



## H. R. Haldeman Diaries Collection, January 18, 1969 – April 30, 1973

National Archives and Records Administration, Online Public Access Catalog Identifier: 7787364

Sunday, December 27.

President still at Camp David. Things still pretty calm. He called down after church and didn't have anything particular to cover. He was interested in the statistics we were assembling on the number of people he's met, etcetera, for the first two years, and had some ideas on how to follow-up with that. Then got into the PR programming again, making the point that we need to take each issue, such as the POW's, or whatever. Put one guy in charge of working on that issue, and then if that guy isn't a good man also to handle the PR, put a backup PR man on it, too, who knows that it's his story and that he's responsible. He feels, for instance, that no one knows that we authored the revenue sharing proposal that's now in the mill, the meaningful one, and that's because we haven't been pushing it at a high enough level. The POW thing is an example of what we get when we do push at a high level; because on this one the President is writing it, and we are getting credit. He wants a plan worked up on this that puts the responsibility on the right key people. He's not really clear as to what he does want, and neither am I, because he's getting back to a team of six or eight supermen who will always ride herd on the PR stuff; and that's just exactly what we had agreed before we didn't want to do. And, I don't think that will work. I think we've got to develop our teams on each project, such as revenue sharing, the value added tax, the health program, and reorganization next year, plus family assistance. In any event, he wants to see a table of organization on the whole PR approach and how we'll handle it, and how we use all our players. He thinks this week is when we should get this done.

He seemed to be in good spirits, relatively relaxed as giving some thought now to going to California or Florida after the TV interview on the fourth.

End of December 27.