

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>
52	19	12/1/1970	<input type="checkbox"/>	White House Staff	Memo	Action Memorandum from the Staff Secretary to H. Klein RE: Liaison with Billy Graham. 1pg. 2 copies. Set 1/4.
52	19	12/2/1970	<input type="checkbox"/>	White House Staff	Memo	From Herbert G. Klein to Staff Secretary RE: Action Memorandum P 1050H attachment. 1pg. Set 2/4.
52	19	12/2/1970	<input type="checkbox"/>	White House Staff	Memo	From Herbert G. Klein to Mr. Haldeman RE: Action Memorandum P 105H, Liason with Billy Graham. 1pg. Set 3/4.
52	19	12/1/1970	<input type="checkbox"/>	White House Staff	Memo	Action Memorandum From Staff Secretary to C. Colson RE: Man-to-man coverage plan. 1pg. Set 1/2.
52	19	12/19/1970	<input type="checkbox"/>	White House Staff	Memo	From Charles Colson to H.R. Haldeman RE: Man to Man Coverage (P1051H). 7pgs. Set 2/2.
52	19	12/2/1970	<input type="checkbox"/>	White House Staff	Memo	Action Memorandum from Staff Secretary to H. Dent RE: Gordon Wade. 1pg. Set 1/3.
52	19	12/4/1970	<input type="checkbox"/>	White House Staff	Memo	From Harry Dent to John Brown RE: Action Memo P1061. 1pg. Set 2/3.
52	19	12/2/1970	<input type="checkbox"/>	White House Staff	Memo	From John R. Brown III to Harry Dent RE: Gordon Wade. 1pg. Set 3/3.
52	19	12/1/1970	<input type="checkbox"/>	Campaign	Memo	Action Memorandum from Staff Secretary to H. Klein RE: Television plan for Tricia, Julie and David. 1pg. Set 1/3.

<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>
52	19	12/1/1970	<input type="checkbox"/>	Campaign	Memo	From H.R. Haldeman to Herbert C. Klein RE: Television appearances for Tricia, Julie and David. 1pg. Set 2/3.
52	19	12/22/1970	<input type="checkbox"/>	Campaign	Memo	From Herbert G. Klein to H.R. Haldeman RE: Television appearances for Tricia, Julie and Davis. 2pgs. Set 3/3.
52	19	11/30/1970	<input type="checkbox"/>	White House Staff	Memo	From H.R. Haldeman to Mr. Klein RE: Billy Graham. 1pg. Set 4/4.

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [doc. 66]	Memo	Action Memo # P1050H, Staff Secy to H. Klein: "Liaison with Billy Graham."	12/1/70	C (Nixon)
N-2 [doc. 612]	Memo	Haldeman to Klein re: Liaison with Billy Graham. [attached to Item N-1.]	11/30/70	C (Nixon)
N-3 [doc. 67]	Memo	Colson to Haldeman re: "Man to Man Coverage (P1051H)."	12/19/70	C (Nixon)
N-4 [doc. 69]	Memo	Haldeman to Richard Moore re a plan re TV News Service. [Action Memo P1056H]	11/30/70	C (Nixon)
N-5 [doc. 70]	Memo	Action Memo P1061 [re: Gordon Wade].	11/4/70	C (Nixon)
N-6 [docs. 71-77]	Memo	Rose to RN re "Douglas Hallett's Current Thinking Regarding the Administration." [Attached to Action Memo P1066H.] [Also attached are 6 items.]	1/31/71	C (Nixon)
N-7 [doc. 78]	Memo	Higby to Klein [re: a lot of polls]. [Action Memo P1067H]	12/1/70	C (Nixon)
N-8 [doc. 79]	Memo	Higby to Colson [re a lot of polls]. [Action Memo P1068H]	12/1/70	C (Nixon)
N-9 [doc. 80]	Memo	Haldeman to Buchanan, <sup>Klein,</sup> Keogh, Nofziger re: Attached Memo to you of November 25, 1970. [Action Memo P1069H]	12/1/70	C (Nixon)
N-10 [docs. 81-82]	Memo	Haldeman to Klein re: "appearance for Tricia, Julie, and David. [Attached as part of case file is Memo from Klein to Haldeman, 12/22/70, re "Tricia and Julie and David ... effective on TV...."] [Action Memo P1070H]	12/1/70	C (Nixon)
N-11 [doc. 83]	Memo	Buchanan to Haldeman [re Senate Foreign Relations Hearings]: re "today's news report re: Laird". [Action Memo P1075H]	11/24/70	C (Nixon)

FILE GROUP TITLE

STAFF SECRETARY

BOX NUMBER

44

FOLDER TITLE

Action Memo File (P1050 - P1100)

## 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.

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-12 [doc. 84]	Memo	Fred Malek to Larry Higby: "Jim Flourney" [Action Memo P 1077 H]	12/7/70	C (Nixon)
N-13 [doc. 85]	Memo	<sup>Ray</sup> Price to Haldeman: "POW Wires Letter" ^ [Action Memo P 1082 H].	12/8/70	C (Nixon)
N-14 [doc. 86]	Memo	Haldeman to Paul McCracken re "attached memo from Rumsfeld." [attachment to Action Memo P 1089 H]	12/2/70	C (Nixon)
N-15 [doc. 87]	Memo	John R. Brown III to: Hodson, Shultz, Colson re memo recommending more antagonistic stance vis-a-vis Labor. [Action Memo P 1092]	12/4/70	C (Nixon)
N-16 [doc. 68]	Memo	Haldeman to Colson "Would you please..."	11/30/70	C (Nixon)

FILE GROUP TITLE

CHRONOLOGICAL FILE

BOX NUMBER

44

FOLDER TITLE

Action Memo File (P 1050-P 1100)

## 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.

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 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:** Staff Secretary

**Box Number:** 44

**Folder:** Action Memo File (P1050-P1100)

<u>Document</u>	<u>Disposition</u>	
66	Return	Private/Political
67	Return	Private/Political
68	Retain	Open
69	Retain	Open
70	Return	Private/Political
71	Retain	Open
72	Retain	Open
73	Retain	Open
74	Retain	Open
75	Retain	Open
76	Retain	Open
77	Retain	Open
78	Retain	Open
79	Retain	Open
80	Retain	Open
81	Return	Private/Political
82	Return	Private/Political
83	Retain	Open
84	Retain	Close Invasion of Privacy
85	Retain	Open
86	Retain	Open
87	Retain	Open
612	Return	Private/Political

[Item N-1] [Item N-2 attached]

~~CONFIDENTIAL~~ TO BE AN ACTION MEMORANDUM MARKING WASHINGTON

LOG NO.: P1050H

By JW E.O. 12065, Section 6-102 NARS, Date 7/15/82  
Date: December 1, 1970

Time: 2:40 p.m.

FOR ACTION: H. Klein

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: 12/9 Saturday, December 5, 1970

Time: 2:00 p.m.

SUBJECT:

Liaison with Billy Graham.

ACTION REQUESTED:

- For Necessary Action
- For Your Recommendations
- Prepare Agenda and Brief
- Draft Reply
- For Your Comments
- Draft Remarks

REMARKS:

Please submit your plan on this project to the Office of the Staff Secretary.

*Report attached*

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

\_\_\_\_\_  
K. R. COLE, JR.  
For the President

[Item N-2]

DETERMINED TO THE WHITE HOUSE

~~CONFIDENTIAL~~

ACTION PLAN MEMORANDUM WASHINGTON

LOG NO.: P1050H

By JK NARS, Date 7/15/88

Date: December 1, 1970

Time: 2:40 p.m.

FOR ACTION: H. Klein

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Saturday, December 5, 1970

Time: 2:00 p.m.

SUBJECT:

Liaison with Billy Graham.

ACTION REQUESTED:

- For Necessary Action
- For Your Recommendations
- Prepare Agenda and Brief
- Draft Reply
- For Your Comments
- Draft Remarks

REMARKS:

Please submit your plan on this project to the Office of the Staff Secretary.

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

John R. Brown III  
Staff Secretary

WH Action  
Memo  
File

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

December 2, 1970

By js NARS, Date 7/5/82

CONFIDENTIAL

MEMORANDUM TO THE STAFF SECRETARY

FROM: HERBERT G. KLEIN

RE: Action Memorandum P 1050H

Attached is a memorandum to Mr. Haldeman in response  
to Action Memorandum P 1050H.

Attachment

CONFIDENTIAL

DETERMINED TO BE AN  
ADMINISTRATIVE

E.O. 12065, Section 6-102

By ju NARS, Date 7/15/82 December 2, 1970

CONFIDENTIAL

MEMORANDUM FOR: MR. HALDEMAN  
FROM: HERBERT G. KLEIN  
RE: Action Memorandum P 1050H,  
Liaison with Billy Graham

I am in frequent contact with Billy Graham. He often calls me and I him. When he is next in this area, I will arrange to meet with him to discuss how we can best work together looking towards 1972.

CONFIDENTIAL

HGK:MBW:jaw

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

DETERMINED TO BE AN  
ADMINISTRATIVE RECORD  
E.O. 12958, Section 6-102  
By *JAW* NARS, Date *7/15/83*  
**CONFIDENTIAL**

November 30, 1970

MEMORANDUM FOR: MR. KLEIN  
FROM: H.R. HALDEMAN *H*

Would you please undertake, as a special project, liaison with Billy Graham and his people.

He was enormously helpful to us in the Border South in 1968 and will continue to be in 1972, but we need to have someone in charge of this organizational activity at an early date. For example, in going after our breakthrough in the Catholic front we have to remember that our primary source of support will be among the fundamentalist Protestant, and we can probably substantially broaden that base of support.

cc: Mr. Dent

[Item N-3]

DETERMINED TO BE THE WHITE HOUSE  
CONFIDENTIAL  
ACTION MEMORANDUM

LOG NO.: P1051H

WASHINGTON

Date: December 1, 1970

Time: 3:00 p.m.

FOR ACTION: C. Colson

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Monday, December 7, 1970

Time: 2:00 p.m.

SUBJECT:

Man-to-man coverage plan.

ACTION REQUESTED:

- For Necessary Action
- For Your Recommendations
- Prepare Agenda and Brief
- Draft Reply
- For Your Comments
- Draft Remarks

REMARKS:

12/21 JOKM

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

K. R. COLE, JR.  
For the President

THE WHITE HOUSE  
WASHINGTON

*T-File  
original already  
forwarded.*

December 19, 1970

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES COLSON *WFC*  
SUBJECT: Man to Man Coverage (P1051H)

I have not by any means completed a man to man coverage program; nor am I sure I can without guidance from you. We need to discuss this to determine just what you would like to accomplish.

We have in our contact books now over 3000 people -- one way or another we maintain liaison by use of the phone call technique or mailings. In other words, they hear from us from time to time with the most personal contacts concentrated on the most influential in each category. Additionally, we seek out boards and commissions as well as social invitations for the real prime movers.

As I understand your memo, you are looking for something much more than this -- you want to be certain that every major person in every major field of endeavor has a principal point of contact here and that someone here on the staff is assigned the responsibility of keeping regular and effective liaison with that person. Correct?

The names of the people with whom we should keep in contact are pretty well included in our books. The staff assignments are something that I think you and I should talk about although, as you will see from the attached, I have taken a first rough cut at the proposition.

What has become apparent to me after drafting the attached is that we are not organized internally to do this very well. Getting the names of the people and groups outside is relatively simple; we have most of them now. The problem is (1) to decide who, in house, takes the responsibility in each area, (2) get talent where it is now missing (as with the media), (3) be certain that each assignment is fixed by you (I can coordinate, but I can't assign it out) and (4) be sure there is active follow-up.

Hence, I conclude that we need a fairly thorough discussion after you've read the enclosed.

CATEGORY

STAFF LIAISON

- A. 50 Top Contributors  
Roger Johnson has been assigned by me the function of regularly stroking this list -- phone calls whenever there is something important; seeing to it that they are invited to functions, that mailings go out, etc. The hope is that when the top contributors have problems, they will call Roger. There are two exceptions -- Cashen has developed a very close relationship with Mulcahy and O'Hara which he will continue. I have developed a close relationship with Clem Stone (which proves that I will do anything for the cause.) We are also sending longer, personalized, substantive letters to each on current topics from time to time.
- B. Top 180 Contributors  
(\$25,000 and above list)  
George Bell has this list and monitors it to be certain they receive calls, commissions and appointments. He has been working with Al Kaupinen in Flemming's office; most of those people have had something by now. Rose Woods has taken care of them on dinner lists but it will continue to be one of the most actively used lists but to a lesser degree than (A) above.
- C. Contributors of \$5000 or more  
There are approximately 400 people who contributed \$5000 or more to RN in the '68 campaign. This list has not been scrutinized. George Bell will take this responsibility on and try to arrange for some form of recognition and, obviously, communication by mail and phone calls from time to time.
- D. Major Special Interest Groups  
Cashen and I are on top of this one. We have in the course of the past year established liaison with probably every major trade association and/or special interest group of any consequence; some we meet with frequently, others only on occasion. This is a continuing part of this operation that has gone quite well. We have kept accurate records of what we have done for them and they for us and they are a resource that can be continually employed by us.
- E. Labor  
Bell and I have this, coordinating with Usery. You know the story in this area very well and it need not be repeated here. We do need help to do this one thoroughly. Suffridge is my candidate as you know.

- F. Senior Citizens Groups    You have asked for a separate plan on this which will be in shortly. We have had some limited contact in this office; Finch obviously would be a good point of contact as well. This should be a major assignment of someone which I will try to detail in a separate proposal.
- G. Organized Ethnic Groups    Bell and I have been working all of the organized groups, in close coordination with Laszlo Pasztor of the National Committee; Laszlo does an excellent job of identifying ethnic leaders. We also have a good breakdown of the top ethnics in each group which we are cultivating individually with appointments and social invitations. Kaupinen has been very cooperative in this effort. We have a government-wide task force operating under John Volpe to expand ethnic appointments. We also have a special publicity apparatus which has been very effective.
- H. Business Leaders    Our business and banking contact books are in top shape. We use them frequently; there has been a lot of contact with the business community. Peter Flanigan also has his own contacts, which are extensive. Maury Stans does an excellent job communicating with the business community. We try to keep coordination among the three of us with weekly meetings. We will be working Roger Johnson more and more into this area as much as we can.
- I. Political Leaders:
- Governors    I would think Bob Finch should handle this after the other staff changes have been made. Dent can also be used in this area. I can assist in the Northeast. Rumsfeld could also be plugged in, perhaps with Rockefeller. Reagan is a separate problem.
- Congress    MacGregor and Timmons will have to divide this up in their office with help as appropriate from other members of the staff who have particularly good personal relations with certain Members. This area, that is, the use of staff members, has not been particularly well explored. I have had a special relationship with Brooke, Prouty, Jennings Randolph and a few others; I am sure that there are other members of the staff who can be used in the same way but the legislative office will have to decide how to assign this out.

Political leaders  
(continued)

State and Local  
Chairmen

This is a problem area. As I understand it, you want Dent to cover the South but he will continue to be besieged by party officials who are used to talking to him. There will be no way to shun them off to the National Committee; nor should they be. They should have a point of contact within the White House. Moving the politics out of the White House is fine but we have to recognize that every state chairman feels he has a "right" to call here on patronage, etc. We will create huge problems if we now tell them not to bother us but to talk only to the National Committee.

J. Media

This area needs much better organization. Herb Klein keeps in touch with the editors and publishers largely on an ad hoc basis and, to the best of my knowledge, there is not a regular contact system. No one in Herb's office works on this.

The Washington press corps is seriously neglected. Nofziger, Buchanan, Safire and others have individual contacts but we should have at least one person who knows most of the Washington corps and can at least be a source of intelligence if not of getting our line out. While I realize that the Washington press corps is our enemy, there are a lot of them who can be cultivated on particular issues. There are also a lot of smaller independents (like the Larrabee chain--30 newspapers -- some very influential) that no one here has made any effort to cultivate or work with.

A further problem is that we do very little with the radio and TV commentators.

The problem here, as I see it at least, is that no effort has been made to assign on a man to man or group to group basis, the contact and cultivation of friends or neutrals we can use in the press corps. I can give you many, many examples when on certain issues even our enemies become responsive if we work them properly. I got Charles Bartlett to write some very positive stuff during the campus disorder episode. The Boston Globe has been critical of the

Media (continued)

Washington press corps because of Moynihan's talks with them. Oberdorfer did a beautiful piece this week because Jeb spent two hours talking to him. The point here, I think, is that someone should do a complete analysis of the composition of the media and assign within the White House the responsibility of dealing with each element in an orderly, regular way. This will require a number of people now on the staff spending some time in this area and perhaps even the addition of more people to the staff -- in my opinion an essential investment, however.

K. Religious Leaders  
and Prominent  
Laymen

George Bell now has excellent contact books on religious leaders and laymen and we are using them for regular cultivation. This has so far been one of our most productive areas.

Flanigan and I have worked the Catholic community reasonably well -- both organized church leaders and laymen.

Herb Klein has excellent contacts with the Lutherans (he is a member of their congress) and we have used him for this.

George Bell, aided by Fred Rhodes at VA, who is a Vice President of the Southern Baptist Convention, work the Baptist community well.

The hard core anti-catholic groups (Masons, Separation of Church and State Leagues) are a problem to us because we are on the other side of the issue so far as they are concerned. I have talked to Bob Finch about his working with this group. This is going to require some follow-up. I am useless here since I wrote the letter to the Catholics that has this group up in arms.

Norman Vincent Peale has been very useful.

L. Youth

You have read the Finch/Colson game plan. If our ideas make any sense, we will need someone on the White House staff to coordinate youth activities. We can take it on in this office but would need someone additional for it.

- M. Cities, Counties, Municipalities, etc. We are beginning a regular program of meeting with the lobbyists of the Governors Conference, County Associations, League of Cities, etc. We will try to hold monthly meetings, having the right staff man from the White House present depending on the issues that are timely. John Price has been very active in this area but without any political sensitivity. There are a number of key mayors -- Yorty and Lukan are two examples -- as well as county officials who can be enormously influential. Responsibility for working with perhaps the top 50 to 100 in this category should be assigned to someone, perhaps Rumsfeld.
- N. Key Man Organization LeTendre is off and running, so far like a 5 ton buffalo. This has great potential.
- O. Minority Groups (i. e., Spanish and Black) Garment and Bob Brown have this -- I don't know much about the operation.
- P. Economists A very sensitive area in view of the state of the economy. Paul McCracken with some prodding from us has been meeting with the small business economists. He has, of course, a good continuing relationship with business and academic economists. We might consider asking Paul for an analysis of the economic community -- friends and enemies, etc.
- Q. Lawyers We are just cranking this one up. We have 25 or so good ones around the country that we are working into our contact program but we will have to do much more.
- R. Celebrities You have Cashen's game plan. This one simply requires careful, deliberate cultivation -- and a lot of help from outside friends like Keyes.
- S. Academicians With help from Bill Baroody, our books are now in excellent shape and, as you may have noticed, every social list has had 4 or 5 good ones included. We are also making progress on commissions. Finch should be a focal point here with our office giving him the mechanical back-up. I think a great deal more needs to be done but to be credible contact here in the White House has to be Finch's office. I have no idea what they are doing in this area.

## T. Intellectuals

We are in rather sad shape in this department and will be even worse off when Moynihan leaves. Sidney Hook, whom the President has quoted more than any other intellectual in the country, tells me that I am the only person he has talked to in the White House and I hardly qualify for the intellectual fraternity. This is a very special area. There are probably 10 to 15 great minds on our side that we should be using constantly -- the Kristols, Hooks, Druckers (even Al Capp -- one of the great contemporary humorists). Marty Anderson could handle this if he were staying in the White House. Someone in Ray Price's office could do it also. I know a very bright, young Jewish Democrat who is sympatico with us and really knows the intellectual talent around the country; he could be brought in for this assignment although he doesn't have the stature of a resident intellectual. Sometime ago you asked me to comment on a Moynihan memo. It was so confused that I am not sure that I ever really understood it and you have, hence, not had my comments. He did make one point very effectively -- the need for intellectual coherency in the Administration programs, and more importantly, the need to get away from what Pat was trying to tell us is our anti-intellectual bias.

In short, we have a large void which ought to be filled. Unlike all other categories described above, the intellectual community cannot be effectively exploited by conventional, political contact and cultivation.

These intellectuals, who are moderate to conservative, could be extremely valuable assisting in our speech writing, contributing ideas and writing our line independently in a very scholarly fashion.

## U. Regional Breakdown

Dent has the South and will be responsible for southern political leaders as well as developing favorable attitudes in the South; I assume Finch will do this in California. I can certainly do it for New England and possibly the Northeast. You should decide who will be looking after the other areas.

[Item N-5]

DETERMINED TO BE AN

THE WHITE HOUSE

~~CONFIDENTIAL~~

ACTION MEMORANDUM

WASHINGTON

LOG NO.: P1061

By *glw* NARS, Date *7/15/82*  
Date: December 2, 1970

Time: 10:00 a.m.

FOR ACTION: H. Dent

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: December 5, 1970

Time: 2:00 p.m.

SUBJECT:

Gordon Wade.

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

*12/5 - JOURNAL*

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

\_\_\_\_\_  
K. R. COLE, JR.  
For the President

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN

ADMINISTRATIVE RECORD

E.O. 12065, Section 6-102 December 4, 1970

By juw NARS, Date 7/15/82

CONFIDENTIAL

MEMORANDUM FOR:

JOHN BROWN

FROM:

HARRY DENT *HSD*

SUBJECT:

Action Memo P1061

With regard to the attached action memo, I have talked with Gordon Wade about this matter and also Jim Allison. Wade is a good fellow and means well, but we need a new PR director at the RNC, such as a man like Lyn Nofziger. I rather expect there will be a change in all of this soon.

Wade knows now to contact me before he makes any such statement again.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN  
ADMINISTRATIVE RECORD December 2, 1970

CONFIDENTIAL

By AGS WARS, Date 7/15/82

MEMORANDUM FOR:

HARRY DENT

The December 1 News Summary reported that an RNC spokesman said that Rogers Morton was unaware of the firings of six Interior Department officials. Gordon Wade said Morton "didn't know anything about" the firings and was not consulted ahead of time.

On reviewing this it was requested that you take action to keep Gordon Wade more in line.

Please submit a report on what actions are taken to comply with the above request.

Thank you.

*JRB*  
JOHN R. BROWN III

cc: H. R. Haldeman  
A. Butterfield

CONFIDENTIAL

HIGH PRIORITY

[Item N-10]

~~CONFIDENTIAL~~

THE WHITE HOUSE

ACTION MEMORANDUM TO BE AN WASHINGTON

LOG NO.: P1070H

ADMINISTRATIVE MARKING  
E.O. 12065, Section 6  
Date: By *[Signature]* December 2, 1970  
Date: 1/15/82

Time: 1:15 p.m.

FOR ACTION: H. Klein

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Tuesday, December 8, 1970 Time: 2:00 p.m.

SUBJECT:

Television plan for Tricia, Julie and David.

ACTION REQUESTED:

- For Necessary Action
- For Your Recommendations
- Prepare Agenda and Brief
- Draft Reply
- For Your Comments
- Draft Remarks

REMARKS:

12/22 - *[Signature]* (copy attached)  
1/12 - Additional response sent to *[Signature]*

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

K. R. COLE, JR.  
For the President

December 1, 1970

MEMORANDUM FOR:           MR. HERBERT G. KLEIN  
FROM:                       H. R. HALDEMAN

Would you please develop a plan to increase the number of effective appearances for Tricia, Julie and David on television. Lately it is felt that we put too much emphasis on columns and not enough on television.

Julie is a very good television personality and with some intelligent handling, both she and Tricia can be very effective. Lately we have been too concerned about columns - probably as a result of the fact that we sit here and read the columns day after day and become obsessed with the idea that they are the media to use to get our side across. We will always lose trying to do that unless we constantly try to play a game of going over the heads of the columnists to the people.

I would like to see your plan by December 9.

cc: Mrs. Stuart

THE WHITE HOUSE  
WASHINGTON

December 22, 1970

MEMORANDUM FOR: H. R. HALDEMAN

FROM: HERBERT G. KLEIN

*Herb Klein*

There is no question but that Tricia and Julie and David can be very effective on TV and that they have been. There is a real question of availability, as posed in Connie Stuart's memorandum. Assuming, though, that they will be available -- at least at times -- I would propose a discussion with them to see what of the following formats they might like.

Please indicate any comment you would like to make alongside these proposals:

Late Night Shows

If either or both of the girls are in the Los Angeles area, I think they would be excellent on the Merv Griffin Show. This still has a wide audience, although it does not play in the Washington, D. C. area. It's second rate is Carson.

If David is available on a weekend to be in New York, he and Julie would be excellent on the Carson show.

In both cases, I think the program could be oriented to discussion of family life in the White House, the President's concern for people and the outlook of these young people toward the world.

Entertainment Programs

If there is agreement to consider this, I think there is a possibility of having Julie and/or Tricia appear on some of the regular entertainment shows. These could range from an Ed Sullivan introduction to one of the programs featuring major entertainment with appeal to young people. These are taped considerably ahead of time so that we would have to move fairly quickly and I would select those seeming most

likely for their consideration. We haven't done this and it has strong possibilities.

-Sesame Street is widely considered the best children's show on TV, and guest stars appear regularly to read or count for children. With her background as a teacher, Julie would be a natural for this.

If Julie is agreeable to consider this, Al Snyder should discuss this with Sesame Street regarding the natural role for her.

-David Frost has been most cooperative and has interviewed our people fairly. I think a combination of Tricia and Julie would be effective here and we could arrange to have at least an hour of air time.

-David and Julie were treated well by Barbara Walters recently on the Today Show. Tricia might consider going on next.

#### Daytime Shows

These shows have a smaller audience, but one or two might be interesting and they do reach a different portion of the American public.

When we are speaking of smaller audiences, we are still speaking in the more-than-one-million category. Two ideal ones might be Mike Douglas, which is taped in Philadelphia, and Dinah Shore, which is taped in Los Angeles.

In looking at all this, I think that the President's family's objective would be to show the truly human quality of the President of the United States and to give the American public some insight on how the White House works, from their point of view.