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3	11	8/2/1972	<input type="checkbox"/>	White House Staff	Memo	From Colson to Haldeman RE: the creation of a media outlet for the White House and the staffers responsible for establishing it. 2 pgs.
3	11		<input checked="" type="checkbox"/>	Campaign	Memo	Copy of the second page of a memo relating to national media bias and exposure for the Republican National Convention. Handwritten notes on original added by unknown. 1 pg.

THE WHITE HOUSE

WASHINGTON

August 2, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES COLSON
SUBJECT: Attached memo on Media Bias

The attached is not entirely satisfactory to me as I am sure it will not be to you.

One extenuating circumstance is the fact that we are, of course, laying off of any public attacks on the media which policy has made the Schurz operation less urgent than it was when it began.

As you will see from the enclosed the monitoring operation is going along. Keogh has now worked a deal with AIM which means that we will have a very good outlet for media attacks and Keogh plans to start the news letter operation as soon as he gets on board; that is, a bi-weekly accounting of media inaccuracies mailed in the form of a Kiplinger Letter to all editors and newscasters -- a Pulitzer Prize in reverse.

The biggest weakness is the organizational monitoring apparatus around the country. I started Shumway on this months ago. At first there was no activity and then it began to come in pitifully slow and very inadequate. At the last meeting when Strachan was present, I urged Shumway to bring his regional media people into Washington for a full day so that they could be briefed on exactly what we want. As all of us have come to realize, Shumway was way over his head in that job. Al Abrahams took over last week. Al knows exactly how to do this and is a real doer. I now have some degree of confidence that the thing will get rolling fast.

Even though we haven't been properly structured, we have been somewhat successful in nailing specific inaccuracies and as you look over the last couple of months the job has been rather well done, notwithstanding our internal confusion.

The other explanatory circumstance is that I have had virtually no time to devote to this in the last four weeks and Clawson is one of the most overworked people on the staff. Excuses don't matter but those are the facts. I hope once Lord John is on his own that I will have a little more time for this effort.

However, I do know that the plan has not been implemented because of a lack of cooperation from the Committee for the Re-Election of the President.

SECRET

In order to rectify this situation, I am meeting early next week with Schurz and Al Abrams, and I am confident that we will now receive the cooperation that the monitoring project merits.

We have had better luck with the Republican National Committee, which is now supplying us with articles from all of the newspapers in the key states on a daily basis. The RNC does not have the capability to determine inaccuracies or bias, but Schurz is getting the raw material and can make his own judgments.

I am now meeting with Schurz on a daily basis and will pass judgment on the material he collects.

Under our new policy, if the inaccuracy has to do with newspapers, magazines or other print media, I am personally calling the editors, publishers and reporters and pointing out the errors or slanting of news. When the inaccuracy or bias falls within the electronic media, I am calling on John Scali to have him carry the ball in that area.

SECRET
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Since our focus for the next three weeks will be on the Republican National Convention and coverage thereof, I want you to know that Schurz has monitored and measured the electronic and print coverage of the Democratic National Convention down to the last column inch. We have these reports prepared and ready to compare with the coverage of our own Convention.

These comparisons will form the basis of contacts with major news media who give short shrift to their coverage of our Convention.

Schurz has been working closely with Jim Keogh and has supplied him with considerable materials for use in speeches and articles.

Schurz is also working directly with the Accuracy in Media Group along with Keogh. He has fed them the UPI photograph of the President appearing in the STAR on June 30, which was a bad photograph and had a negative impact.