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47	6	5/1/1972	<input type="checkbox"/>	Campaign	Memo	To: Chuck Colson. From: H. R. Haldeman. RE: Novak paper. 2pgs.
47	6	5/1/1972	<input type="checkbox"/>	Campaign	Memo	To: H. R. Haldeman. From: Charles Colson. RE: Democrats on Madame Binh. 1pg.

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN  
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E.O. 12065, Section 6-102

By DS NARS, Date 1-22-70

May 1, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: CHUCK COLSON  
FROM: H. R. HALDEMAN *H*

Supplementing my memorandum on the Novak paper and on the press generally, I think the best method for getting the Novak paper out is to start a controversy about it. The idea of having the Vice President deliver it as a speech is one way, and, of course, another way is to get something started on the floor, or even let the story get out that the White House is circulating the article broadly.

Insofar as circulation is concerned, it should be massive. Our entire list including Congressmen and Senators, Administration personnel, editors, T.V. station owners, etc. Also, it is important to get it to our general supporter list, because they will do a lot of talking if they know we think the article is worth reading.

The paper not only has the advantage of being brief, but also the advantage of being written by one who is known to be unfriendly to the Administration. It can have a devastating effect -- more so than the Efron book or Jim Keogh's book, although, of course, the latter two should continue to get just as big a play as we can possibly give them. Incidentally, check with Buchanan to make sure that we can use the paper publicly.

The handling of the war news over the past four weeks is just a little taste of what is to follow between now and election as far as the press is concerned. Naturally they have a vested interest in seeing the United States lose the war and they are doing their desperate best to report all the bad news and to downplay the good news. As far as the election is concerned, they will be absolutely vicious and violent on this score and you can be sure that what they did in 1968 and in 1960 will look pale by comparison because they know how high the stakes are and will want to avoid, at all cost, the necessity of living with us for another four years.

The discrediting of the press must be our major objective over the next few months. You may find opposition to this tactic among some of our people, on the ground that it is "counter-productive". They are wrong. We must find a man quickly to carry out this assignment as I indicated in my earlier memorandum.

cc: Ron Ziegler

*HRL file*

May 1, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES COLSON  
SUBJECT: Democrats on Madame Binh

In response to your memo of April 25, copy attached, we have done this. I talked to Peter Dominick about Senate candidates and Jack Calkins about the House. They have spread the word wherever we have Republican candidates opposing Democratic incumbent Senators and Congressmen. We will probably not see the impact here but it can have an effect out in the states.

We have tried very hard to breathe life into the Madame Binh issue but beyond the first two days we have gotten very little. Scali was able to plant the Caldwell story last Friday night, however, which does have a similar thrust to it and it came across very effectively on ABC.