

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>
17	6	12/24/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to Chuck Colson. RE: The comments made about the Celebrity Program that should be taken into consideration before continuing with the project. 2 pg.

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [DOC# 36]	Memo	Talking Paper for meeting with Alex Butterfield, re: problems with Carnahan + Goode	3/9/71	C
N-2 [DOC# 37]	Memo	HRH to Colson, re: Celebrity Program [attached to cover memo, Colson to HRH, 1/16/71]	12/24/70	C

FILE GROUP TITLE

HRH

BOX NUMBER

272

FOLDER TITLE

A-B 4/30/71

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman

Box Number: 272

Folder: A - B 4/30/71

<u>Document</u>	<u>Disposition</u>
36	Retain Open
37	Return Private/Political

BR  
10 days

December 24, 1970

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MEMORANDUM FOR: MR. CHUCK COLSON  
FROM: H. R. HALDEMAN  
SUBJECT: Celebrity Program

I received Cashen's memo on the celebrity program. It was very well done. Listed below are some comments that I would like you to consider before proceeding:

1. In making contact with every celebrity that we believe to be a current supporter, we must be careful not to be too obvious about what we are doing. For example, as I believe Dwight told you, Cashen called John Wayne and asked for his help in lining up celebrities for 1972. Apparently Wayne was very perturbed by Cashen's call.
2. Keyes has pointed out that now may not be the time to go after celebrities with the Gallup approval of 52% and the bad aftermath of the elections, and feels that many of the celebrities are going to want to wait and see who opposes the President. While this may be true in some cases, I agree that we should proceed in lining up the ones that we can now and work with them.
3. For those that are leaning our way but are still not in the commitment category, we should attempt to solidify our support by having them here on a regular basis--talking to them, having our committed people talk to them, getting their feelings about the President, keeping in touch with them, and answering any questions they may have.

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4. While Cashen can certainly do an adequate job of overseeing the program, we need someone here with more stature and availability who acts as our contact. In addition, we probably need to develop some very close ties with some key people in the entertainment field to act as contacts on the outside and make direct approaches. I would imagine that Keyes can be of some assistance here.
5. Paul would like to add some thoughts he has to a plan for developing celebrities. He indicated to Chapin that he would be sending something back in writing and also that he would like to get a copy of the Cashen plan.

I would suggest that you call Keyes and discuss Cashen's plan. Let me know what Paul says, including his reaction on Garment. If he is in agreement on Garment, our next step would be to get in touch with Len and have Len and Henry move forward as appropriate.