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<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>
6	54	8/17/1970	<input type="checkbox"/>	White House Staff	Memo	From Magruder to Higby. Handwritten note added by unknown. 1 pg.
6	54	8/17/1970	<input type="checkbox"/>	Domestic Policy	Memo	Copy of a memo from Magruder to Chapin RE: recent dinner with Jim Lovell. Handwritten notes added by unknown. 1 pg.
6	54	8/13/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Horton to Magruder RE: potential Jim Lovell speaking tour. Handwritten notes added by unknown. 1 pg.
6	54	8/11/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Magruder to Finch, Haldeman, and Klein RE: Lovell speaking tour. Handwritten notes on original added by unknown. 1 pg.

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6	54	8/6/1970	<input type="checkbox"/>	Domestic Policy	Letter	From Gavin Pitt to Horton RE: Jim Lovell speaking program. 2 pgs.

OFFICE OF THE  
DIRECTOR OF COMMUNICATIONS

Date Aug 17

TO : Larry Highy ✓

FROM : Jet Magruder

FYI  PLEASE HANDLE

PLEASE REVIEW AND SEE ME

YOUR RECOMMENDATION

OTHER:

~~Cannot~~  
Make sure we  
follow this  
up 9/1

August 17, 1970

*Feb - Check  
Where does the  
whole thing stand*

MEMORANDUM FOR:

MR. CHAPIN

FROM:

JEB S. MAGRUDER

*It has asked for an  
update on whole  
idea of an outside  
speaker Bureau?*

At a dinner attended by Lovell and other astronauts as well as I think, Haldeman, the President, as I gathered, proposed that Lovell engage in a nation-wide speaking tour oriented according to Haldeman's notes, there is a plan to include others. I assume this is something you were working on. Haldeman's notes indicate that he feels Pitt's proposal is a PR boondoggle. This is not necessarily correct when you consider that \$100,000 of the \$200,000 would be deferred compensation to Lovell. John Dean is checking this out, but I doubt whether any type of deferred compensation would be appropriate or legal.

The point is, should we embark on any program of this nature and, if so, would this tie in with the JWT program. I became involved in this through Finch's office so I had assumed this was basically what Haldeman and Finch agreed upon. Obviously it is not. Could I please have your comments?

Please see Horton's memorandum to me regarding the funding.

Attachment

*Follow*

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 13, 1970

FOR: Jeb Magruder  
FROM: Bill Horton  
SUBJECT: Lovell Speaking Tour

Gavin Pitt gave me the following expenditure estimates in addition to the deferred compensation arrangements for Jim Lovell:

\$ 48,000	--- Office supplies, secretaries, and bookkeepers salaries and program director's fee
18,000	-- Travel expenses
12,000	-- Speech preparation
10,000	-- Speech reprints
10,000	-- Films and taping
2,000	-- Telephone and postage
<u>\$100,000</u>	TOTAL

While he would expect to have a continuing effort to solicit funds during the speaking program, he has identified possible sources for initial funds as follows:

Readers Digest Association	-- \$25,000	X
Edward Ford Foundation	-- 5,000	
W. Clement Stone Foundation	-- 50,000	X
Milwaukee Civic leader and a Wisconsin Foundation	-- 25,000	
Cummings Foundation	-- 10,000	
Surdua Foundation	-- ?	

*No  
This is going to  
the same wells  
again - have  
to find new  
sources*

*Bice*

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

August 11, 1970

MEMORANDUM FOR: MR. FINCH  
MR. HALDEMAN  
MR. KLEIN

FROM: JEB MAGRUDER

RE: LOVELL SPEAKING TOUR

In response to the President's request that an extensive speaking tour be arranged for Astronaut Jim Lovell, Bill Horton and I have met with Gavin Pitt to discuss the organization of an outside group which could carry out this program. A copy of Mr. Pitt's proposal is enclosed.

Since this is an outside group, there would be no official White House connection. Our office would, however, talk to NASA about making Lovell available. This proposal has been discussed with Captain Lovell and he would like to do it.

Could I please have your recommendations on this proposal?

*Looks like a \$200K  
PR bonanza for Pitt.  
What happened to plan to cover  
others than Lovell - incl the  
football player JWT had lined up?  
H*



GAVIN PITT and ASSOCIATES

332 SOUTH MICHIGAN AVENUE, CHICAGO 4 341-0668

*cc: [handwritten signature]*

Mail address  
7433 North 62nd Street  
Scottsdale, Arizona 85253  
August 6, 1970

Mr. William L. Horton  
The White House  
Washington, D. C.

Dear Mr. Horton:

In response to your request for additional information concerning the operation of the proposed "Jim Lovell Speaks" organization, I am pleased to set forth some projected thoughts. All of these, of course, would be subject to the review and approval of the organization's Board of Trustees.

1. Purpose of Program-While dissident youth groups and hippies have been much in the public eye during recent years, little attention has been devoted to a recognition of that great majority of American young people who want to be good citizens. As a result there has been increasing indication that many members of this group have been questioning the merits of striving to be a good citizen.

Through Captain Lovell's strong affinity with youth, his natural charisma, his space achievements and his excellence as a speaker on such subjects as the American way of life, the importance of character, education and hard work, the dreams and ideals of many young people will be sustained and fortified.

Unless the importance of ideals and dreams are emphasized for each new generation of youth, that generation will fail to develop the leadership so necessary in all walks of a country's life. In the words of the scripture, "Where there is no vision, the people perish."

To sustain and encourage the faith of America's youth is the purpose of the "Jim Lovell Speaks" program.

2. The chief executive officer of the following youth organizations will be invited to serve on the Advisory Council, the purpose of which will be the determination of how Captain Lovell can best address key meetings of their youth membership.

Proposed organizations:

Boys' Clubs of America  
Boys' Nation  
Boy Scouts of America  
Camp Fire Girls  
Catholic Youth Organization  
4-H Clubs  
Future Farmers of America  
Girls' Clubs of America  
Girls' Nation  
Girl Scouts of the USA  
National Jewish Welfare Board  
National YMCA  
National YWCA

3. As to Captain Lovell's speaking itinerary, it is proposed that he address a maximum of fifty youth audiences in the period between September 1, 1970 and August 31, 1971. Every effort would be made to limit the schedule to two speeches a week. Since many of the gatherings would be held on Friday, Saturday or Sunday, Captain Lovell could maintain his affiliation with NASA with minimal interference.
4. A budget of some \$200,000 is proposed to cover operating expenses including office maintenance, preparation of speech reprints and tapings, travel and staff salaries. If television and /or radio time might be purchased for several presentations, this would be additional.
5. The funding of the entire cost of the program (a non-profit corporation) would be from individuals and foundations. Already contributions in excess of \$25,000. have been offered.
6. Toward the end of attaining maximum news coverage in those geographical areas where Captain Lovell speaks, the program Director or his representative will assist the host organization in coordinating public relations with all local news media.

As we discussed, I will call your office next Monday morning to determine the hour of our meeting that date or the next.

Very sincerely,

Captain Lovell

Harold A. Hill