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1968 Political Campaign File, Len
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C O N F I D E N T I A L

MEMORANDUM FOR MR. GARMENT

1968 PRESIDENTIAL ELECTION

Pursuant to our discussion some weeks ago, following are some thoughts concerning 1968.

I. 1966 Election

Assuming arguendo that the last election was not merely a combination of voter polarization to attractive candidates and a natural reversion to pre-Goldwater Republican sentiments, but, instead, some sort of national trend or sentiment. Query: What really is that trend or sentiment?

The obvious, much written answer, is that Johnson has gone too far, too fast, and that the country wishes to restore moderation--a moratorium to slow down and digest the far reaching significance of the Great Society legislation. But this answer is superficial. I do not subscribe to the view that the election is a signal to the Republican Party to offer a '68 program of retrenchment and dilution of Johnson's policies. Instead, the Republican Party must offer positive programs and policies as an affirmative alternative to Johnson.

Translating the 1966 election to the 1968 convention and election would appear then to suggest a need, not to out-Johnson Johnson, but to offer a program of fresh ideas and dramatic innovations tempered with moderation and responsibility.

II. Nixon as an Candidate.

Unquestionably, the hurdles to be overcome as far as Nixon as a candidate is concerned are as follows:

- (a) He must overcome his loser image;
- (b) the unfortunate sentiment of one unable *to be*
~~being~~ trusted; and
- (c) too close an alignment with the conservative wing of the party.

These points shall be covered in a subsequent memorandum.

III. Affirmative Suggestions and Miscellaneous Ideas

(A) Television image. One cannot argue that today's candidate must learn to grapple, to cope, and to conquer television--refine and project a "saleable" television image--in order to become attractive to the electorate. If any one media is to be singled out insofar as translating exposure into votes, television is obviously that media.

(B) Technical suggestions.

(1) For interview type programs, he should beforehand, have skull sessions with small groups, in which he is asked probing and searching questions; where his answers are analyzed; and a discussion and suggestion session employed to improve his answers and/or to submit a different slant or presentation of views. Each session should be tailored toward the type of interview program Mr. Nixon has been invited to attend.

(ii) He needs more practice before cameras on close-up interview programs. He appears too ill at ease and stiff. A suggestion in this category would be to interweave a sense of humor into the interviews. This not only will tend to loosen him up, but more significantly, to portray an image of a likeable personality. Thus, as in formal speeches, political jokes with a sense of taste, should be written in advance, studied by the candidate, and injected, with a sense of timing, during his interview.

(iii) His make-up on camera is poor. Either he should invest in a better make-up man or undergo sunlamp treatments on a regular basis to

give a healthy, vibrant appearance. The suntan also, obviously, would be of considerable assistance in other public appearances.

(iv) Tom Dewey employed a drama coach and took elocution lessons. Although I think Mr. Nixon gives marvelous public appearances, on close-up TV interview programs, he may benefit by these sessions.

(v) He should avoid giving the appearance of being self-righteous and attempt to project more sincerity. In order to accomplish this, he should avoid self-praise, i.e. "President Eisenhower said I was the best informed Vice President in the last 50 years" Although he abounds in statistical information, factual analysis, and a general atmosphere of knowledge, he does not project humility and sincerity.

He should either become angrier or funnier, but he now portrays a certain neuter quality--a certain blandness--which does not project the charismatic charm necessary for election.

In another words, he either should enter the studio steaming and take the offensive, or employ subtle and humorous barbs at the administration.

IV. General Observations.

(A) Lawyer. An attorney portrays a sense of stability, trust and maturity. His asset of being a member of the Bar should be utilized as follows:

(1) Exposure to Bar Association groups such as the Bar Association of the City of New York in which he could discuss Time v. Hill or broader themes.

(11) An article written for him on Time v. Hill (or other topics) for a widely circulated periodical, such as the ABA Journal, which is national in scope.

(B) Age and Experience. The public should be reminded of his youthfulness as opposed to Johnson, and his experience as opposed to Romney.

(C) The Nixon "In" Group. Part of JFK's glamour revolved around the youthful personalities surrounding him. These people never detract from the candidate, but, indeed, enhance his image. Thus, it would be well to publicize those selected, attractive "in" people who would tend to lend glamour to the candidate.

Obviously, I do not mean to select people for testimonial purposes, but rather a coterie of shirt-sleeved, tie-opened idea men, advisors, and confidants. This builds

a humanizing image especially with the utilizing of influential and attractive youthful cohorts.

(D) A "Think" Factory. Utilization must be made of the academic community, journalists, etc. to produce programs and policies. It must be taken out of the hands of the party professionals whose only claim is to draft convention platforms which few read and fewer heed. For example, what better and easier resource is there, than the 100 attorneys in our firm, who could be asked for legislative suggestions. This canvassing idea worked well in the Department of Justice and produced many acceptable proposals.

M. R. P.

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