

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>  |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 8                 | 43                   | 1/12/1972            | <input type="checkbox"/> | Campaign       | Memo                 | From Haldeman to Colson RE: having Hallett formulate a constructive critique of the campaign strategy. 1 pg. |
| 8                 | 43                   | 1/31/1972            | <input type="checkbox"/> | Campaign       | Memo                 | From Haldeman to Parker RE: the use of the First Family in major political events. 1 pg.                     |

January 12, 1972

**ADMINISTRATIVELY CONFIDENTIAL**

**MEMORANDUM FOR: MR. CHARLES COLSON**

**FROM: H. R. HALDEMAN**

Hallett's memorandum analyzing the Broder/Johnson series was, as you now know, not only very helpful, but very interesting to the President.

It seems to me it would now be equally helpful and constructive to ask Hallett to do a basic political critique of our current Campaign strategy as he sees it and his thoughts as to what it ought to be.

He specifically should direct himself to the question of what the President should personally be doing, his use of press conferences, television appearances, and so forth. He should approach this both from a critical viewpoint as to his evaluation as to what we are doing or what he thinks we are doing, and also from a creative viewpoint in terms of what he thinks we ought to do.

HRH:kb

January 31, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. DAVID N. PARKER  
FROM: H. R. HALDEMAN  
SUBJECT: Political Appearances by  
Mrs. Nixon, Julie and Tricia

We should proceed with the idea of having Tricia and Julie, and Mrs. Nixon for very major events, go to political affairs around the country. The way to handle this is to always have a Cabinet Officer or other good speaker on the program. The presence of Tricia, Julie or Mrs. Nixon will hype the publicity to an enormous degree.

Julie has worked out a very good formula where she does a T. V. interview in each case and Mrs. Nixon and Tricia should follow suit. In Mrs. Nixon's case, the big receptions are probably also a good idea, particularly out in the hinterlands because they mean a great deal to people who are not in Washington.

In order for all of this to be successful, however, we need to move now in beefing up the staff work in scheduling better events for Julie, Tricia and Mrs. Nixon about the country.

This is top priority and you should move on it immediately. Please give me a report of your progress by noon this Friday.

cc: Mr. Dwight L. Chapin

HRH:LH:kb