

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	45	6/12/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Buchanan RE: a previous memo and strategies to use against McGovern. 2 pgs.
8	45	6/12/1972	<input type="checkbox"/>	Campaign	Memo	"Political Strategy Paper" from Haldeman criticizing a memo written by Buchanan. 2 pgs.
8	45	6/12/1972	<input type="checkbox"/>	Campaign	Memo	"Political Strategy Paper" from Haldeman criticizing a memo written by Buchanan. 2 pgs.
8	45	6/12/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Buchanan RE: preparations for election questions posed to RN's daughters, particularly in light of McGovern's candidacy. 2 pgs.

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8	45	6/6/1972	<input type="checkbox"/>	Campaign	Memo	From RN to Haldeman RE: preparations for election questions posed to RN's daughters, particularly in light of McGovern's candidacy. Handwritten notes added by unknown. 2 pgs.
8	45	6/8/1972	<input type="checkbox"/>	Campaign	Memo	From Hallett to Colson RE: RN campaign efforts in California. Handwritten notes added by unknown. 1 pg.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By B. J. [unclear] NARS, Date 3-12-82

June 12, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR:

PAT BUCHANAN

FROM:

H. R. HALDEMAN

SUBJECT:

Buchanan Memo of June 8th

Some points that were raised with regard to your memorandum of June 8th that you should take another look at and answer in an addendum to your original:

1. The Buchanan memorandum fails to recognize the necessity to keep our strength up front and center. In other words, all of our attack lines on the opposition should end up emphasizing our strengths.
2. We must not get trapped into McGovern's bog of peddling himself as a new face. If people want new ideas, this Administration has the boldest initiatives in history.
3. The Buchanan memorandum deals almost entirely with domestic matters and totally misses our big issues which are in foreign policy. Who is the bold leader? Who is the fresh leader? Who is the dramatic leader in foreign policy?
4. We should attack McGovern in a way that surfaces our point, not just hit his points. We should not get trapped into putting out the enemy line.

5. We have to build the foreign policy issue in terms of the question of changing horses in mid-stream. In other words, President Nixon has launched some very major, far-reaching, foreign policy initiatives. We can't afford to let an inexperienced novice come in and pick up the reins at this point. We cannot afford to have McGovern in the White House in terms of foreign policy. His inexperience and naivety in the foreign policy field would be disastrous. Do we really want "White Flag McGovern" in the White House?

In writing your addendum, take the point of view of how we can attack McGovern in a way that builds the President's foreign policy image. This is our strong point.

HRH:LH:kb:LH:pm

POLITICAL STRATEGY PAPER

One weakness of the Buchanan memorandum is that it fails to recognize the necessity to keep our strength up front and center. In other words, all of our attack lines on the opposition should end up also emphasizing our strength.

We must not get trapped into McGovern's bog of peddling himself as a new face. If people want new ideas and so forth, this Administration has had the boldness initiatives in history.

Buchanan deals almost entirely with domestic matters and totally misses our big issues which are in foreign policy. Who is the bold leader? Who is the fresh leader? Who is the dramatic leader in foreign policy?

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We have to build the foreign policy issue in terms of the question of changing horses in mid-stream. In other words, President Nixon has launched some very major, far-reaching, foreign policy initiatives. We can't afford to let an inexperienced novice come in and pick up the reins at this point. We cannot afford to have McGovern in the White House in terms of foreign policy. His inexperience and naivety in the foreign policy field would be disastrous. Do we really want "White Flag McGovern" in the White House?

We need an addendum written to the Buchanan memorandum that takes up the point of how we attack McGovern in a way that builds the President's foreign policy image.

In other words, Buchanan overlooks our strong point in foreign policy. One reason for this is because he doesn't agree with the major foreign policy initiatives.

Someone needs to develop a battle plan as to what the holes are in the Buchanan piece. What are the four things that we want to have come out?

HRH:pm

6/12/72

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HRH

6/12/72

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E.O. 12065, Section 6-102
By B. J. J. J. NARS, Date 3-12-82

June 12, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR :

PAT BUCHANAN

FROM :

H. R. HALDEMAN

Julie and Tricia asked the President over the weekend what kind of answers they can give now that the Democratic nomination seems to be pretty much a foregone conclusion when asked their opinion on the man or his stands.

Would you figure out all the tough political questions that are likely to be put to Tricia and Julie when they appear on talk shows over the next few months and prepare suggested answers for them which will keep them from getting involved personally, but which will avoid their appearing to be totally non-responsive when such questions are raised.

Basically they should decline to get into personalities, but simply say that they didn't know much about it except that from listening to the debates and what Humphrey and other Democrats had said that it would appear that McGovern might have a problem uniting his party.

It is vitally important, of course, that they not get headlines which indicate that the daughters of the President are attacking the Democratic nominee. The more off-hand, subtle kind of answer is what they should use. These should be done before Wednesday. They are both going to be on shows next week and the week after, as I understand it.

In view of the Moscow trip, both Julie and Tricia, if they were asked what the major issue of 1972 would be, should answer that while the domestic issues were, of course, extremely important, where the Presidency was concerned it would be their opinion that most young people, as well as other voters, would be primarily interested in which of the two candidates was best qualified to lead the United States in international affairs and to build on the great peace initiatives we have begun in China and the Soviet Union. In any event, more intensive thinking needs to be done on how they should respond to such questions in the light of the recent Moscow trip, having in mind the fact that we want to keep them and all of our speakers talking about our issue which is international affairs, and except for domestic issues that have a real appeal like busing, amnesty and pot to stay off of the domestic issues.

The materials prepared for them so far have put a little too much emphasis on the environment, welfare reform, revenue sharing, etc. These are good, safe things to talk about but they are relatively dull and will become rather irrelevant as the campaign heats up.

Please forward your suggested questions and answers to me by close of business on Wednesday so I can send them to Tricia, Julie and the President.

HRH:kb:LH:pm
cc: Ray Price

THE WHITE HOUSE

WASHINGTON

June 6, 1972

Pat Buchanan

MEMORANDUM FOR ~~BOB HALDEMAN~~

HRH.
FROM ~~THE PRESIDENT~~ *(Signature)*
cc *Price.*

Julie and Tricia ~~were asking me~~ *of the President* over the weekend what kind of answers they can give now that the Democratic nomination seems to be pretty much a foregone conclusion when asked their opinion on the man or his stands.

Basically they should
My advice off the top of my head was ~~for them to decline to~~ get into personalities, but ~~to simply say that they didn't know~~ much about it except that from listening to the debates and what Humphrey and other Democrats had said that it would appear that McGovern might have a problem in uniting his party.

Would you
to handle
cc Price
Huber
What I want you to ~~direct Buchanan to do is to~~ figure out all the tough political questions that are likely to be put to Tricia and Julie when they appear on talk shows over the next few months and ~~for him to prepare suggested answers for them which will keep them from getting involved personally, but which will avoid their appearing to be totally non-responsive when such a question is raised.~~ *at* It is vitally important, of course, that they not get headlines which indicates that the daughters of the President are attacking the Democratic nominee. The more off-hand, subtle kind of answer is what I ~~have in mind.~~ *they should use* This ~~is not generally Buchanan's approach, but I think if you explain it to him he will find ways to tackle the problem that could be very effective.~~ I want you to look over the Q & A after he prepares it before sending it on to Tricia and Julie. ~~This should be done before the end of this week, because they are both going to be on shows next week and the week after, as I understand it. They have done extremely well winging it on their own on these political questions up to this point, although I realize they have had considerable help from the staff on substantive matters on~~

~~where do I stand on environment, welfare, etc.~~ In view of the Moscow trip ~~I told Julie and Tricia that if they were asked what the major issue of 1972 would be, that they should respond~~ *should answer* that while the domestic issues were, of course, extremely important, ~~that~~ where the Presidency was concerned it would be their opinion that most young people, as well as other voters, would be primarily interested in which of the two candidates was best qualified to lead the United States in international affairs and to build on the great peace initiatives we have begun in China and the Soviet Union. In any event, ~~I want some more intensive thinking done on how they should respond to such questions in the light of our recent Moscow trip, having in mind the fact that we want to keep them and all of our speakers talking about our issue which is international affairs, and except for domestic issues that have a real appeal like busing, amnesty and pot to stay off of the domestic issues.~~

~~I think~~ The materials prepared for them so far have ~~probably~~ put a little too much emphasis on the environment, welfare reform, revenue sharing, etc. These are good, safe things to talk about but they are relatively dull and will become rather irrelevant as the campaign heats up.

your suggested g r a s.
Please forward ~~these~~ to me by close of business on Thursday so I can send them to Tricia, Julie & the President.

MEMORANDUM

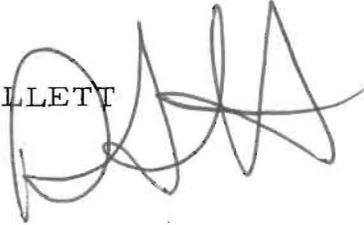
THE WHITE HOUSE

WASHINGTON

8 June 1972

MEMORANDUM FOR CHARLES W. COLSON

FROM DOUG HALLETT



RE: California

I talked with one of my oldest and dearest political allies -- I met him during the 1966 Reagan effort. The guy's with Spencer-Roberts, the best organizer in Northern California (his brother's one of the best in Southern Cal), has been involved in every state-wide campaign for 15 years out there. I asked him about our effort out there. He said the following:

- (1) If the election were held today, The President would lose California.
- (2) Our effort out there is terrible.
- (3) Nobody in our top command has any organizational experience. Lyn's a press guy and the people he has brought in are all non-experienced.
- (4) The regional structure Nofziger has imposed on the state -- five divisions -- is contrary to the historic Northern-Southern division with strong emphasis on the counties, and it's not a good division. There should be much more emphasis on the counties.
- (5) While we should be in a good position to pick up disaffected blue-collar types, Mexican-Americans, etc., we're not doing one goddamning thing to go after these people and, according to this guy, we're not set up to do so.

My buddy has an axe to grind. Spencer-Roberts was in the running to get the campaign (if I had anything to do with it, they would have gotten it), but this guy is terribly honest with me always and I strongly value his judgement. Somebody ought to look into this before it is too late.

How about sending me to Calif for a covert look at what's happening?