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4	2	8/21/1970	<input type="checkbox"/>	Campaign	Memo	Copy of memo from Brown III to Haldeman proposing funding campaign advertising out of RNC budget support provided for Klein operation. Handwritten "H" marking "Disapprove" at bottom. 1 pg.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 21, 1970

DETERMINED TO BE AN ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By MJS NARS, Date 5/29/80

CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN

FROM: JOHN R. BROWN III *JRB*

SUBJECT: Budget Support for Klein

Attached is a memo from Jeb suggesting that we fund any future advertising campaigns initiated by us from the RNC budget support which is provided for the Klein operation. Jeb tells me that he has discussed this with Chuck Colson and Herb Klein and that they all agree that the current practice of hitting different donors is not satisfactory and may be self-defeating in the long run. He also points out that by dealing through the RNC we can use them as a "front", thereby lessening the chance of it ever leaking out that we are behind one of the campaigns.

Jeb estimates that he would need about \$200,000 a year for these projects. That would mean that he would need somewhat less than a \$100,000 a year for the remainder of this year. On reviewing their present budget situation and taking into account the budget deficit which presently exists at the RNC, Jeb feels that they can absorb these expenses through the rest of the year on the \$300,000 that is presently allocated to them.

To put this into perspective, as of the end of July they have spent \$151,000 of which \$35,000 was incorrectly charged against them. This puts them approximately \$60,000 under budget.

RECOMMENDATION

That you approve the concept of the advertising campaigns being funded out of the RNC budget support. The cost for next year would be included in the 1971 budget proposal which we will work up with the RNC later this year.

Approve _____

Disapprove *[Signature]*