

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>
50	12	3/22/1972	<input type="checkbox"/>	Campaign	Memo	From RN to Bob Haldeman RE: Scheduling more public appearances for Julie, Tricia and Pat limited to key states. 2pgs. 2 copies.

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [121]	Memo	RN to HRH, re Pandas, etc. page 5	3/13/72	C(NIXON)
N-2 [121]	Memo	RN to HRH, copy of N-1	"	"
N-3 [122]	Memo	RN to HRH, re: Shalem's religious leaders.	3/14/72	C(NIXON)
N-4 [122]	Memo	RN to HRH, copy of N-3	"	"
N-5 [123]	Memo	RN to HRH, re: Julie's performance	3/23/72	C(NIXON)
N-6 [123]	Memo	RN to HRH, copy of N-5 (draft)	"	"
N-7 [124]	Memo	RN to HRH, "RN tape" re: our return from Peking, etc. pp 5-7	3/27/72	C(NIXON)
N-8 [124]	Memo	RN to HRH, copy of N-7 pp. 3-5	"	"

FILE GROUP TITLE

President's Personal Files

BOX NUMBER

3

FOLDER TITLE

Memos - March 1972

## RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.  
 B. National security classified information.  
 C. Pending or approved claim that release would violate an individual's rights.  
 D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.  
 F. Release would disclose investigatory information compiled for law enforcement purposes.  
 G. Withdrawn and return private and personal material.  
 H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: President's Personal Files  
Box Number: 3

Folder: Memos - March 1972

<u>Document</u>	<u>Disposition</u>		
121	Retain	Close	Invasion of Privacy
122	Retain	Close	Invasion of Privacy
123	Return	Private/Political	
124	Retain	Open	

THE WHITE HOUSE  
WASHINGTON

March 22, 1972

MEMORANDUM TO BOB HALDEMAN

FROM THE PRESIDENT



In talking to Senator Bentsen and his wife last night they spoke glowingly of Julie's performance at the dedication of the Eisenhower bust by the Texas Society at the Kennedy Center. As Bentsen put it, appearing on the program were Connally, Tower, Bentsen and two or three other very effective old pros. But Julie came in and with her freshness and charm stole the show.

I think that our scheduling staff is under-estimating her effectiveness. I know you have a good man checking over the invitations that she gets and working on her schedule. But I want a study made at the highest level, under your direction, of appearances that she can make in key states between now and the election. She is willing to do anything and I note in several cases she has taken invitations that I thought frankly weren't worth her time. The fact that she is willing to do this should not be a reason for us to have her take the invitations, but steps should be taken immediately to get her into New York, Ohio, Illinois, Texas and, of course, again in California as well as Pennsylvania. They should be non-political appearances preferably, with a political appearance being made only if there is a television dividend. Once the particular engagements are agreed to she will be sure that the scheduler puts in the right events because she is very good at insisting on television, news conferences, etc.

What I am concerned about is that she is still accepting engagements on the basis of going through invitations we receive rather than creating the opportunities in those areas where with the same amount of effort she could do a lot more good for us.

Tricia also is willing to make appearances, although she cannot go out for any length of time. She should handle the New England area, New York, New Jersey, and Pennsylvania where she would not have to be away for an evening, but she is willing to do so provided we work up the proper events.

Pat, too, will do events, but again in her case they must really be worthwhile and should be only in key states.

I am not suggesting that Julie and Tricia should not do anything in other than key states because I realize we have to make some appearances there. What I am suggesting is that more emphasis must be put on the key states and that we must take charge of the schedule in a very effective, planned way.

There is no complaint with regard to the way the events are handled by the staff once they are accepted. Andrews is doing a very good job in preparing talking points and the advance men are doing very well. The problem really is in the decision at the higher level in the first instance as to what appearances really ought to be taken and which ones will be most useful.

As I have said on several other occasions, I want the appearances by Julie, Tricia and Pat to receive the same considered appraisal that appearances I make receive. In many instances they can be more effective than I can be, particularly in the time before the convention.

Mar. 23, 1972

Memorandum to Haldeman

In talking to Senator Bentsen and his wife last night they spoke glowingly of Julie's performance at the dedication of the Eisenhower bust by the Texas Society at the Kennedy Center. As Bentsen put it, appearing on the program were Connally, Tower, Bentsen and two or three other very effective old pros. But Julie came in and with her freshness and charm stole the show.

I think that our scheduling staff are under-estimating her effectiveness. I know you have a good man checking over the invitations that she gets and working on her schedule. But I want a ~~more~~ study made at the highest level, under your direction, of appearances that she can make in key states between now and the election. She is willing to do anything and I note ~~in~~ several cases she has taken invitations that I thought frankly weren't worth her time. The fact that she is willing to do this should not be a reason for us to have her take the invitations, but steps should be taken immediately to get her into New York State, Ohio, Illinois, Texas and, of course, again in California as well as Pennsylvania. They should be non-political appearances preferably with a political appearance being made only if there is a television dividend. Once the particular engagements are agreed to she will be sure that the scheduler puts in the right events because she is very good at insisting on television, news conferences, etc.

~~What I think--~~ What I am concerned about is that she is still accepting engagements on the basis of going through invitations we receive rather than creating the opportunities in those areas where with the same amount of effort she could do a lot more good for us.

Tricia also is willing to make appearances although she cannot go out for any length of time. She should handle the New England area ~~and particularly--~~, New York New Jersey, Pennsylvania where she would not have to be away for an evening, but she is willing to do so provided we work up the proper events.

Pat, too, will do events but again as in her case they must really be worthwhile and should be only in key states.

I am not suggesting that Julie and Tricia should not do anything in other than key states because I realize we have to make some appearances there. What I am suggesting is that more emphasis must be put on the key states and that we must take charge of the schedule in a very effective, planned way.

There is no complaint with regard to the way the events are handled by the staff once they are accepted. Andrews is doing a very good job in preparing talking points and the advance men are doing very well. The problem really is in the decision at the higher level in the first instance as to

what appearances really ought to be taken and which ones will be most useful.

As I have said on several other occasions, I want the appearances by Julie, Tricia and Pat to receive the same considered appraisal that appearances I make receive. In many instances they can be more effective than I can be, particularly in the time before the convention.