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2	29	2/27/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Jeb Magruder RE: RN's public image. Carbon copies to Colson and Ziegler. 1 pg.

February 27, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12812, 8-102
By *pc/m*

~~CONFIDENTIAL - EYES ONLY~~

MEMORANDUM FOR: MR. JEB MAGRUDER
FROM: DWIGHT L. CHAPIN

I have just read your February 24 memorandum to Bob Haldeman which came out of the Saturday Plans Committee meeting and the discussion on "How to Humanize the President's Image."

The problem I have with the memo is this. It seems to me that you are relying entirely upon the President to change his image. It seems to me that when we get a group like the Goodman Agency we need to have them figure out what we can do to change the President's image without affecting the President. In other words, the President is what he is. We need to take and accentuate his pluses and build him up in a very positive way. Many things can be done without the President's even becoming involved.

Sure, I understand that we have to do drop-bys and that the President needs to do more spontaneous-type things. However, there is a wide, untapped area which can utilize all people from Rose Woods, members of the First Family, the President's brothers, the President's Counselors on television, etc. In other words, how do we get across the image of the President -- the President Nixon we know -- without making him do all the work. It seems to me that the above is the question that should be addressed by the Goodman Agency. It may not be as exciting as recommending what the President himself can do, but it may be important.

cc; Mr. Colson
Mr. Ziegler

DLC:ny