

Richard Nixon Presidential Library
Contested Materials Collection
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10	11	2/7/1973	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: removing the White House from RNC affairs. 1 pg.
10	11	2/6/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: Stennis's health. 1 pg.
10	11	2/5/1973	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: how to expand the Republican Party. 1 pg.
10	11	2/5/1973	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: organizing the RNC. 2 pgs.

255
February 7, 1973

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY
SUBJECT: RNC

Timmons, Malek, Jones and I met on the RNC today. The swing in Bush's position on Timmons was primarily a result of Timmons' hard lobbying for Rietz with Bush. Bill feels, and I agree, that he has just about pushed as hard as he can on Bush for anything right now, that he is obviously viewed as a Brock man and probably would be breaking his pick. He feels strongly, however, and Jones and Malek agree, that the plan that was presented to you in the attached is essentially correct.

In order to advance this plan and to get the RNC on track and the White House out of running the RNC, the following plan is suggested:

You call Bush, or Higby call on your behalf, and put in a request that when he has time to see Malek and Jones, that they have presented a possible plan for organization for the RNC for the 1974 elections and that if the Chairman had an opportunity, you suggest that they discuss it with him.

Malek and Jones would then follow-up with presenting the plan.

Higby call Bush _____ Haldeman call Bush _____

Other _____

8JH

February 6, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

L. HIGBY

Dean told me that Stennis' doctor told an FBI agent, who in turn told Gray, that Stennis only has a 10% chance of living. He has an infection of the pancreas.

LH/pp

572
February 5, 1973

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY L
SUBJECT: Attached Memo from Tom Benham/
Rebuilding the Republican Party
as a Vital Force in U.S. Politics

Attached is Tom Benham's effort on the analysis of the 1972 election and possibilities for broadening and coalescing the New Majority. He undertakes the basic thesis that the way we build and solidify the New Majority is to build and strengthen the Republican Party.

I do not recommend that you read his analysis since it will be incorporated in part of Bob Marik's study which is due to be completed in the next two weeks. The last section is devoted entirely to a pitch for market research to explore ways of merchandising the Republican Party.

A plan laying out this possibility as one option, will be included in Marik's final report. Also, Benham has met with Marik and will be meeting with him again this week.

bcc: Bob Marik
1701 Pennsylvania Ave NW
Suite 472
Washington, D.C.

LH/pp

February 5, 1973

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY
SUBJECT: RNC

CURRENT SITUATION:

Right now we have the RNC under George Bush rolling along at its own pace with Bush building up an apparatus of little if any White House guidance. Jones and Malek have met a couple of times with Bush, but Bush has given them the indication that it is his understanding that the White House is not to be particularly involved in putting his operation together. (This is also what Evans and Novak obviously indicated). As a consequence, he has now named Ed DeBoldt, a reasonably competent, but not an outstanding man, as his number one man (Deputy Chairman) and is reported to be conducting negotiations with Jimmy Allison to handle certain RNC activities. (This via Rietz).

This, to my understanding, is not what we had planned for the RNC.

OBJECTIVES:

It is my understanding that the RNC had two primary functions:

- A. To cooperate in whatever way possible with the House and Senate Campaign Committees in selecting 75 key House races and 10 key Senate races in 1974 and making sure we win them.
- B. Broadening the base of the Republican Party to whatever extent possible to include greater numbers of youths, ethnics, labor, Catholics, etc.

No one is sure specifically what you communicated to Bush with regard to these two objectives or what Bush's plans or commitments were. As a consequence, Bush has more or less gone off on his own.

SUGGESTED ACTION STEPS:

1. Someone here needs to be given clear charge of working with Bush to build the RNC in a way that we want it. I would suggest that we use Jones, Malek and Timmons to do this.
2. Essentially, it would appear that Bush needs three basic deputies to handle each of the three basic missions:
 - (a) The deputy to handle the special "74" election objectives.
 - (b) A deputy to maintain and build liaison with the grass-roots party organization across the country.
 - (c) A deputy to run the staff operation here in Washington. (DeBoldt)

These three deputies would be in concert with the basic Rietz/Brock plan for the future. To my knowledge, Bush has not even seen that plan and Rietz indicates that Bush doesn't particularly have any indication of following that plan.

3. Timmons is convinced that he could talk Bush into putting Rietz on board over at RNC and that Rietz would accept (see attached). Currently Rietz has not been able to work out a satisfactory post within the Administration. Most parties agree that Rietz's strong suit is in motivating people and PR, not in management or detail. He could be a logical candidate, therefore, to handle the special elections role. Timmons feels that there is no way that he can go to work up on the Hill in the campaign operation.

HRH ACTION:

Your approval to have Timmons, Malek and Jones to talk to Bush and start conducting some efforts to up-grade the RNC. Obviously, they would have to bring you in a time or two on a programmed basis, but overall we would have a better National Committee this way with far less problems down the line as we get into the elections.

AGREE _____ DISAGREE _____

OTHER _____