



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

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Sunday, September 3.

The President called this morning, mainly to talk about strategy as a result of the poll again. His thinking now is that, as we evaluate the level of Presidential activities, we should also check the level of our advertising, especially on television, on the basis that if the argument is good, not to be out in the country; then the TV schedule should be evaluated the same way. We should, of course, go ahead with our mailings, newspaper, and that sort of thing. He points out that in '68 we needed the advertising because he had to get known again, and he needed the exposure. Now we have the opposite problem and should deal with it in the opposite way; thinks we should meet on this this week. Likes the idea of doing more to help some of the Senatorial candidates and maybe even some Congressional. Suggested rather than his going into campaign form, we have them come up for meetings with him at the White House, which is a very good idea, because it's a way to give them the boost without getting political.

He makes the point that we should look at how we've moved ahead without getting out into the country. We got where we are by being Presidential, we shouldn't change the plan now, we must be doing something right, and our people should be analyzing our positives, not just the fact that our opponents are all wrong. The poll confirms this, in that the approval of the President has gone up, as well as his position in the trial heat, so it isn't just the anti-McGovern thing. He also suggests one thing we can do to help candidates would be to put our ads in the safe states on radio, billboard, and newspaper, tying Nixon to the local candidate, especially in those states where we can't lose, like Georgia, North Carolina, Oklahoma, and so on. He again argues that we should be prepared not to change our game plan, even if we lose some standing in the polls, then he wants to be sure the Vice President hits all of the key states.

End of September 3.