

August 19, 1968

MEMO TO: Mr. Wilt Chamberlain
FROM: Brad Pye, Jr.
SUBJECT: Suggestions as to how to help tell the story that
"Nixon Is the One" in black communities across the country.

In addition to writing the five columns on the subjects we have agreed upon, here are some other steps I think we should take as soon as RMN has been nominated.

First of all, the five columns will be written on the following five topics:

1. Why I'm Backing (RMN) Nixon...relating your first meeting.. how you asked him to join his team, et cetera.
2. RMN's Views on Black Power... incorporating his "Bridges to Human Dignity."
3. Blacks Who Are Backing RMN...Bernie McCrae of the Chicago Bears and others you have been able to recruit. Also included in this piece should be E. Frederic Morrow, former presidential aide.
4. Black People Help Nixon Land Republican Nomination..In Miami Beach... Wilt, Dr. Humphrey, Clarence Townes and Bevy of Black Beauties.
5. Agnew Scores 99 on Civil Rights.

Here are some things I think we can accomplish at the Republican convention in Miami Beach.

After the nomination, I think we can plan several magazine stories on the following subjects in both black and white publications:

"How Wilt Chamberlain and other Blacks Helped Nixon Win the Nomination!" This title is too long, but this is the thought we should try to convey. I feel certain many white publications would eat this up.

The two key black publications we should try to plant this type of story in are Ebony and Sepia magazine.

If we are unsuccessful in planting this type of feature in Sepia or Ebony, we can use this material in black newspapers across the country.

I am sure that Mr. Klein, head of RMN's press department, can sell some white publication on the angle of his black supporters. As I have indicated before, I think we should saturate the black press with pictures of you and RMN.

Additionally, as much time as possible should be purchased on black-oriented radio stations across the country. One of the formats I believe can be used most effectively is this one:

One every spot announcement that is used on these black-oriented stations, you should come on with something like this:

" This is Wilt Chamberlain....I asked to join Richard M. Nixon's team because I truly believe that he is the one who will earnestly and sincerely work for equality for black men, brown and yellow men. And, Mr. Nixon believes in black power the same as I do...Listen as the next President of the United States...Mr. Richard Nixon...tells why he believes in Black Power and how he hopes to help it grow!"

Nixon's message comes in here...

" This is Wilt Chamberlain again...Black is beautiful... Richard Nixon is a vote for Black People to determine their own destiny.

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I think that with you opening and closing these spot announcements and Nixon giving the meat of the message it will have a double-barrel effect. In these spot announcements we should use several different messages... such as the following:

1. Why I'm backing Richard Nixon.
2. Black People Back Nixon...Wilt giving a message about the other black people such as E. Frederic Morrow, Dr. Melvin Humphrey, Clarence Townes, the Chicago Bears' Bernie McCrae and other Negro celebrities we can land. In this connection, if Archie Moore, former world light heavyweight champion, isn't committed, I'm sure that we can land him to join the Nixon team. I have known Archie for almost twenty years and you know him too, so we should be able to recruit him.