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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

March 1, 1971

By-----NARS, Date-----

~~CONFIDENTIAL~~

MEMORANDUM FOR MR. HALDEMAN

FROM: JEB S. MAGRUDER

To get the "Youth Manifesto" back on track, it is proposed that the project be reconstituted along the following lines:

We obviously cannot stick with the title, "Youth Manifesto." While it has been a useful catch phrase for the project thus far, we believe that the title of the piece ought to be: "President Nixon's First Two Years -- A Young View From The Inside."

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

The problems we faced by trying to go to all young staffers with this project will be alleviated by cutting down on the number of people involved. We have selected eight people who have been either close to the project or who indicated approval the first time it went around. They are:

John Andrews	Jim Hogue
Stephen Bull	Ken Khachigian
Bill Casselman	Rob Odle
Larry Higby	Jon Rose

The list does not include girls, but it was our belief that we ought to play this as an effort begun and carried out by people who see each other, work with each other, might get together for lunch now and then, and have other common interests. It seemed more believable

to do it this way than to throw in a girl's name which might make it appear a token gesture to the women on the staff.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

Rather than send around memos asking participation, Rob Odle would hand-carry copies to the people mentioned above. Each person would be asked if he wished to participate and sign his name to the article. It would be made clear that this project would then be a project not of all the under-thirties on the staff, but of eight persons who are taking this opportunity to express their particular opinion. The others on the staff who did not sign could simply respond, if ever asked, that they were not asked to sign or be involved in the project. Moreover, those who are asked to sign will be asked also to keep these initial stages of the project in confidence. Keeping the project within the knowledge only of the group who will sign it adds credibility in that it appears to be the spontaneous effort of a small number of staff people.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

Once we have the names, we will continue the project much as we had suggested earlier. The "Manifesto" would be sent to college and high school newspapers under the signature of the persons involved. However, because there was some objection lodged against the "PR aspects," we will low-key the follow-up process to the mailing. We should still plan to leak parts of it to the wires, but copies should be distributed to the White House Press corps only at their request. There would be no Briefing Room visit by the signatories.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

Any press contact with the members of the project should be "one-on-one" and only where requested by the media, i. e. , we could help set up interviews, but only if interest is generated by the press. Taking this tack will help us avoid characterizations that the project has been programmed by senior White House staffers. On the other hand, this should not prevent us from attempting to get the piece reprinted wherever possible in wide-circulation publications; e. g. , The Reader's Digest.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

No further action will be taken on this project until we have your approval of the methods suggested above.