



H. R. Haldeman Diaries Collection, January 18, 1969 – April 30, 1973

National Archives and Records Administration, Online Public Access Catalog Identifier: 7787364

Sunday, March 14.

Key Biscayne. The President called this morning on just a few general odds and ends. He had a report from Henry on the Gridiron last night, where apparently the Vice President saved the evening for the Administration. I guess Dole was not good at all. He then got into a discussion of plans for Easter period. He thinks now he'd like to keep the week of March 28 free and figure tentatively on going to California, coming back in time for baseball opening on the fifth.

He wants to do some events while he's out there, maybe go to Oregon or Idaho and look for other Western state opportunities, also maybe do a local press conference in California, which would be a pretty good idea. He wants an analysis of the local coverage we get on these trips to see if it isn't a worthwhile thing to do and if we shouldn't go ahead on the idea of more local activity of this kind.

He then got into some general PR things. I covered the Frank Leonard memo which, interestingly enough, hit exactly the points the President's been making. I'm going to bring Leonard in, I think, to the White House staff to work with Colson on follow-up on these kinds of things. He should be good, and he meets exactly the need of what we've been lacking up to now. The President feels strongly we're still very much missing a systematic determination of what it is that we want to try to get through, and then an analysis of what we did get through as a result of our efforts. He thinks we've got to limit ourselves to four priority areas and really work at getting those across, and has asked me to set up some process for going ahead with that. He and the family, minus Mrs. Nixon, went over to Walker's at about 1:30 and will be gone tonight. The weather's beautiful and we're having what should turn out to be a very good weekend.

End of March 14.