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March 6, 1969

MEMORANDUM FOR: MR. KEOGH

The President is definitely opposed to Eric Sevareid as the author for THE GREAT COMEBACK. He feels that Charles Murphy would be much more desirable.

He raises the question, however, of whether we can't get someone who was directly involved in the campaign, and someone who is younger, more facile, and who will make it more exciting.

He suggests, for instance, that we look over the press corps that cover him and try to find someone who is a real believer, or who would at least be a real believer in the comeback concept. Two possibilities that he had in mind were Robert Semple and Clark Mollenhoff.

He suggests that you and Herb Klein look over the list and see if we can't build our own group of young writers rather than going back to the old timers like Murphy.

H. R. HALDEMAN