent south.

We will be using some of this stuff in our Northern California Newsletter and speech material. Some of the material also ties in with scheduling.

W.M.S.

February 1, 1962

Mr. Phillip S. Boone, Vice President
Dancer-Fitzgerald-Sample, Inc.
343 Sansome Street
San Francisco 4, California

Dear Phil:

This letter will briefly recap our discussion the other evening regarding the formation of a key Public Relations Advisory Group.

It is my understanding that you have agreed to head up such a group, and that you will prepare a list of suggested members for our mutual consideration prior to making any direct overtures.

It is agreed that this group will not be publicized in any way, and will be asked to provide advice and counsel on a wide range of campaign matters relating to all phases of Public Relations, including advertising, promotion, campaign materials, and strategy.

I have discussed this with Milt Esberg and he has agreed to serve on the Committee, and was very pleased that you were going to bring it together.

I think this should be a small group limited to top professionals in the various areas of Public Relations.

Since Leone Baxter has agreed to counsel with the Campaign Committee, I would suggest that she be asked to join your group. You, Leone and Milt, plus one or two others should probably do it, at the outset at least.

I look forward to hearing from you. Best regards.

Sincerely,

H. R. Haldeman

cc: Mr. Milton H. Esberg, Jr.

- ✓ File: No. Calif. - P.R. Adv. Group
- x - B
- x - Chron.

Letter cc Esberg

Dancer-Fitzgerald-Sample, Inc.
ADVERTISING

PHILIP S. BOONE
VICE PRESIDENT

343 SANSOME STREET
SAN FRANCISCO 4, CALIFORNIA
YUKON 1-2010

Philip Boone

May 26, 1962

Bill Spencer

Proposed Agenda, PR Committee Meeting

Downey Orrick, Bob Haldeman

You have discussed with Downey Orrick the possibility of calling a meeting of your committee sometime during the two weeks immediately following the election. Bob Haldeman has discussed such a meeting with me, and has asked specifically that it be held.

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If you have any questions, please call me, or talk with Bob Haldeman directly.

WHS

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C. General Ideas

There is always a new approach to political campaigning. Do you recommend the use of any campaign techniques for the fall which would be considered unique or unusual?

Bob -

I understand that you plan to draw up an agenda for a Boone Committee meeting.

I remind you that the enclosed memo and agenda was sent to Phil Boone in May. He has since communicated with his Committee, although I cannot verify this afternoon that the agenda as prepared by me also went to his committee.

I suggest you call him.

Bill

B.R. No. Calif.

Nixon for Governor

5/15
WMS
ret. to
Spencer
"I agree
lets do it"

To: HRF
From: WMS
Subject: Phil Boone
Distribution:

Date:

Re: your Boone inquiry, to my knowledge his PR Committee has not met or acted since our last airport meeting. We are using him as a Nixon speaker before the Daughters of the Eastern Star on May 20th.

Could we convene this group for a post-June 5 evaluation session? I would suggest a meeting no later than June ~~12~~ 15, and I would urge that each member of the committee prepare in advance, for circulation in advance, a memo containing his recommendations for the general.


WMS