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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

July 20, 1970

MEMORANDUM FOR: MR. CHAPIN

I need a program from you before we leave for California that is done on a very confidential basis for the President's review only, of how Tricia, Julie and Mrs. Nixon can help in the campaign.

They are not to know we are doing this.

What we need is to figure out what would be effective, but not blatantly political, as a way that they could go out to help candidates. This would, of course, make it possible for them to cover states without the President having to go in.

Some thought should be given to this with the political people but not in such a way that it gets back to the East Wing until we've worked up some ideas for the President to consider. This is a matter of high priority. Don't let it drop.

H.R. Haldeman
MEMORANDUM FOR: MR. CHAPIN

We should, as you know, work up some recommendations for Tricia and Julie for campaigning. We should always look for places where they will get TV coverage. Visits to Fairs, etc., would be good - they should not just do teas with the Republican women. They should be used for top Congressional candidates and can also be used to score Brownie points in the good states like Kansas, where the President and possibly the Vice President will not be able to go.

H.R. HALDEMAN
As a matter of general scheduling policy remember that from now through November all appointments should be weighed on the basis of their political implication. The President's time should be used at the maximum extent possible to aid in picking up Senate seats. No appointment should be made that would hurt us politically.

We have, for the last year and one-half, overloaded schedule activity to Blacks, youth, and Jews. From here on, until further notice, there are to be no Jewish appointments set up per se. There are to be just enough Blacks to show we care and they are to be establishment-oriented Blacks, and not opposition-type militants. The concentration is now to be on Italians, Poles, Mexicans, Rotarians, Elks, Middle Americans, Silent Americans, Catholics, etc.

Have Bull or somebody analyze the schedule of appointments from the start of the Administration, to date, on the basis of the ethnic orientation and give us a rundown on how many hours the President has spent with opposition-type people vs. potentially favorable-type people. In this kind of a grouping ignore, of course, staff and foreign policy and other such type appointments.

H. R. Haldeman
MEMORANDUM FOR: H. R. Haldeman

FROM: Mort Allin

RE: RATING OF JOURNALISTS

The journalists with whom we're familiar are divided in 5 groupings:
1) Friendly to Administration; 2) Balanced, fair, objective, neutral;
3) Unpredictable; 4) Usually Negative; and 5) Always hostile.

1. BASICALLY FRIENDLY

MAGAZINE REPORTERS

Stewart Alsop, Newsweek
James Burnham, National Review
Kenneth Crawford, Newsweek (much like HK Smith -- very sympathetic
on foreign policy and rallies to defense
when attacks are made on the Presidency.
A moderate liberal on domestic affairs
altho no fan of student protesters.)

Milton Friedman, Newsweek
Ken Filmore, Reader's Digest
John Hubbell, Reader's Digest
Paul Martin, US News
Earl Mazo, Reader's Digest
Frank Meyer, National Review
William Rusher, National Review (gets a bit touchy at times -- Reagan
man in '68 -- but basically with us.)

Harry Sievers, America
Henry Wallich, Newsweek
Tom Winter, Human Events (currently out of sorts over domestic
policies -- welfare, deficit, SACB
hold-up -- but again wants to be of
assistance. Strong on foreign policy
in SE Asia and Court appointments.)
SYNDICATED COLUMNISTS

Holmes Alexander (another conservative who sometimes gets a burr under the saddle but 95% OK)
Joe Alsop
Wm. F. Buckley
John Chamberlain
Ray Cromley
Roscoe and Geoffrey Drummond
Lt. Gen. Ira Eaker
Martin Gross

Col. R. D. Heinl
James J. Kilpatrick
Russell Kirk
Vic Lasky
David Lawrence
Ray McHugh
Kevin Phillips
John Roche

Victor Riesel
Henry J. Taylor
Nick Thimmesch
Wm. S. White
Alice Widener
Richard Wilson

OTHER CORRESPONDENTS

Robert Baskin, Dallas Morning News
Aldo Beckman, Chicago Tribune
John Crown, Atlanta Journal
Saville Davis, C. S. Monitor
Willard Edwards, Chicago Tribune
Russ Freeburg, Chicago Tribune
Jerry Greene, NY Daily News
Wm. R. Hearst, Jr., Hearst Papers
Jack Horner, Washington Star
Gould Lincoln, Washington Star
Crosby Noyes, Washington Star
Ed O'Brien, St. Louis Globe Democrat
Michael Padeu, Arizona Republic
John Steen, Tampa Tribune
Walter Trohan, Chicago Tribune
Frank Vanderlinden, Nashville Banner
Dick West, Dallas Morning News
James Wieghart, NY Daily News
Jim Wright, Dallas Morning News

TELEVISION

On any sort of consistent basis, only
H. K. Smith of ABC belongs in this category.

2. BALANCED, FAIR, OBJECTIVE, NEUTRAL

SYNDICATED COLUMNISTS

Charles Bartlett
Keyes Beech, Chicago Daily News (Basically sympathetic to US policy in SVN)
Grover Hall
Paul Harvey (on everything but Indochina involvement)
Denis Warner (writes only on SE Asia and is basically sympathetic to US policy -- an Australian)

OTHER CORRESPONDENTS

Lee Bandy, Columbia, S. C., State
Erwin Canham, Editor, C.S. Monitor
Peter Chew, National Observer
Ernest Conine, LA Times
Charles Corddry, Baltimore Sun (military affairs)
Edwin Dale, NY Times (economics)
Robert Elegant, LA Times (exclusive Asian politics)
George Embry, Columbus Dispatch
Joseph Harsch, C.S. Monitor
Paul Hope, Washington Star
Richard Janssen, W.S. Journal
DeWitt John, C.S. Monitor
Orr Kelly, Washington Star (sometimes hard on Laird)
John Leacacos, Cleveland Plain Dealer
Jim Lucas, Scripps-Howard
James Naughton, NY Times
Alan Otten, W. S. Journal
James Perry, National Observer
Vermont Royster, W. S. Journal
William Selover, C. S. Monitor
Robert Semple, N. Y. Times
Godfrey Sperling, C. S. Monitor
Richard Starnes, Scripps-Howard
Wm. Stringer, C. S. Monitor
Richard Stout, C. S. Monitor
C. L. Sulzberger, NY Times
Don Tate, Scripps, Howard
J. F. Ter Horst, Detroit News
J. Wm. Theis, Hearst Papers
Ross Valentine, Richmond Times-Dispatch
Jude Wanniski, National Observer
Melvin Whiteleather, Philadelphia Evening Bulletin

TELEVISION

Bill Gill, ABC
Tom Jarriel, ABC
Herb Kaplow, NBC
John Willis, Metromedia
Allan Smith, Metromedia
Charles Collingwood, CBS
Martin Clancey, Local WTOP-TV

RADIO

Forrest Boyd, Mutual News

3. UNPREDICTABLE

MAGAZINES

Hugh Sidey, Life
John Osborne, New Republic
SYNDICATED COLUMNISTS

Allen-Goldsmith
Jack Anderson
Evans-Novak (usually with us on foreign policy)
Vera Glaser
Marianne Means
Paul Scott
Joseph Slevin
Ralph de Toledano

OTHER CORRESPONDENTS

David Broder, Washington Post
Muriel Dobbin, Baltimore Sun
Robert Donovan, LA Times
Richard Harwood, Washington Post
Ted Knap, Scripps-Howard
John S. Knight, Knight Papers
Ted Lewis, NY Daily News
Don Oberdorfer, Washington Post

TELEVISION

Dan Rather, CBS
Frank Reynolds, ABC

4. USUALLY NEGATIVE
(more often than not)

SYNDICATED COLUMNISTS

Jim Bishop
D.J.R. Bruckner
Marquis Childs
Michael Harrington
Sidney Harris
Wm. Hines (science)
Max Lerner
Flora Lewis
Peter Lisagor
ManKiewicz-Braden
Sylvia Porter
Carl Rowan  
TRB  
Whitney Young  

OTHER CORRESPONDENTS

James Deakin, St. Louis Post-Dispatch  
Wm. Eaton, Chicago Daily News  
Saul Friedman, Knight  
Ernest Furgurson, Baltimore Sun  
Robert Healy, Boston Globe  
Morton Kondracke, Chicago Sun-Times  
David Kraslow, LA Times  
James Laird, Philadelphia Inquirer  
Stanley Levey, Scripps-Howard  
Stuart Loory, LA Times  
James McCartney, Knight  
Rey Murphy, Atlanta Constitution  
Thomas O'Neill, Baltimore Sun  
John Pierson, W. S. Journal  
James Reston, NY Times  
Jonathan Spivak, W. S. Journal  
Richard Stewart, Boston Globe  
Jules Witcover, LA Times

TELEVISION

Daniel Schoor, CBS  
Eric Sevareid, CBS  
John Chancellor, NBC  
Lem Tucker, NBC  
Bill Lawrence, ABC  
Marvin Kalb, CBS  
Peter Janssen, NET

5. 99% 100% HOSTILE

SYNDICATED COLUMNISTS

Clayton Fritchey  
Joseph Kraft  
Mary McGrory  
Harriet Van Horne  
Milton Viorst
OTHER CORRESPONDENTS

Richard Dudman, St. Louis Post-Dispatch
Pete Hamill, NY Post
Stanley Karnow, Washington Post
James Millstone, St. Louis Post-Dispatch
Martin Nolan, Boston Globe
Matthew Storin, Boston Globe
Warren Unna, Washington Post, NET
James Wechsler, NY Post
Tom Wicker, NY Times

MAGAZINES

Richard Rovere, New Yorker
Robert Sherrill, Nation
Paul Samuelson, Newsweek
ADDENDUM of the papers we see, the following have generally favorable editorial policies of the papers we see:

Arizona Republic
Atlanta Journal
Birmingham News
Charleston, S.C., News and Courier
Chicago Tribune
Cincinnati Enquirer
Columbus (Ohio) Dispatch
Dallas Morning News
Detroit News
Indianapolis News
Indianapolis Star
Knoxville Journal
Manchester Union-Leader
Milwaukee Sentinel
Nashville Banner
National Observer (disenchanted on VN)
N. Y. Daily News
Portland Oregonian
Richmond News Leader
Richmond Times Dispatch
St. Louis Globe Democrat
San Diego Union
Tampa Tribune
Wall St. Journal
Wash. Daily News
Wash. Star
Wichita Eagle
MEMORANDUM FOR:  MR. CHAPIN

When Lodge gets back from Rome he should be scheduled for a speaking tour around the country and be used as heavily as possible from now through the election, speaking to every major Catholic group we can line up all over the country, concentrating almost totally in the key states where there are Catholics such as Illinois, Ohio, California, Wisconsin. That is, those states where we have strong Senate races where the Catholic vote is a major influence. He should not make a political speech, but he should allow the candidate, our candidate, to appear with him and he should give a report to these Catholic groups on the great progress being made as a result of our opening relationships with the Vatican.

Have someone in the political operation make an analysis of the states that meet the above criteria and let me see a plan for how you are going to use Lodge. If there is any reluctance on Lodge's part, the President will put the heat on him.

H. R. HALDEMAN
MEMORANDUM FOR:  MR. CHAPIN

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H. R. HALDEMAN