

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
2	31	3/19/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to Lyn Nofziger RE: Nixon-Agnew 1968 Campaign material. Carbon copy to Nell Yates. 1 pg.
2	31	3/9/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to Safire RE: "Analysis of Nixon Style." Carbon copies to Colson and Garment. 1 pg.

March 19, 1971

MEMORANDUM FOR: LYN NOFZIGER
FROM: H. R. HALDEMAN

Attached are several copies of the Nixon Nominator and the Nixon-Agnew Elector which were published during the 1968 Campaign. As you know, Frank Leonard produced these papers.

I have for a long time strongly felt and many agree that the style, format and propaganda qualities as exemplified by the Nominator and the Elector are what we need to replace Monday.

Monday is a deadly dull, slick, expensive publication which accomplishes little if anything. We can take the format as used in the Nominator/Elector and do a much better job of getting our points across, build more excitement and general interest.

I definitely feel that you should switch to a newspaper format such as the Nominator/Elector and do it as quickly as possible. What are your thoughts on this?

copy to Nell Yates for Wednesday, March 24 follow-up

HRH:DLC:mhr

(27)
March 9, 1971

MEMORANDUM FOR: MR. SAFFIRE
FROM: H. R. HALDEMAN
SUBJECT: Analysis of Nixon Style

You made the point last night that it is time for an in-depth analysis of the Nixon style.

You made several good points and indeed I think you should strive to have some people zero in on the discovery of the Nixon style. You should work with Len Garment on developing this idea further and then getting it sold to some columnists or perhaps to a major magazine.

In any case, let's not let the ball drop on this one. It's a good idea!

CC: Mr. Colson
Mr. Garment

DLC:hcd