



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

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Tuesday, May 11.

Cabinet meeting this morning. The President arrived a little ahead of time, went in and opened the meeting, and then stepped out while Bill Rogers gave his report on his trip, then went back in for the second half of the meeting on desalinization of water. That subject got him all excited, and he's charging away now with that as his great new program. He wants to put a real crash effort behind it, put it under NASA or someplace where we can really get something going, tie it into the breeder reactor and really develop a plan. He's been interested in this to some degree before, but the presentation at the Cabinet meeting obviously cranked him up this morning, and he's really ready to roll on it.

On other PR activity, he's very anxious to put a full-time PR man on the cancer program and got into some discussion of a name for it before the Cabinet meeting. I suggested "Cancer Cure." He didn't like the original suggestion they had made, which was "The Cancer Conquest Program." He at first didn't like "Cancer Cure" either, and while he was in the Cabinet meeting he sent me a note out saying "What about CanCure," which none of us liked; so he's backed off now and is back to "Cancer Cure," which is what we ended up using on the release today. He also wants to get more PR activity going, as usual, mainly on trying to develop names and an overall program for us that would have the kind of effect that "The Great Society" did for Johnson.

Then we got into the question of the *Washington Post* coverage of the wedding. He talked again to Ziegler about it, and Ron recommended that we stick with our decision not to allow Judith Martin to have credentials, because the *Post* has already run an item on it in the paper today. The President agreed with Ron, and that's now the plan. He wanted to release our poll on the demonstrations, so that people will realize they can be on our side on this; and he wants maximum promotion on this, so we worked something out and put it out today. He's also pushing for my getting together more with Scali and Moore to try and get some new idea development, not new programs but new ideas, things that we can really get some excitement stirred up with.



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End of May 11.