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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
March 1, 1971

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 con­
fidence. 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.