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7	71	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Garment to Haldeman RE: celebrity support for RN. 1 pg.
7	71	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Higby for "Follow-Up" RE: use of African-American celebrities, such as Sammy Davis, Jr., to support RN during the election. 1 pg.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 20, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM: LEN GARMENT

I haven't yet been able to track down Sammy Davis or James Brown but did locate Jim Brown who appreciated the President's interest and is standing firm. Bob Brown said the celebrities were taking tremendous heat and abuse, that Sammy Davis, in particular, was depressed and "shaky." Billy Eckstein has apparently backed out. Bob feels a call from the President would be useful with Sammy Davis. I'll stay after him and James Brown.

As for its effect, Bob feels the basic reason for this organized attack is that the campaign effort is in fact cutting into the black vote (Bob is talking about 20% which is surprising to me). I suggested to Bob that he go on the offensive and make a special effort to get some names he has in reserve to announce for the President because of these attacks, and to call a Washington press conference for this purpose at which the intimidation tactics are discussed and vigorously condemned. I also suggested he try to get people like Evers to say something on this subject even though they are not supporting the President.

Bob suggested two specific things that would help:

1. A directive to 1701 that they release some money for the "Partners in Progress" brochures, the one showing the blacks in the Administration. The Committee has said no so far - and this is the material James Brown, for example, wants to hand out at his concerts.

2. A brief meeting with the President and Sammy, and a couple of the others who are under attack.

As another option, it strikes me that a statement by the President supporting these men, emphasizing the unfairness of the attacks, would have a positive impact on many blacks and whites. This could be in a press conference (if the opportunity is presented), or after a visit with the group, or even in a radio talk which addresses the issue of race in the context of the kind of solid programmatic effort of the Administration that resulted in support of the President by Sammy and many other blacks.



October 20, 1972

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

Follow-up with Len Garment on checking out  
Sammy Davis and the daubber and some of our  
other Blacks.

LH:kb