

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
33	4	1968	Other Document	HRH Handwritten Notes. Sept.-Oct.-Nov.- Through End on 1968 Campaign, continued.

9/16

file

Kao

✓ re counterattack -

M-OK -

Mrec. Brownell - Dewey over the hill
wait first see Scott as Truth Squad

✓ ? M on Meet Press - Mrec. Scott

- Fitz seminars set for early this wk - not M

✓ - looking telethon for LA

- ? RN call Og re Tom Moore - he's all set up

✓ Mel Laird said HH should discuss
from O'Brien on his attack

✓ RN ask Gwath to go into So -
also talk to RR

- Town suggests he + Brad Marc go on
meet Press to answer O'Brien.
Baker or Laird

Major cause of death 15-25 in NY
is heroin

RN
9/16

~~Keo~~ - too much of burden on B
have to get Saf H. Moore
D F screen all polit. stuff. - not to RN
- need more on the job -

- Hhd to M - re Truth

- try Brownell - as Nail Chmn

- in subtle way - get B out of strategy

- kids - from now on - Moore in charge of TV
Moore makes decisions

SL told RN he had to discuss to use kids

RN wants corn, wheat, froth

W - Ag heavily in border states - not North
& don't let up on hard core

OK countries for September

+ does he want staff man

How about Volpe to Italy

Brosnan back to Africa - back for end.

nobody assigned to transition -

- told F Platt poll shows they are for right types are wrong -
what he gets if he solid right -
that's all we'd get.
- find out where Menis + Field in lab
will be out.

✓ Keo - has got to get more input on B assignments
Safie should always look over
Moore - also

M - Baker on Meet Press - instead of Scot
give him plenty of ammo.

✓ R - want a report tomorrow -
have 2-3 guys call Goodell
jump on him for coming out in intag.
before he know RN position
- call any report out of line + put 'em fast

✓ Keo - re Moore asst.

RN

9/16

on plane

K/O

- RW staff - meet every day for
briefing on strategy.

let them know what RN's doing -

get their ideas

-

9/17

Leo - ride harder on P- faster
& give him more to do. - excerpts
- accelerate starts.

- in grape start
say disapprove of boycott
course condemn whole industry
disapprove of it cause he doesn't
know Calif & Calif agrie.
re secondary boycott -
HH shd discuss - ^{for which} illegal sec. boyc that some
unions have been called
up before NLRB

- be careful not to get too liberal in views

made - stay on color stuff - every speech & mtg.

Chat - no press conf. for couple weeks
- hit HH re when is he going to have a
stand-up press conference?

RN
9/15

file

Doctor - see camp -
Mtg - H, H, E, W -

- Frank Juvicy for transition assmt.

from
Dorcas

- call Chaffer - be sure he's read
(per Brooks)

use Hatfield - esp. college campuses

C - Cooper & Lane shld be called.

Rappas

Clarence Clam (Baton) in legislature

Negro - will raise money -

have Tom Pappas call

then RN will write note

wants to use Townes - to go after Brooks

make lunch trip to Africa/Europe

Sh - ~~no~~ no TV taping

Sh - local people reaction to Pitts etc

make some calls.

C - lay off everything on 23rd

Under desk - use Cushing quote re Man of goodwill
to answer # why N abused Kennedy

To Agnew - don't listen too much to Hiss
stay on law & order

CAA - see if any paper hit Fortas editorially
for taking \$15M fee

excerpt for write -
news summary
preparation for Q + A.

briefing book

RN
9/15

File

Chat
R

✓ talked to Chat re Dewey
disrupted Scott didn't get play

✓ announce Scott head of tank squad

Chat

- mentioned - not Thompson thru South

big names are RR + Guter -

someone at highest level get them
not in deep so -

be sure RR helps us as NC.

not just Gardner

get RR + Guter on TV

Fla NC Va Tenn Ky Tex

✓ Texas polls are not accurate

ORC doesn't use their own people

✓ can't just ignore Texas -

do smthg in Dallas Ft Worth

+ TV statewide

✓ poll state Ky Tenn Va NC Fla Tex

orders - deeply involved

also Mass. + Minn. ^{Geo} Ch Melman

now must be zero in NY NJ etc

want the polls fast + reliable

use Retheld - fast run -

2

prob - big steps -
 have done too much already
 concerned re: Sh. expenditures
 yet didn't go up in polls.
 q. of what this means
 Q + A's haven't had any effect.

keeping more Ellsworth + Hallow in sched

don't continue to emphasize Jews & Negro
 loses white votes -
 get state poll shows us better among Mexicans
 go after Mexican
no more on Jews
 only one part for press re. B + G for press
 put out as strat.

side here on Keogh group -
 next two weeks - four major speeches
 top quality -
 Presidency is good

B - re HH demand on N for gun control
 N has gone further than H -

E input re gun reg. - B is opposed - is he right
 - get answer on grapes - talk to Supie re: his

R/ Gallup shows 82% for gun registration
see what W. Younger thinks
maybe Brooks point. -
national of firearms.

RN doesn't agree w/ B - maybe use Brooks
put E on - on crash basis

hit Tower - view of whole com
not just Tower's view

- has a southward, etc.

sugg - lighter next two weeks
take out anything possible
break to sleep in

no early AM departure
spread Fla to 3 full days -
to go to island

instead of one day later - have two full
both in Florida
need more time off at end

✓ ✓ I'm sure there's a stud for tomorrow
✓ A Calif excepts to RN tomorrow for
short

R.N.
9/15

file

Betal

Good talk w/ B. Thaler
good visit w/ LBJ - excellent
our advantage not to be rough on J
never talk about 4 or 5 years - always 8

i.e. foreign policy - crime rise
Graham says re: TV

Thks our shots genly good - esp crowds
& good smiling shots

One way is walking thru audiences
Thore - more humor - not too rough.

watched N. Carolina TV

g.'s advisability of covering subjects we
don't want to talk on -

when we're ahead - shld stay genl.

- talk to Z - will avoid press confs. -

submit g.'s for written ans. instead

performance is excellent - but

residue is tough story they pushed over

thus shld not do so much head-head

- TV can only look good if candid - have to am go.

- keep fatigue factor down

problem of long days

Thks shld take four days

zero in on news for day off.

Feb

~~Chot~~
F

get Price in more on input daily

✓ - drop 4 in next two weeks
in East 3 who don't use majors

Wore - talk to Harvin - crank him up

W - have Pat sched to old folks homes
when in city - or a Boys Club
etc.
try to add time off.

- still concerned re: Citizens
esp. failure to get E. European groups
Ab Herman in charge

Chot - ride hard on this ↑
don't be taken in by charts
Agnew do Nat'lty Press

Elar - Mex on town only in areas that matter

↓ P Hill - forget all but key states

F

re-thinking Idaho, etc. no Kans, Nebr.

use NR to help w/ Mex - with A,

FF

any polls on Rafferty - ?

what shld be our strategy?

- maybe move Evans into transition

M

- NY Daily News poll

be sure to have it stacked

find out how it's done

report to RN - long or whatever

RN
9/14

file

~~AA~~ - Dewey on nat'l chmn - ?

~~AA~~ - elevate Scott as head of truth squad
get him going now.

- try using Reagan for attack

~~W~~ - get Brooke scheduled fast

~~IC~~ - RN won't see Brooke on plane - ^{and} and.

→ ~~L~~ - talk to Brooke - shape him up

be tough - put it hard

you'll have lots of diff -

but emphasize agreements.

Keep
transcripts

don't dist TV transcript to staff

- too slow

RN
9/14

more
short

file

Transition - not Ads or Call

Done - more - remember all the interesting signs
to use in speech

✓ - RN's dictating machine at the home - SB

Done - Theme for home for fig & surveys too
not dictating by himself
H all over the lot
uncertain stumble
make it a major theme

Kendall - late Nov - in N.Y.

Host - Pres Club - Chief exec. officer

~~is~~
graciously - suggest better for RN

to host at White House later

can't do in Nov

W - TD everything after Nov 5 —

Chat - looks like H trying to build a -

- hit idea of H-W deal

gets idea of vote for W is for H

↓
- challenge H to go South & into farm belt
into Lower Nebraska - (watching)

2

- push in every state we're sure of
get an local people to push together in
esp. push to get him in South - esp. Tex.
- Leave Tex prob to Peter & Tower

for JTB

- need Mon at noon - not before
new briefing book
all notes highlighted for
Thurs press conf. & Tues with TV

- Monday - one liners to emphasize in Calif TV
- talk to Mrs Dewey & Hugh Scott
- shed Truth Squad be hung on N?
- if Dewey not down -
how use as hatchet man
maybe hon. comm. Truth Squad
- need a big name to counter O'Brien
use Reagan.

RN
9/14

43
41
7
16

file

Ch + C

bands etc.

✓ need list of musts who need to be mentioned
Congress these must be included.

Duncan ✓ let slow dancers etc. via to front - Nixonettes

✓ RN shld go right to crowd. get on camera
w/ crowd.

✓ instruct chmn. - to say signs & balloons down

Rever - Agnew made im mad - esp. Lake County
Spoke only 12 min.

E upbeat Brooke - show Tim polls
N to resp. he's losing votes to Wallace

✓ Get Cules + more into TV prodn.

W - re Phil Sulek thru on 21st

don't do as fast as planned.

concerned about loading all TV in early

- Tex. decision Oct 5 -

must Fla Up Team Ky

✓ hold on 23rd comits - not Gray for

RN
9/13

file

Rogers - Stein told B. Rogers McCarthy can't suppress Hat
thinks N should indicate - then others' start -
that his chances of getting press are better than
use Hatfield to say this -

Rogers OK maybe get Hatfield w/ Stein - (Rogers will work)

Under the
whole thing
send copy of
the form

- 3/5 - Wallace major threat
- in LA - meeting yokels - VIP - OK at TV
- in Orange Co - do right after Forum
VIP politicos - major people who put money on
& major finance types

Davies - ~~Back OK w/ Pat.~~

✓ - re scheds - after each two days -
have a morning clear - nothing 'til 12⁰⁰

✓ - in Oct - need 3 breaks - one 3 day - two 2
- Hatfield very interested in vol. army
wld like to review the strat -
have someone message him - sugg.

✓ - hit crime twice a week in an excerpt
so press has to write it.

Agnew also hit twice/week
+ all surrogates

RN
9/13
after TV

Sh

File

Sh.

- prot. of prod. of TV/
won't get family on again —
Sh shld stay out of production —
G, Trul, Sh say don't use family
They're wrong
talk to Dick Moore —

- after CG he raised point —
questions Moore w/ Agnew —
not enough w/ us & too old - 6th sense
G-T+S are too sophisticated -
don't know corn - i.e. coach closing
Bud shld have some q's - to work in.

need to give Ailes more of his head
Sh stay out of production.

WJ - don't have kids intro'd at ball game

more into production on hour show
(RN feels shld go to 1/2 hour)

Ailes on production

RN
9/13

file

the - for riding - 55 insist on only RN + PN in car
- talk to Duncan - say don't let anyone in
- Rhodes birthday today
so breakfast 9:00 ^{Kent Smith} + Andrew Hughes, Sox be
max 8

✓ - on arrival - get press man off plane ahead
cover locals - no nat'l q's. - I be there
- may have pressure from locals - TV
~~maybe right after locals have~~
~~couple local TV~~ ~~putt - nat'l TV~~
let jets cover also -
get word to TV - will have press conf.
later in Ohio. - this trip is in Calif.

ok for
couple local q's.

W - need to be for local press social

RN

9/13

(file)

✓ re Wilson polls - shows necessity of away from Raff.
✓ re - ride Gallup poll heavily -
victory psychology - get more over
i.e. Lamsche - etc.
Missouri poll - etc.

W.K. - build up attack on 3-way debate
terrible thing for the country

W.K. - 10³⁰ Tue AM press conf. at Grand hotel

Dot - need report on coverage
as well as output

Sp - HH 5-6 positions on U. News ^{Colton}
_{10/17}

MT - may have to have a column - to answer O'Brien

✓ E - or have E on TV - and answering O'Brien
or Tower re Bush.

✓ W - need 1/2 hr for local press social

2

- ✓
- ~~E~~
~~Allow~~
- how to handle debate + 3/15
 - get on 3/15 mmy - if 3 Repubs were for it
get them to change -
on basis of Wallace situation
+ two separate rules (confusion)
fairness doctrine
 - since nets have said will give time to Wallace
now ask for reconsideration.

✓ 2 - give press the Agnew stmt
N has not called Agnew - etc.

- if we do Comm - ~~not~~ ~~to~~ ~~do~~ -

2/

3/

Fact cards. mid Ag. / use time
 N best man qual in world today to
 end war + bring peace
 N is the man of peace
 N can end the war
 emphasize N on peace N on win

Wes - N is the man who can bring lasting peace

Prof-BP - each individ -
More a page on N is the man who can bring peace
 not for RN - for others

B - thk of anything to keep crime alive.
 one each on specific anecdotes.
 10 by end of week.
 pick up the papers + get specific examples

MA/B - briefing book must be updated
 see new one this AM
 esp. Ohio + Calif Tues.

Agnes - drop the "best" subject -
 don't repeat the ans - just say it's done
✓ - just say R/V stands on Ag. that

J. - gig press on whether you + eds been
 HH has chgd if up seeking racist votes
 hard life cold war. threatens war
 why didn't everyone jump on that
 what about Murkie or bombing halt -
 - no press conf. this week - maybe early next week
 place to do it is Ohio - tomorrow AM
 or Calif - for double story -
 Speed - in last 7 weeks of
 wiles - peace - crime - little on inflation
 Astor - farm price supports - must have something
 & tell Bulow to call Pulliam today (RN talk)

Shot -
 Rhyme - need to stack newspaper polls + TV str polls
 Hett - where they use coupons - or call ins
 ck every poll in the country
 Sh - have each st chmn do this

Ruwe - need to get Ind. date set for Aug
 - get more accurate poll of Missouri + Minn.
 St - why does Newsweek give Wallace Ky + Fla
 C - find out when Gallup in field.
 acc poll Fla, Ky. - Tex., N.C.,

9/12

(M) - Brad Hays is monitoring NK.

C Jones Jr was complete compromise
Willis Smith maybe the answer
real bag of worms

- Agnew had press conf in Portland re: soft on com
- re Crane + Prudenst -

Ag thks they're letter at residence - in Md.
he feels he can comm. if he needs them
no feeling of deficiencies -

He's now traveling to write
had some pers. in some states by train

- Kissinger is fully available - to review etc
doesn't want public comment -

has delicate operations w/ Fed Govt
M recs. RN talk w/ him

won't be part of Dick Allen operations
was approached re stepping gov't

Keogh - got back + talk to him ^{M Aug 99} he meet.

- Alid Olds was helpful at Harvard.

directly to M - alone this AM
some matt he has is highly confid -

but will use w/ M or me -

to advise RN re lobby groups
didn't want to explain to Allen

- ① - Chotum concerned re TV debate & -
need a party line from here.
Crenas says will be hard for bill to get
a rule to get to floor. -
Considerable hope that it won't.
- La Rue is just NY contact - others monitor each state
 - shld have polling mail for Sun 22nd
? RN want to go over w/ Derge
 - may have Tex horse race Fri or Sat.

RN
9/12

File

✓

✓ did RN ever sell newspapers? which one, when?

✓ get Harlow + Keogh + Moore
on Agnew "soft"

he has to say did not intend to impute
anything on personal stajpt.

~~sk~~ - avoid tendency to tell RN too much -
quit push him to build up each event

✓ ck on Dick Goodwin - White said he
wants to talk to RN.

✓ ~~Ray~~ ~~Bushy~~ - get ready on Howard Stein

✓ use Morton on counter-attack.

✓ if back to Ind. - do Purdue Univ.

add more
speech
- re Calif. orient to Orange County + Calif
1 1/2 p. hard quotes
More work on it

- need more specifics like Abraham
anecdotes out of paper this AM
need specifics for delivery - not hand out
one example - not statistics

9/12

File

To RN

~~edit~~

- what done on AA civil rights record
in view of Wallace attack
then demand how Wallace can support this

(N) - RN shld not dabble in Ga bus.
re converting Dems to Repubs

(Chot) Leery of Wallace attack - better to ignore
write in W. votes

- leave enough w/o using Wallace
- another out on soft on comm -
i.e. maybe re: troops, etc.
- RN talk to M re policy of imp of counterattacks
+ esp. re use of Agnew.

(B) - ad plan is to move away from RN face + voice
- sugg retire all Dems - not only natl - but local
so they can spend time to rebuild 2-party system

? - Hunt's sons? (ask Peter O'Donnell)
~~Citizens going well~~

9/11
+12

file

[Signature]

- for press brain washing - Moore + others
point out over 1/2 audience born since '35

M - get a heavy weight into NC fest -
you org. looks weak. (esp young folks)

Keo - (memo is coming from RN) it's overstated
review what done in major speeches

M - re Gardner - unim. set up Charlotte. Members and
street fronts & stickers - N + Scott -

M / lead
MEMO

G is playing Wallace -

re Calif. - don't tie up Gardner

(RN did meet him & endorsed)

- Br-Hill memo hand del. by Brad Morse

call M - Cignar shld say (re soft on comm)

not ref to individual - but to gov't policy

Sears

has been naive & soft

no g. of L.T. or 11th personally soft

B - get Sears' honest judgement - re Cignar stuff

M /

tell all staff - RN not int in lit press stuff

re conduct of campaign - i.e. Oberdorfer

don't pass them on -

go thru past mail & find best lines we've got
to be repeated & repeated

Sy - Can't use Sepie attacks on H+H
 but got it to counter attack gys. ^{very}
 - ans to wigg + wood shld be assessed
 on H+H on wig + wood

Agnes

all out on platform, troops, weather that
 Wallace attacks N - silent on H+H
 Wallace is H's secret weapon
 building up in details
 is a deal made up H+W

~~Chat - complete report route~~

A - prepare release based on Frankel
 crim only reached by dealing w/
 County

! Sears - RN must know route

- Sears eval of Ag staff
- Sepie daily counter attack feed
- Agnes ans + clarify soft on comm.
- before RN on TV tomorrow etc

"
②

14- reexamine all of Japan's states (that matter)
be sure he got adequate org.

Chi-K + W - must be in first class hotel - OK to split party
adv man - 1st find where RN stays
then place for staff + press

Sapin - on lines are good -

~~12~~
Koo - theme choice in '66 / for end for later
clearest choice in this century
one for this one for that
8/10 points
if not now do later
safe stump thing - put it in order.

news summary

- OK on ind. mat'l - go ahead.

shot - get some to work on debate response to WH
get at fact WH trying to build up Walker
what have we done on response to Wright Kennedy
on each attack show RN own response

9/11

File

RN
B
MA
Dege
2

RN → Citizens going well - Ripon, Celebs, Alumni, Student Coalition
Hunts some

VB - have Helen Bentley do news at Main Street
ck w/ Mailbird.

7:30
Call from William Foster 202 338 2440 Op. 57

B - for local TV - someone has to provide content
on 3-4 local issues that might come up
& send in Q + A - not just Q's.
ie tobacco -
freedom of choice in shops
probly has to be B -

Anderson - re Urban Institute
H - call Arjiv
RN very interested in their program

L Dege - on next poll - shld there be a Fed
gun reg. law? -

L J - Better PM good AM reg.
find out what is what.

Self-Move - best one-liners - like waffler roll & payers
that shld be repeated on the TV
also any humor - and any new stuff

back to Carter
re: Feb Magazine

File

Chat

Ted best org - but normally smothered
DC for weekend 18³⁰ AM - lv 8³⁰ for Del - bridge
Dr. has advised HH to stay in Flint ~~Flint~~ ^{Wade} ~~Flint~~ ^{Flint} ~~Flint~~
but he won't

tho something sig. happening in DC

N.O. noon today - Flint at site - DC write
making pitch for McLarty doves re V.N.
asking N to join in bipartisan stand

Have no more in Jan than today
watch for ~~examples~~ 3 things

- 1) fight w/ LBT - HH people wd target to McC
so they are anti LBT
- 2) law + justice (in suburbs)
- 3) economic stability Dems has given

RN

9/11 plan

File

~~CB - news summary daily~~

~~See tape NY Cit - news com.?~~

~~fun - not all now
 excerpts - 1 1/2 pg - short
 brief - longer - ideas
 fatcat/hack' reception
 don't leave bad residue
 bring in comm people - VIPs - fatcat
 explain to Moore -~~

what was on TODAY

give RN one every stop.

talk to Paul Hayes

ch - RN comm to Mitchell he did put on motorcycle in NY

of it

- type on one card hand quote on tentacles RN should say.

can't read excerpt

- 1 - view of president
- 2 - fun stuff

9/9

9/9

Chittam

new pass of ending visits

challenged N to end filibuster

not surprised if Truman made deal re Fortas
more pickets than in Denver than in Phil

Requires enemies of Medicine + Soc. Sec.

doing Q + A before mine workers in Calif
tomorrow Busm. for H

TV + radio Q + A's - then present workers
+ PRW plant

Houston - testimonial at Rice

Q + A's - doing a lot on TV w/ young people

Chit to SF Thu - + back in NY.

RN
9/9
W+Chr
Sched a/capt

Phil

Chat
B

Kids into smaller cities in big 6

- Sk - have a film crew at Anaheim - for our use later -
- FL - call Cooke + say RN wants to give organ to school
- F - knock fat cat off
- F. Murphy - set up Tom's mtg via Murphy

- from now on - on day off - nothing

^B
- memo re: spots - get Moore into it -

Counter att. hit stop-happy Helent

Chat. get weekly report for RN
esp. what doing on radio + TV
Dewey says WQXR killing us.

use the writers to feed in =

B - tell her will def see Paul Martin - 1 hr - in 2 weeks
after HH has prectice.

RN
phone
9/9

all RN mail -

Chat ~~KL~~ ^{on} counterattack ~~B~~
- KL

Chat Killips - See whether anyone has H/P/H remedy. ^{Ben} ^{with}
"whatever happened to Happy Hubert?"

E - Problem - he couldn't see - bring the site

Mundt Surv

Bob Hartman in for Ford answer
Copp/Collins from KL works on it.

Theory is to pick one guy

Chat - RN detapped - nothing yesterday - & ^{too} late today
doesn't think Killips can do it.

A + Safir - prepare counterattacks for today

Chat - get back - call/counterattack

B - prepare stuff for E + Samoylov - give 'em some meat

! need someone on ground - re Sam of Humphrey

KL - progress report on what done last week -

RN
9/9
eve

CP's Steve Hess starts Sun. to Sears now

RN - talk to Agnew re our people feeding
counterattack to him.

W/Plains -> need liaison man w/ Agnew. - who?
- working on Counts - McDonald ok + working

W - re Fortas - get Shiffini to crack re Fortas

Keo - re need for phans - i.e. tailwind

MA - push on Fausch (Dinner)

Keep VB - W Plains release material -

W - ? What is plan for NY City's Weds!

W - go for motorcycle Phil (Call Amberg, Inquiries will print route etc)

W - Maybe use Mayo or Tolsons here to prepare staff

W - re sched. place like Des Moines - to help hacks

- the let hacks have a little reception -

- like pictures etc 1/2 hour

only where we're not doing anything for im

W/SK - Moore + I must meet w/ PR group

RN hasn't met anyone at agency.

Chotner

PN

Wkg down on troop reduction

said won't get better deal for either W or H
so good for peace talks
lack of enthusiasm everywhere
incl Miners group

said Manins coming back -
now

after LA - Houston - N. Orleans

Wed Flint, Saginaw UG Fair DC

Thurs Wilmington - Bay of Chesapeake 15

Fri up in air post R & R -

Pitts early eve

Helling - shld have someone/cora conflict

Quack & HHH

& HHH holding false hopes re troop withdrawal.

HH trying hard to discuss for LBT

everyone else says can't - to have concluded early

need start out for Agnew -

HH trying to diss. -

RN
9/8

Bill

AK
E

- on TV spots - use other people
Dave McDonald - use nationally.
Hatfield - Lausche - natl
Reagan on attack - natl
Goldwater South - & Thurmond.
Rock - Lindsey -
Internatl.
Baker in South -
Volpe NE - MW - Calif.
Brooks - for North -
E - ck on our going into Minn. - get good analysis
- TV in Buffalo when we go there.

to RN - Scranton gets back Oct 9

Contact Huska re Gech. stat.

file

Hot
Ech-wrk

9/7
on plane

Ech-wrk

airport arrivals - go to crowd first
then talk

at Houston - sld have come in thru crowd.
free cameras to shoot crowds
have aisle down middle -

keep it narrow + not solid copes.
cut down receiving line at airport
eliminate VIP's in motorcade when no event

- motor next week - little more fanfare

- I get troop together -

in

part. in terms of what to say - ~~total type~~

B-P-Safie? - Harlan + Morton

✓ Keo - must understand clearance things.

re press: maybe shouldn't work them so much
Knap - not on plane anymore

(Brooke + Morton)

don't be nice

Specialize
of leads

2 hit Knap on spy - or Olsworth

- don't spend time trying to "win" those against us.
way to handle enemies is deep freeze

& when wrong hit them hard - "every day"

get whole gang together

great work - morale high

✓ This has been great week
Keep morale high =

Keo ✓ need remarks for Citizens (if open)
→ in No Carolina - another extended textile
(start)

✓
find out 2-3 ways
to reach home
Minton work
also local TV
community.

report on what HH says to Am. Leg.

2 - only worry about wires -
forget special wires

- 1 - wires
- 2 - 3 met
- 3 - Time + Newark
- 4 - local press

→ tonight by 10.
or 8:00 AM

~~Buchanan & Sapiro - bring for tomorrow
any new stuff - skip the old.
ch of Z - any questions.~~

Wk? re TV tomorrow - Brain Buitl
- not yet -

✓ - B Graham 1/2 hr tomorrow, after press conf.

~~Keo - need Blair (but) start~~

✓ re humor - stuff is too rough on HH -
must be gracious + in good taste.

- ways to cut wear & tear of meetings
- don't want to rush to Nat'l Press
- in terms of crowds - size doesn't matter -

→

re Bush! Birth

ck w/ people who see it -

what's he supposed to say
byg.

Chat.

- weekly report from Hillips & Chotiner
re counter attack

- RN etc to Conservatives
- Volpe - admit

Shel

- don't prop stop + don't on field -

go into lounge, terminal, or

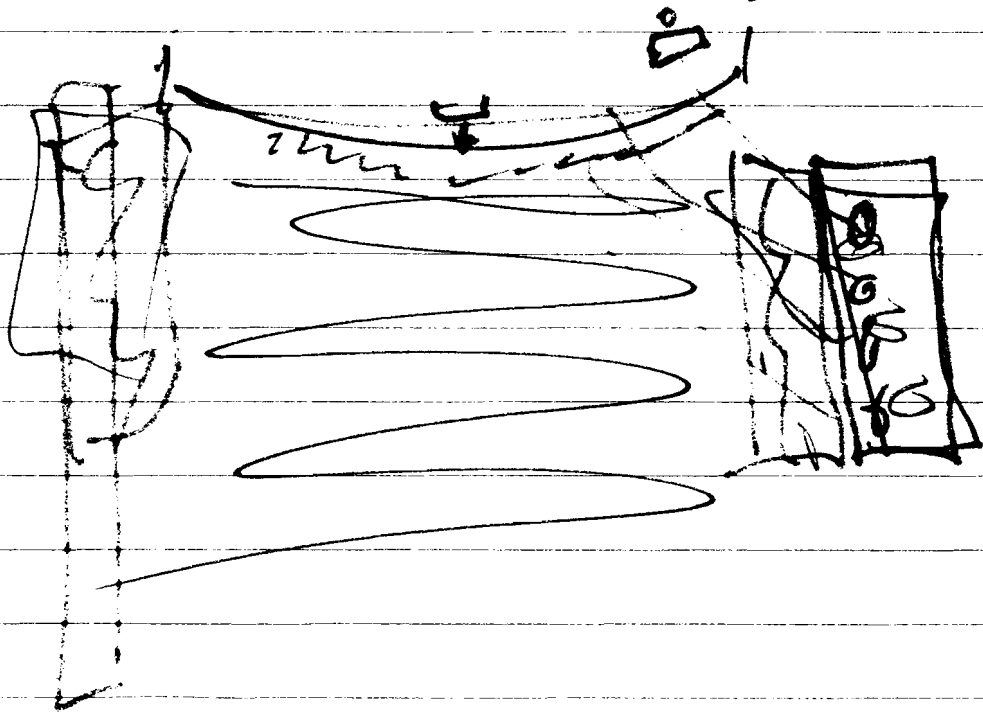
Eke

into small town hall for party

- try to cut outside rows -

1e Ind. - go to Butler^v - in a hall
 thinking of TV pictures - rail, etc
 must be inside

- for get press at the side - & TV to side
 people up in front
 mile way out at front of stage
 use plain at side for others -



Fantas

War

CGO

Sh - move to TV spots w/o RN either via rep
- see celebs - other cds - etc.

RN
place
9/1

~~W - scratch Milwaukee TV~~

Bill

W
Z

Stans - no money from HL Hunt under any circumstances -

RN: (K) Was Hayden + AP editors.

~~Chicago~~ Can we do Tues? - or Mon -

Emerson - ed. Sat Eve Post re price they're doing on RN in Oct.

Bill
Rogers

eyes -
but no down
than Bill is doing
either Howard
alone - or w/ Bill
I'd like to be there -

re Howard Stein - Mon?

is he close to Drayfus or not?

have Stein Lasher Bill Rogers -

6:00 Mon for drink

talk to Rogers - tell Jim entire

Lasher called us -

? see Stein alone? - or Stein + Drayfus + Bill

also whether Bunny should come?

RN thks Stein + Drayfus

B - putting too much for Allen in

W - hard look at schedule - not too heavy
leave open time

W - for local press - sched 20-30 mi

come in for cap of coffee - purely social
w/ national press - local go only

2 things to keep good. review

2/9/17 on plane



Geo B - die w/ Geo - etc - re Pitts -

concerned w/ what appears in the state

Pa. people don't care about Calk River

- next week

E/Unge - briefing materials

Unge completely lacks color

need interesting thing you might mention

get someone at this.

Geo/Unge - get W Plains briefing by Sun site when we arrive

Phillip/Allen - ready for contact at school

Edexerop - have briefing

File

- The Comm. P. worked out -

have N-eth to them for next Sun.

seek support of all -

welcome & admit many of members of Com

since Report Com has decided

req. Com not run its own slate

- had rose the Texas people - give RV 2 1/2 hrs
making calls to Wash etc.

will not see Town, Bush, etc.

see Town O'Donnell etc with

after ~~that~~ - if necessary

(w/ Ellsworth)

disc. future sched, poll, etc.

W - Scranton - motorcade eastern city, soon

Phila. - Meekam lay it on

W - Ft Wayne - if do another in Indiana

join crowd into square -

go into town

- use of plane phone - call ^{Carson} ~~guy~~ as direct.

Program thru office - like Cong. Comm.

T. Morlon set up.

RN 9/6

Life

R^N 9-5 - E + J + F talk w/ VIP's re who where
in motorcade - candid. up front, etc.
Sh - talk w/ Sens. etc. re up beat acct
of TV



Mount Sh - give Sens. reading on TV rectori

Confidential

Xerox ²⁵ 50

File

Memorandum to:

~~Mitchell, Flanagan, Ellsworth, Chotiner,
Klein, Harment, Shakespeare, Keogh,
Buchanan, Price, Hallow, Moore, Finch~~

From: ~~Bob Haldeman~~

HQ - Mitchell, Flanagan, Chotiner, Klein, ~~Carson~~
Hillings

^{more}
Laird,

Tour - Finch, Ellsworth, Moore, Shakespeare

^{Hallow}
R+W - Keogh, Buchanan, Price, Safire
Citizens - Rhyne, Evans

Pakist
Hill

Charlie
McWhorter

(A-1)

RN asked that I summarize some of his thoughts regarding the campaign - and transmit them to you in this form with the request that you make every effort to implement them within your areas of contact or responsibility - as quickly and as thoroughly as you can.

Mulford
836 - 3050

Bob King
349-1401

S. Mateo

file

Today

get Keo; B-P-Har ^{before} together
(Har heart to romance etc also)

More sit in
& listen
but free wheel

est. procedure - plan things out in advance
battle plan for major events speeches
except

They have to take hold of it -

not just come in w/ 3-4 day things
get system set up

min. prelim disc w/ RV for guidance

they develop plan - for each week
(shld have done before we began)

vital importance -

get news cast on - get topical thing
to talk about -

get it fast -

block major speeches - set times &
deadlines

don't let press tell us what to do

pace it our way

but something each day -

real need is a plan - keep it key

B do most of work

P not directly in daily stuff

get to RV ahead - not rush thru on plane

9/5 M - you handle the whole
speech guys - do speed work

De to RN

M
OK - NR wants everyone for dinner at Pocantico
few top people - quick & short.
politically M sees strongly - checked Wilson

OK - NY City kick off Tues AM -
want RN drop by on way to luncheon

pass pers avail. = Lee + Hoch.

M - when is Tex poll coming in?

Keep 1/2 day a week clear -

for Tues in NY -
opening campaign in NY -

staff - think in terms of input to say - meat
not critiques
got to have

✓ - motorcade only 6-8 blocks - (607500 too long)

9/4/85

file

TORW

- you stay out of seat count & plane business cause will seriously confuse plane.
- also must decide when you'll ride press plane so seats can be shifted & re-assigned.
- i.e. w/ Morton - you shld have talked w/ him & way to C60 -
- along w/ Burke - esp. Morton cause he's got lot of input re TV in C60 - now have to see in C70
- shld not move some ^{VIP} one up to your cabin before takeoff -
have them to get in & out - wait til in the air -

~~Morton + Burke go across to Helton w/tegs~~

Reo - excepts for each of next 3 sites SF-HOU-PITT
Arkansas River Project Randout
space handout.

Don Maxwell - Southeast - TV format
be in touch in next few days
see where can call on Sun

PR Dept. Xerox - very solid, attractive
Ch. Lindhizer - 43-28 - w 5%

- we've got 2 or 3 men in McCarthy - Tom Mecklin - ^{pd. full time}
- call Max Fisher re format for Temple
re type of remarks, etc

Sh - be sure not to downgrade cells
use him as producer

- w/c M right after lunch

- CB - I get involved in TV show
Kee says format calls for opening stmt
Don't start up RN stmt
go right into questions
no judgement on show business
have to get somebody on this fast
division in staff re CB -
re whether to embrace Wally - etc
Unger briefings - 24 hours in advance
be sure to call Cruz & Seno -
not just county down.
- staff come up w/ color material & learn
read advance

to

R.N.
9/2

file

~~that~~
~~that~~
M
~~that~~
G
SL

Review more tapes - re: org etc.

~~Chet~~ B has stunt & doesn't know who to refer it to
need counter attack coordinator
4-5 spokesman outside of official ones
who are instantly on radio.

~~Next~~ have Ke see that Ans. Desk gets out on
wire to 50-60 key reporters, editors, etc.

~~M-~~ re finance - have to have some separate
nat'l comms - for Liberman, Thayer, etc.

~~Chet~~ / ~~Ke~~ - maybe de Toldeano stand up / HH - re. Larky?
Consider Tom Duggan as guy w/ Dams.
or Leo Sokolsky's son Eric
lives in B. Hills

~~Chet~~ / ~~Ke~~ - for nat'l TV - maybe a good show - re: for an ad
have major big times -

✓ - re song - 76 Trombones - ck M. Wilson -
some value to a familiar tune
maybe use ODE "Sunshine"

✓ - have someone send copy of accept. speech.
 ✓ talked to B re start for today -
 still need someone in NY who can go on TV
 Rhyme - Ellsworth - Morton - Finch -
 I still need a chance to take her

C - Al Cole - Gordon Reed wants a little talk
 told him C could be in touch. Tom Reed's father
 wants to discuss some military ideas.
 ref. to Allen - -

be sure he know guy is right.

inform General

Fd C-note
~~Allen~~ - get Gordon Reed to see Ad Gen - RV see right
Ray Allen see him first

✓ - writers stuff was weak in actually
 what to say -
 from now on - only the rest of what to say
 - maybe ought to stay here this week
 get new stuff organized. etc.
 - should have one or two week for major speech

have lots of material - prob. is time
 to sit down + chisel out a speech
 the troops now have to do this hard work
 shld read accept. speech to get feel
 rhythm + timing etc

✓ - check on what HH is doing re press conf. i.e. did he do one today.

- ✓ - ~~get a girl to be here on the phone~~
- don't let her in directly on TV requests include in pkg w/ other sched. plans
- all scheduling matters - thru the process

Don N.

- Bob King - re Jack Crawford - this we shld get his ideas.

- M

- Dave McDonald - back to Bal. Bay Club

who's in charge! no one has contacted him since press conf - must get him involved.

- M

- Curt Counts - available as vol. m.w. th. dachin

work into Union areas - 2 mos.
next per 213-399~~333~~⁹³¹¹ X 3335

D. Smith - on calls - maybe use Rebozo - ^{down} up there - talk to Don, Bob King, Elmer.

M

Chat - specific asmt of hdq Don - anything you have

- someone at least level hitting big contracts w/ special interest

Maybe a Wash. lobbyist - i.e. Schenley's Lee Mann

Chat

- labor could be esp. good for us -
esp in County areas of contact.
talk up javits, etc.

ffu on McDonald - etc

nurse them along etc = keep in mind

RN
9/2

Let RN see the press release over ^{file}

p. 8. - accept speech

last 3rd Am Rev was & is
the bottom page

to 4th of next p. 9. "Closest vision

it's all transposed -

shld be on p. 9. ^{below middle} - after

"World's greatest continuing
revolution - The Am Rev."

doesn't track -

publy got pages out of whack -

on p 11. 1st 3rd p go down before

last 9 on 11 right after

→ (ck what Hobe Lewis got) "subprime in the pur of
America"

→ There this printing

ck actual text

-press copy has same mistake

~~get the reading copy to RB in AM~~

press copy is right on 2nd error

(PH) 'let us build bridges'
39

were pulled out of them

& moved 87 above

shld move down the 39's.

let us build - shld have
been at bottom of p. —
not top.

RN
9/1
eve.

foto

R - does PN really want Bessie? NO
- Evelyn Dorn's daughter - is she here?

Keo? - Kissinger?

R - need more effort putting out the line
emphasize comeback theme
columnists etc. - in a positive way
- have opportunity now to create woman image
build up image of org.

W (w) - for Calif stop over - prefer Ventura airport to SFB.
- give Paul Keyes copy of sched. - for RN + others

- re input to RN
- issues: B + Keo + H
- politics: F + E + Morton
- PR: Moore + Sh + F + H - (Price)

W - re Youth - HH probably can't go to Unions.
so we shld consider a few majors
do brief talk + Q+A
maybe SC - Penn State
show N communicating w/ youth

R - work on youth in crowds

Evans - ck on celebs - work fast

Chot - get all pushing on win psych -

↓ - 4 tapes to run off in AM -
either Shelley or Volz
do rough draft
memos for troops before we leave

Chat. - constantly make clear to Chat - M is boss
no end-running of Chat to RN
concerned R may encourage Chat to go to RN

Ed. - OK to have mail addressed to R opened by Volz
unless also personal + confid.

8/31
RN apt

file

to RN
E

① for Tues CBS lunch - only air people
Sevanice, Mudd, Weather - Wash
Cronkite, Reesman, Joe Benti, Wallace - NY
+ RN + Sh - total 9

- Gorty calling RN - Sue Batchel 213 628 0441
- Mrs. Hatfield coming to Pitts.

coffee in Cleveland
Then Idaho

Volpe ^{Tues.} ~~tomorrow~~ for press conference

B - Bas RN reader - for all issue stuff
R - fyi's only if really important
H as reader for all non-issue

Memo to everyone

RN

8/31 Calls

FL - someone else set up mtg. ^{Travis Miller} add Dreyfus.

Called Annenberg Woods Kerys ~~drop Tom~~ drop Olin.

Cargo Keo E
+ ^{chat} ~~part~~
file

Brett - must not let HH get benefit of law + order if we back off. - or attack Daley + ^H defund

^{RN} Yorty wants mtg w/ Armand Hammer - after 15th

✓ - ck out Hammer

H offu w/ Yorty -
- esp. ck on calls - to Case + Cooper

- on tour - work out ways to meet w/ groups
from time to time

Keogh.

- need Keogh work out what's needed to put out - ^{Bellevue} r start review sched. + have plan for week what say each day - SF, TX, Pitts over Arkansas dam - start ready
Araze Center - start on space
specifies - day to day related to sched.

E - Annenberg thks NR shld knock Gates in head

W - T. Dewey wants to help in campaign - staying here instead of trip

W - Cargo - will make Calif + Tex appearances
LULAC group - w/ Mexicans.
sure all Govs. outside their states

RN



AM

include in mtg w/ RN + Nunn
Where do we stand on Louie Nunn's Gov's plan?
~~turn Nunn on w/ RN~~

9/1

work out

at airport on
hotel on way out
brief curain

don't need to in Calif
play Texas by ear

- \$60 press very difficult
must play the first day out
but dep. on pressures - maybe
brief 10 min filler before takeoff in AM
give local press a crack
looking at residue Dems left
don't want us to appear to be rigid
- maybe do same thing in Tex -
don't need to in Calif.
- look at CBS - then tell AM just before
that we'll do it -
? at airport - or on leaving hotel
good reason for not having press on an air
holds up dignitaries + motorcade
better to do on more leisurely way
OK to get up earlier in the West.

Chat
H.

- have always had weakness re: opp's sched
put someone on this - top level
not a girl or a boy scout
everyone needs this
get one guy on their press plane
also their battle plans.

Chit

P.W.

Chit - project NBC - get Hillis under Chotman
watch all nets + react

- great to give volunteers - then Cto.
esp. plain favorable

~~- R irritated - won't give it up -
+ feels she has to dump on RN~~

RN
8/30 please MIA-
LGA

file

F
N
F
S
N
S
A

W - P. O'Donnell recs. mtg w/ Houston Chronicle
Ewart Collier OK

W - Allen Donaldson of State Dept wants to meet RN at Am Leg.

✓ Jack Gildooly hdq NY City

W - M works w/ O'Donnell - Bob Lee as day to day on Tex OK
+ M to DC Tues on Cit -

have Tex in - canning some of Evan group

✓ Israeli govt. out strong for N - arts in Jewish Press

W - have rec'd debate invite for NBC w/ you

✓ ? meet with Newhouse publishers + editors? - later

depends on sponsorship - not just Jan Nichols

W - on Heart eds + pubs in San Antonio

W - Farm Bureau - 9th, Orange, (F Union ^{prob} not)

need someone other than Greenspan on farm

(man on house side - specialist for ^{house} comm)

none of NY staff shld have anything to do w/ farm

W - Fisher group at RN's apt. if possible

W - ck list of Sens + Cong - see if any should have call
ie John Cooper

have politician look over whole list

W - be sure this out to people who supported us.

W - for Cit - bring in Ripon

re Cit - Trax directly resp. to Rhym
prob. of tendency to keep out big people

M ✓ this wk - Cite move on every key Demo.
RN off. Lausche Chmn of Dem for N
RN handling - others stay off.

F - let Council ride
- ck on Hugh Burns. *Frank talk
Dale talk
to him.*

→ not under Rhym - sep. financed under M
basically VIP org.

M - can we bring in Lou Bell a scribe to handle

M - need 2-3 assts - assist asstissans
not in finance

imp. cause reflects on ability to run office
shld be ideal for young rot type

Harrison
FL re PN - prob. needs really competent social secy.
handle phone - (FL - Kentucky girl - UN)

FL Dave Smith
get mail for PN away from 810

Ed N - does he have anyone for PN

R - maybe use Bessie to handle PN mail -
even stay in DC

F ? Jack Brown in NYO - to handle VIP's

Kalman *get* ck on who handles legal side of who
can give how much - *by Evans* - brkdown
was ref to *Evans* - he didn't know the law
need a professional.

3

- re PN - needs attractive girl -
FL - reading on girl Louie Nam - sent in.

H - Kocht - call all of our chum etc -
try to get names of very good ones
That's not Walker oriented -
Leppre H/H gets them back in time
ie Mayor of Kingston NY
Rex McDonald - etc.

G - RH call. - Stuenberg -
H - call Molton + see if RN shld call J. Cooper
(also any others?)
- really work on celebrities

- before first tour - I hit individ.
head on optimism - calls out
Not being over confident
to 'press', 2) locals, 3) out of Hq.
Kldst people in NY - optimism
must be strong for RN - Pat.
esp for new people
Hallow, Sophie, David.

E - be sure he understands
PR people - don't get disturbed.
esp imp. to keep RN always up.
give Moore this specific resp

4/

M - get two Texas polls - Harris + Bush
so we have a dbl ck.

R

- esp. imp. to get to Sh + Giles + G
everyone constantly look for the good news.
& emphasize - forget the bad.

R

- give Bessie office in TX - hold PM mail
Also can use Diane Hummer

Katrina
- sign

- occasional regular calls to Rock, Rom, O'Donn etc.
- funds in from TV last Fri. ? how much

~~order~~

- don't run heckling signs on HH - at least now
- if use later - never N-signs
order just anti-H

Sched

press conf. at end of wk - in Petts.
point out will only have one about once a week
& will hit all major states
prop stop early - ie wk of the 8th

No on Polit Am Congress? ie Mushie.
have Agnew do it.

? on Atlanta

? on So. Carolina - ck poll.

don't do Newark + Albany Park -
go to Bergen Cty - Essex etc
areas of strength - esp with in Bergen

5/

✓

✓ continue to train thru Friday of Ill
- rest after 1st 3rd - then again in 2 wks
from 22nd I.E. 6th.
3-day in Fla. on 20th or couple days later

? - city mtg in CGO -

W
✓

OK on Mrs. Hatfield to Billy Graham
- ck out Graham / Brooke idea.

Betal - don't give RN reaction stuff in press

✓ Volpe - shld do something for Columbus Day
not a parade
too light on Catholic things -

Nationalities Press - Agnew do - + party RN

RN
8/30
late eve
phone

DSmith
ite
24
10
2
*
*
*
*

- 3 days off is too much -
but is 3 2day things
1st come a little earlier
ie when before Calif.
- 1st 2 who hard - have to think a lot.
- maybe work Sat AM - then to Calif
then Fla - 28 + 29
~~19-20-21~~ 19-20-21 KB

take big states - except Tex -
battle plan for NY
Brooklyn or not
Queens " " pretty good

upstate - bomb hard - don't overemphasize city
Buffalo - Syracuse - Rochester
ck Derwinski on influence of Muskis on Poles

M
- get Mein to poll for us
might be double cause of Mel-H fight
into Jews Sur in DC. after Graham

Ed D. Smith John Olin - have someone handle - invite to Olinson Mtg.
→ Dave Smith call in D Smith

W - have someone call Max Fisher - say I not here
he's calling RN at home - get off RN's back
- today at 4:00 - go over gen'l concept & planing:
Pat & girls schedule
Kilgallen will be good
RN has some ideas re their use -
things to help overall effort
don't set up unless it's of some interest
don't try to find things
just things that help us - esp. TV
concept of overall direction
shld be w/ RN at times
no polit. press conferences
add'l help re: what states + what kind of appearance
someone who can decide at lower level

→ w/ Pat + TV + J - RN in at end
new calendar at 4 or 5
Maybe go w/ a demog. cand. at times
ie Md - poss. they'll be introduced.

W - for small states - go where we'll have presence otherwise
SD. - Idaho - (ch. Sen. contests) - Kans. - Ore.
not Nebr. - Mont. - N.M. - Ariz. - N.D. - Wyo.

Y - where is Jerry Millbank now?
reliable - maybe he'd help on calling

M - 3 aunts to M - for purpose of managing
can't be down the line - assets at top - States
Drown - Dr. Smith - Tom Hall - Erivner
Alcom

✓ SF motorcade - Chinatown

W - press conf. -
1 - rail
2 - TV competition - top on our show
3 - legacy of local press
in ea. major state must have a press conf.

Tex. not too much of a problem - meet pub.

Pa. - had one in Phila. - so it's done

CGO - aggressive press -

Done.
let press
know no
P. Conf
now

~~could have one in CGO from AM~~
tell them we had one in Ill last week
& will do one next - Q & A tonight

W - ck Hagan's office - Jerry Q re press conf
@ 1:30 before mtg. TW Wilson

4:30 H + Kilgallen - + W -

KL - don't say girls & P.N. being press conf.