

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
5	67	4/15/1974	<input type="checkbox"/>	White House Staff	Memo	From Bush to RN RE: Possible interview with Mike Douglas. 3 pgs.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [doc. 2]	memo	Bush to RN	4/15/74	C(Nixon)

FILE GROUP TITLE GEN. ALEXANDER HAIG Interstaff, ^{Comm} 1974	BOX NUMBER 23
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FOLDER TITLE
April — Bush (RNC)

RESTRICTION CODES

- | | |
|--|---|
| <p>A. Release would violate a Federal statute or Agency Policy.
 B. National security classified information.
 C. Pending or approved claim that release would violate an individual's rights.
 D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.</p> | <p>E. Release would disclose trade secrets or confidential commercial or financial information.
 F. Release would disclose investigatory information compiled for law enforcement purposes.
 G. Withdrawn and return private and personal material.
 H. Withdrawn and returned non-historical material.</p> |
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Presidential Materials Review Board

Review on Contested Documents

Collection: Alexander M. Haig

Box Number: 23

Folder: April - Bush (RNC)

Document

Disposition

21

Return Private/Political



Republican
National
Committee.

April 15, 1974

George Bush, Chairman

Personal and confidential

For: The President

From: George Bush *GB*

via: Al Haig

Subject: Possible Interview with Mike Douglas

The Chicago, Houston, Michigan and Xenia visits were highly successful for many reasons: principally because the people saw the President with their own eyes - concerned about them and their interests. They made up their own minds with no Network News filters, no combat type press conference atmosphere.

When I go on speaking trips all across the country people lean over to me at the head table and ask "George, how is the President really doing, how does he take all this pressure, how does he stand up under the withering attacks?" I get this all the time not just from the man on the street but from Party leadership as well.

The other night I did a taping for the Mike Douglas Show in Philadelphia. Mike leaned over to me during the break and asked the identical question "George, tell me honestly how is the President, what shape is he really in, etc, etc?"

I had only met Mike Douglas once before, but I have researched him out with the following conclusions:

(More)

Unlike Cavett, Carson et al he doesn't play to the radical chic show biz audience. He's not a smart-alec.

He is open, honest, straightforward, "across the back fence" kind of person. His huge success stems from the fact that he asks the kind of question the average person in Mid-America wants to hear answered.

He is not a curve ball artist. He has a certain decency about him (e.g. on my interview he made the point on the air - "well I'll tell you one thing whenever someone attacks the President we get lots of calls and letters criticizing the critics and standing up for the President" - I can't imagine the other talk show artists going that route).

He gets a big audience. The segment just before the 6:00 PM news draws 31 million - so claims the producer.

Rationale Behind Recommendation

Mike Douglas is straight.

The President would come through as 'in charge', 'making the tough decisions', 'governing', 'determined', 'grace under great pressure'.

The interview would help shore up the heart of the President's constituency.

The audience would make its own determinations on "How is the President taking all of this" without the Rather, Brokaw, etc. filters.

(More)

For: The President
From: George Bush

Re: Mike Douglas Show

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Recommendation

That I contact Mike Douglas to determine if he would be interested in doing a one-on-one interview, in a relaxed private setting, asking the same type question of the President that he asks of other guests. The interview should be about 30 minutes and should be unrehearsed.

Implementation of Recommendation

I have not mentioned this idea to Mike Douglas or anyone connected with his show. The only person I checked with was Frank Shakespeare, now an executive of Westinghouse for whom Mike works. Frank agrees totally with the concept and feels Mike Douglas would be the ideal interviewer to bring out the theme "The President is bearing up fantastically well under a tremendous burden."

The best way to pursue the idea would be for me to call Mike Douglas, and say: "Mike, I have been thinking about the question you asked me about the President. Why not invite him to do an interview?" The initiative should not come from the White House.



Republican
National
Committee.

George Bush

Personal

Eyes Only, Confidential

Honorable Alexander Haig
The White House
Washington, D. C. 20500