



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

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

Wednesday, October 7.

Speech day, nothing scheduled. President had speech pretty well worked out with Safire - so took it pretty easy through the day. Several sessions with me on political strategy, schedule plans for campaign, PR plan for backup on statement tonight, some polling ideas (wants a national poll this weekend).

Speech itself went very well. Low key and fairly fast reading - no dramatics (which bothered Frank Borman who thought it was too "meat and potatoes"). Usual aftermath of phone calls, reaction, etc. TV did pretty well on the commentary - all seem to feel it puts us on the initiative and ball is now in Hanoi's court. Doves and hawks both jumping in to acclaim the move for cease-fire. Another good stroke by President that appears to be a move to further defuse war issue, or maybe even put it on our side. General public reaction seems to be excellent.