<table>
<thead>
<tr>
<th>Box Number</th>
<th>Folder Number</th>
<th>Document Date</th>
<th>Document Type</th>
<th>Document Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>2</td>
<td>05/n.d./1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes regarding The Nixon Story, telethons, Mitchell, Drown, Buchanan, etc. Dated late May. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>5/n.d./1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes regarding Evans, DC, National Committee, PR, Drown, Jorgensen, TV, etc. Dated late May. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>n.d.</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes regarding schedule recs., RN, HH, LBJ, Texas, RNC, PR, TV, etc. Attached to two typed pages entitled Staff Meetings – June 2. 7 pages.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>n.d.</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes regarding RN, Michigan, NBC, NJ, PN, staff, Romney, vacation, CA, VP, CBS, GOP, Reagan, etc. 4 pages.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/5or6/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: RN, California, Hawaii, etc. 1 page.</td>
</tr>
<tr>
<td>Box Number</td>
<td>Folder Number</td>
<td>Document Date</td>
<td>Document Type</td>
<td>Document Description</td>
</tr>
<tr>
<td>------------</td>
<td>---------------</td>
<td>----------------</td>
<td>---------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/07/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: RN, Price, Buchanan, Philosophy of Campaign, Olds, Garment, etc. 2 pages.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/07/1968</td>
<td>Memo</td>
<td>Typed memo entitled “Meeting With Mr. Nixon,” regarding Olds’ Role and Responsibility, Calendar, Critical Issues, and Requirements. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>n.d.</td>
<td>Other Document</td>
<td>Chart of presidential responsibilities. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>n.d.</td>
<td>Other Document</td>
<td>Calendar of political strategy broken into three categories: Pre-Convention, Presidential Campaign, and The White House. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>n.d.</td>
<td>Report</td>
<td>Report on “Requirements” for RN and policy making staff, budget and staff, and calendar of priorities. 1 page.</td>
</tr>
<tr>
<td>Box Number</td>
<td>Folder Number</td>
<td>Document Date</td>
<td>Document Type</td>
<td>Document Description</td>
</tr>
<tr>
<td>------------</td>
<td>---------------</td>
<td>----------------</td>
<td>---------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/07/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: RN, calendar, answer desk, interns, spokesmen, TV, Rhodes, etc. 2 pages.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/10/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Sears, Kendall, Klein, Cole, Buchanan, Stans, Whitaker, trip mail, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/12/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Mitchell, RN spots, Bliss, Tulsa, RN, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/13/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Ellsworth, Adams, Tulsa, RN, Hatfield, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/13/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Ellsworth, Rhodes, Romney, Hatfield, McCall, Agnew, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/13/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: RN, Mitchell, NJ, Rose, Ellsworth, Illinois, Tulsa, etc. 1 page.</td>
</tr>
<tr>
<td>Box Number</td>
<td>Folder Number</td>
<td>Document Date</td>
<td>Document Type</td>
<td>Document Description</td>
</tr>
<tr>
<td>------------</td>
<td>---------------</td>
<td>---------------</td>
<td>--------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/13/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: David Eisenhower &amp; National Youth Committee, RN, Maxwell, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/13/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Rose, Mitchell, Agnew, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/14/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Ellsworth, Romney, Volpe, Agnew, RN, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/14/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: supervisors, salary, Billy Graham, Cook County, phones, rooms, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/14/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: RN, Rowley, protection, PR Group, TV, telethon, Buchanan, Harlow, Price, etc. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/15/1968</td>
<td>Letter</td>
<td>Letter to “Bob” concerning Sen. Murphy and Max Rafferty, and Finch. Also has handwritten notes at bottom of the page. 1 page.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/15/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: California, poll, LA Times cartoon, etc. 1 page.</td>
</tr>
<tr>
<td>Box Number</td>
<td>Folder Number</td>
<td>Document Date</td>
<td>Document Type</td>
<td>Document Description</td>
</tr>
<tr>
<td>------------</td>
<td>---------------</td>
<td>---------------</td>
<td>---------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/15/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Safire, Buchanan, RN, telethon, PA, Ohio, Wallace, Oregon, PR, TV, etc. 2 pages.</td>
</tr>
<tr>
<td>34</td>
<td>2</td>
<td>06/15/1968</td>
<td>Other Document</td>
<td>H. R. Haldeman handwritten notes on topics including but not limited to: Morton, PR, election strategy, major states, Rhodes, Stanton, Herb, Rose, Kennedy, Klein, etc. 2 pages.</td>
</tr>
</tbody>
</table>
Late May

consider use of telephones in other states - 1st cut
Maybe take cuts for 5 min.

Re: NT - for write up

Mitchell - need day men in charge of states / one man on touch
every day
+ Policy - someone to call each day

Pete Farrow - needs more - bad comm. list

Bill Camp - letterfield close to Thurm
Mitchell to meet for staff meals

Use this story on Agnew - not nice cut off because
get MPT comm. + research genly (Thurman)

The Humphrey record - 64 files - outlandish thing can go
government, mail in rep - do the job before they clear their
Mail him + make him answer (tell him to remove letterhead)
get Whitaker out of this area
Spearhead Souvenir - use Eckhohn, Berts, etc.
use a long or semi to head
Hunter - help Cramer on city - behind scenes
move to DC - re Volt Comm.
close eye on P.R.
use people like Jack Down - Frank Forgeron etc.
put in status? - a return call from WLS -
Millbank, KJAU, - late 50 around country
keeping in touch with publishing, TV, etc

Phone now to Hammer for FDN
Copies for Budget and speech

field of operations
February 20, 1975

1. Cancel Minn. - fly key delegates in.
2. Cancel Maryland.
3. Leave Pac. but add a public appearance.
5. Cancel Ill.

Rec. ND Leg. Council July 15 NO
Michaelian's rec. rec. county commissions 45-

Coo for S-Th Trib. Ed. Boards - no other appearance.
List papers + lectures for app'ts.

Mr. Mostowyers -

2nd - No committees because want talk tactics etc.
1. Compartmentalization

2. Where we are:
   must be highly self-critical
   quality of everything must be superior - to now has been good
   ruthless way - chop out all who haven't performed

3. Opposition - HH - pretty Southern VP - Connally (full of unions)
   well financed -
   our strategy change dramatically. We states we can carry
   Catholic, farm, South
   hard to take Texas
   We have to paint H into liberal position + tie him to LBJ
   strong now of business community
   we stay in center - make contrast N. NRA + N respond, concave,
   get away from idea of Eastern estate captive

4. Look to Nov. - not nomination
   hard decisions - revenue some if necessary
   RN came to this way of sort of ammunition
   more energy, healthier
   must not now help but I interest
   2 things will harm us - 1. fund raising; 2. delegate hunt
   re delegates - we do if we have to
   deep world -
   re examine all appearance of delegates -
   see what we can do w/ N
   key leaders of deleg. in
fund raising - more after conv.
new - will meet 100s+ types
in public for dinners

→ Command decision re: HQ operations
  1. do not want RNC to run campaign - used to a minimum
     this requires we move to Wash.
     scheduling - here is biggest mistake - cause of pressure
     no forum is imp. to us unless it is right for media
     RB is not used to charge up workers
     for public must appear to do this - for
     how use candidates time most effectively

re campaign - in terms of organization
  needs to be. - assignment of responsibility to areas
  reduce to min. the mishap of people from one to another
  (LBJ post: too much involved in too many nit picking things)
  want to concentrate on issues & research - what to say
  want us to take charge & go

→ re states - don't have man in charge - must be prestigious
  use: Ralph Lake, W. Williams, Daston
  can't be field man -
  Major contracts need mother kenning - use big man at right level
  top political man has to keep them informed
  → Rowe - Flan - top cabinet types
  Major Politics - Gov, Cong, Sen.
  use as speakers - get the 100 best on the road
PR need broader base - tendency to insensitivity
exp more political & midwest fanbase
Klein, P. Keyes (add re K conn 12/63)
Benneman as cartoonist
maybe use sports figures etc.
orient to country - Nallgame is M.W. & South & West

Research - broaden base -
but not saddled with incompetence
want group analyzed in ability - not has worked.
critical issues - limits top group but not their staff
NY group needs upgrading - tends to become inward

Pat & Ray - have to get color man & couple more writers
key not adequate
Keyes type personality - not gags

2-3 major speeches before Aug. - that's all
Mich. & Calif.

OK to miss some exposure
have to come in strong at come & after
no TV meet there etc
wants right format for one good fall TV - something different
maybe try some pilot operation in big battleground states

Ohio, Ill, Mich - have to fight
form belt - try to hold against it - x Meni
Maintain states here
Calif. Connect
Pa. Maybe Double
x NY,
lower priority Texas - South should be ours
System for burying TV there - SOUT! to support Thurmond
get best TV feed - spots
don't finance thru NJP - raise ind comm.
Use him like with RV - space his time - use money
pitch re choice to between N + H
STAFF MEETINGS - JUNE 2

John Mitchell
Bob Haldeman
Peter Flanigan
Bob Ellsworth
Dick Kleindienst
Maurice Stans
Len Garment
Frank Shakespeare (arrives at Noon)
Herb Klein (arrives late Sunday)
Pat Buchanan
Ray Price
Rose Mary Woods
STAFF MEETINGS - JUNE 2

10:00 AM - Staff & RN - RN's Villa

RN - outline current evaluation of position and
general views re: plans for June-November
- Emphasize need for real progress by all staff in
next 3 months - make decisions today
- ask group to develop recommendations on:

1 - RN SCHEDULE
   - best uses of time June-July; August
   - general plan for September-October

2 - CAMPAIGN ORGANIZATION
   - coverage of states - key men
   - delegate program; VIP commitments
   - Citizens, Youth, etc.

3 - VISIBILITY-ADVERTISING/PR
   - use of TV; documentaries, telethons, etc.
   - promotion plans
   - literature and materials

4 - ISSUE DEVELOPMENT

5 - GENERAL STRATEGY
   - for RN
   - for Campaign
   - re: Opposition

10:30 AM - Staff only - Hotel Meeting Room

   Work on above items

4:00 PM - RN & Staff - RN's Villa

   - Review recommendations and RN's reactions
   - Make decisions

#  #  #
Research Meeting

have to broaden groups - even the well done up to now
put James Home on - Pa State Legis - as writer/edit
Take wife too - as letter writer
Need to establish plan - check this - progress report
get down to what we're doing - when ready etc.
RN can put out a story every day if you prepare it
Wants your plan - not just what he says
May have to meet daily to review

1 - What is your battle plan - content/time table
 Need brief comments for release each day
 Use key issues group
 Not necessarily major issues - use side stuff
 1 Merchant Marine etc.
Call Vern Johnson re: Water
Call Whitaker re: Security
No one has called
Klein - puts out nothing from RN
Can't on road - they want tone
Shakespeare & Stanton for lunch -
Patrick & Brown
Finch
Draw-careing
Papers
Osee
Sheriff

55 plan -
Church Sunday
Michigan - Max Fisher
find out Humphrey & McCarthy plans
also N.R.
total interest on this

McKinley vis NBC broadcast re NJ
believes N. rep. has failed

Rid afternoon
Day off a week - Cali, Fla, N. NY

RN + PN side together - 700 VIP's
have to have way to stay out of camera
Draugh, Davies etc. all staff
Can do less if fence business - a little then off
I have put my RN at fence
ON separate PW sched. - 4 kids
Don't waste on things not televised
Look over sched. from P. Hilt
+ one non-Whitten

PW will need an 
companion
not Helene - always have Tee or Julie 

Whitten - Call Romney to set new date
maybe on way back from Calif. Monday

Work out date
June II talk to Mrs. Little - keep Rockwood informed.
Whitten - Call Romney to set new date
maybe on way back from Calif. Monday

Vacation - 2 weeks
see that everyone gets vacations

Chuck Connor - 757-3000 Placement
EUROPE TRIP - Back Sept. 2

Week - Virgin Islands
house on beach - Calif. - at Emerald Bay
2 weeks in July

someone take over extra schedule for PW girls
work out thru sched. group - give race.
 Held - Farm - Klein - Elsworth - Finch
for RR Add Pat - Ray
not lower staff - C, Wards, etc.
may not add a couple from Corp. - talk to Harlow
need a conservative

Rake
will have problems w/ Southern
In August -
session with V.P. & New Cab. - offers
maybe to Hawaii

Don't rule out hitting all states - but get it out
the way
the TV tailored to each state
use 3-4 days to visit every state & try
talking people in for small group sauveur
don a regional basis

Supplement with briefs in states in ca. 10-15 states
2-3 states in big swing states
OK to commit CBS new special show
full TV production crew - prod., etc., sound, camera
20 daily radio tapes to service states

> Keep on Hawaii mi. til 3-5 suspension
  can't give Wallace an audience

2 sets polls - use beforeGOP - VP known in west
aftercome - Rep. sample every 10 days

C. sched. Norton after Shakespeare back

leave a week for Aust. vt after Dem. Conv.
& for TV polls

From convention on sched has to be from NY
make the necessary changes

OK McG. re best speakers Cong. Gov. less not running
then add Judd, Lodge,
sports people - Wilkinson, Starr, etc.
use speakers to fill sched. proto.
have someone on key staff in charge of assigning
- not a Cong. man.
think thru convention program - recruiters, etc.
work up Murphy -
Heidel, Fong, JaccARD
young congrm., young mayor Indianapolis
VP nominating speeches, etc.
Jim Martin, Ala., Comm to 2nd speech if not other
use Convention for great family exposure

For Frank Forrester - feel strongly in view of pull
consensus to to lay off June 28
Corps. staff - say if less today per diem,
vegetable index will remain in L.A.

Rod Boyd, Cliff Miller,
Reagan getting 60% - will get 62-63%
San Diego?

Reports of incidents in Negro areas
lot of unrest.

Mckee

Nason, etc.

Call Lynn

Steve Shumphy

Ha - will hold with apparent
6/25 Canceling many things
mentioned his way to moderate
initiative of R. pursue
They agreed him to a
Mantan McKnew dinner
R Domingo if Whitten to go
RN - Net Klein - can't hang up,
re going on some trips,
take care trip - but not much
must be handled perfectly now
see him or wife of campaign org.

Also start work on IRC

Analysis & policy orientation
See what back pages, what policy we think in
also the key states - re Conn. (New)

XL-reviews to deleg states
command or what is right

Personal plans -
periodically - need place very private
most of - anything like it. Discourage
- we're very good coach invites
re state delegs - want everyone to get served
our plans (?) - not too far
- want of some kind?

Hawaii - Crissy, John, Bill
handle key state position of significance
get a call - say we want you in campaign

Or school in sep for delegates etc.
line - at this time - select for this if full
- main convention.
Some time will do after Comm.
(Aud SMART)
D. Exist - Patry Youth Club - ok?

Golden - town - but now moving re: head of NBS to 55.

little talking [me/Heck/Buchanan/Pricewater]

200 or 230

have to have press man - at WH Convention =

Price + Buchanan

Ads

Philosophy of campaign:
early everyone doing everything - now must divide
at times everybody has to gather to get feel of overall
not greatest - wait is big picture

One hour a week for all to talk re big picture
Concentrate each in certain fields + take the responsibilities
will be arguments - but N + M must settle

Olds should outline what he feels he should do

RN's view is - greatest use is to take over Leon's role
to reach out beyond - will - find - helpful - people - idea
bring extra dimension beyond people - stay involved
make people feel we are searching for ideas
they feel a good idea is a man

Campaigns are brutal for intellectuals - must be used
major part for oldies is to make them understand & fruitful

Some things good to have upfront separate from my research team
be sure oldies not tied in on part of day - day research team
they can't see front - don't what RN tells them
Olds is to be more of a free floatie - talk to people.

Misunderstanding is because we hadn't that it then you are not day-to-day - bring other dimension - each person not just Nixon - get their ideas - not just -

Limit of time avail. if RV is rel. smaller - use only when of vital interest to us. Work up Holdeman

(Holdeman decides - Change implements)

On views - work up Len - to coordinate, screen, etc. let Len decide who to bring in on specifics also use Cleworth on this - to spell Len.

between now & 6/65 - Minimal budget -

think now of what wanted after - but don't get on tie Olds closely with Tower group.

work out with Cleworth - ext comm. w/ Tower - ask Tower rec. from Acad. comm. on content. side

After Olds left

Where it's personal - len work up his ideas - have him work with

music mail - use Olds sig instead of Eddie
MEETING WITH MR. NIXON
June 7, 1968

AGENDA:
1. Olds' role and responsibility (conceptual and operational)
2. Calendar
3. Critical Issues
4. Requirements
CONCEPTUAL MODEL

To revitalize the primacy of personal responsibility;

To enlarge the scope and quality of responsible freedom and opportunity;

To reconstruct private and public partnership in ordering human society and welfare;

To bring participation and responsibility for resolving public problems closer to the people;

To minimize bureaucratic structures and controls and maximize fiscal and moral accountability;

To insure democratic processes of law and order against the disruption and erosion of irresponsible power;

To adapt these convictions to a reformulation of foreign policy and a reordering of international commitments.

Agree completely.
Excellent.
## Presidential Responsibilities

### Categories
- Foreign Affairs
- Domestic Affairs
- Fiscal / Economic Affairs
- Justice, Law, Order
- Health, Education, Welfare
- Administration

### Organization Design

#### Issue and Policy Development
- Concepts
- Issues
- Creative Ideas
- Supportive Material
  - Position Papers
  - Candidate Papers
  - Other Papers
- Publications
- Reference
- Information
- Analysis
- Reports

#### Policy Recommendation

### Human Resources and Manpower Development
- Specialist
- Political
- General

### Source
- Professional
- Political
- General

### Action Referral

### Biography Index
- Reference Code
CALENDAR

I. PRE-CONVENTION - (policy and manpower)

GENERAL - (Hold steady in the basic policy position, avoid widening vulnerability of issue or policy discussion, do general staff and backup work for translating broad policy into focused, hard hitting, programmatic action for the campaign. Identify and recruit key people for substantive backup in crucial areas, staffing campaign, and staffing office of president after election.)

II. PRESIDENTIAL CAMPAIGN - (issues and strategy)

GENERAL - (Concentrate on the smallest number of basic themes, addressed to basic human feelings and convictions, engineered to highly selective specific models, pursued with uncompromising offensive. They must be designed to hold the committed Republican support and win a large number of dissident Democrats, independents, and swing voters.)

III. THE WHITE HOUSE - (first 100 days)

GENERAL - (Have identified major personnel for cabinet and sub-cabinet posts; comprehensive staffing of the president in the White House, major outline of issues and policies for message(s) to Congress and first stages of implementation of the hard hitting recommendations of the campaign.)

May throw some areas into this - only research gp.
12 White House staff - space - or ST

As Rie e Buchanan can tap extra dimension in run parallel - but now & then cross-fertilize
CRITICAL ISSUES - POLICY - BY CATEGORY
(Pre-Convention Planning and Campaign Emphasis)

KEY CONCEPT: The Revolution of Common Sense (Affirm basic tragedy of our times lies in the oversimplification and polarization of partial or extreme views; common sense requires a new synthesis, balance, and integration of freedom and order at home and abroad; yet is revolutionary in recognizing and pursuing peaceful and constructive change.)

ADAPTATION TO KEY CATEGORIES:

I. FOREIGN AFFAIRS:

A. Foreign Policy:

1. Reassessing the "NEW EUROPE" (new freedom - order and realignments - East and West)
2. Reassessing the "DEVELOPING WORLD'S NEED AND PROMISE" (new strategies of self-help in bid for freedom-order)
4. Reassessing the role and responsibility of U.N. and its agencies (new strategies for reorganization for contemporary and expanding roles).
5. Reorganization of policy making and administration in this area

B. Defense:

1. Reconstruction of policy, administration, and training for defense (Accent on new technologies, psychological, diplomatic, economic and cultural side of "wars of revolution"; reconstruction of strategies on nuclear balance of power.)
2. Consideration of a Secretary of Peace, related to, but separate from, Defense and State (Accent on long term planning, policy distinct from strategy, negotiation based on power but distinct from it; integration of widely scattered functions of research, planning, and policy making located throughout executive branch.)

II. DOMESTIC AFFAIRS:

A. URBAN

1. Adaptation of Land Grant Act to Urban Affairs - developing and adapting knowledge to action, professionals designed for self-help (urban counterpart of county agent, home demonstrator, and 4-H), and education designed for people where they are in terms of what they need.
2. Adaptation of Homestead Act to problems of reconstruction of cities, housing and welfare - requiring "improvement" to hold; builds in incentive from an initial base of help.

Rural:

1. Consider consolidating agriculture and interior into a single Cabinet office on Natural Resources - this would permit a remarkable economy, "modernization", integration of new resource fields, i.e. space and the sea, with all appropriate research-action into a more intelligent and comprehensive whole. It would give a stronger "voice" to this area, focus sharply on water, air and resource pollution, environmental sciences, etc.

III. FISCAL AND ECONOMIC AFFAIRS:

1. Emphasize and illustrate, as Arthur Burns has done, the degree to which a sound fiscal policy rests on other related foundations, i.e., security at home and abroad, consistent and redefined foreign policy, more efficient, streamlined, decentralized, governmental organization.

2. Reconstruct in principle and model public-private partnership, reemphasizing incentive, more equitable tax base, wider role for private initiative within dependable public policy.

(Consider a major public-private advisory council in major sectors of our economy; consider reorganization of administration and priorities for major budgetary reduction looking toward balance.)

IV. JUSTICE, LAW AND ORDER:

1. Reassess the entire spectrum of youth crime and delinquency, treatment, education and return to useful citizenship - proposing an integration of legislative-executive-judicial action designed to deal with this accelerating problem.
   (Note: assassins of J.F.K., King, RF.K youth)

2. Staff in depth proposals already made by R.N. concerning control of violence and freedom from fear.

3. Develop models of effective community action and involvement in dealing with this area.

V. HEALTH, EDUCATION AND WELFARE:

1. Consider major reorganization of this sprawling, almost unmanageable, mixture. (Major functions in research, now scattered throughout the government, could be integrated with Education, and a comprehensive emphasis on youth. Health and Welfare could be integrated with Labor, with an accent on prevention and human productivity.)

2. Reassessment of major educational policy with attention to realignment of federal-state-local responsibility; public-private, church-state relationships.
3. Reassessment of entire welfare program, designed to introduce private incentive, personal responsibility, and upward mobility, as well as immunity to personal disaster.

VI. ADMINISTRATION

1. Consider major reorganization of executive branch, aimed at more rational design, coordination, efficiency and economy. (Olds has done some preliminary thinking on this whole field.)

2. Integrate all administrative and support services (such as postal service, etc.) into a combined Cabinet post of Government Services; giving greater substance and responsibility to what is now the Postmaster General.
Requirements

1. Relationship and accessibility to R.N. and Policy Making Staff:
   (for consultation, coordination and credibility)
   Needed - not large chunks of time or even regularity, but
dependable or calendar options.
   a. For key people, individually, or in groups;
      (14 key areas) pre-selected and prepared.

2. Minimal budget and staff:
   Needed - staff proportional to R.N. priorities:
   (Note: Wash. office - Tower - one foreign - one domes-
tic, coordinate plus consultant budget for key
experts - travel, per diem, and/or short term
commitment.)

3. Candidate's calendar of priorities:
   a. Possible overseas trip - late August - early Sept.
   b. Possible special involvement with key constituencies
      re. November election - i.e. urban, international, in-
tellectual, minority, student communities (multiplier
      accent on leaders)
   c. Personal associates re. policy and manpower
      (Note: procedure with Ed Nixon re. mail.
      See Marshall letter re. appointment)
   d. Procedure for meeting key people

Can have VP lend. A lot of this.
Also maybe name 6 alt. figs. (2-3) in advance
This should be well-budgeted - won't close w/ Plim.
people who want to see or talk to RN -
all must go thru Chapin
if in NY - will have press to thru
people to Rose, Price, Buchanan, law
calendar - who see - not what I say - has to be thru chapin
but it needs for decision on priorities
asked comm - H, KL, Chris in TV view
- don't include Ross, Whitaker,
all input to RN comes to H.

In terms of people - press we see - KL should have all staff necessary
whole this kind of stuff.
We should have full time guy to answer speel. Go for
special interest gets / trades, etc.
Policie: answer no questionnaires between 22 or com.

want a suggested answer - RN will act
use q techique only when have time for RN

Answer desk

people stay in their channels
Law - bring papers that in or PC - but not regularly
PC group - get large group in regularly for general meeting - weekly
for RW - would sit on some of PC mg's etc
but not on any political or org. mg's

wants time to sit in on mg process what he does & not to act
Spokesmen—best one is Ellsworth for camp, org. —
Also C. Rhine, rep. on TV
Murders now for House & Senate
Baker etc.

Don't use Mitchell—this the inside man
except on highly selective basis—really impressed
Great sense of command, poise
Claim should do most if pronouncements

Volunteers etc.—for couple of weeks

Before call RV—check it—see if it's already done
in Citizens—need that word guy to run it thru Evans

Youth problem
Booth's last chance on comp. with health ins.

Merchant Marine—

Get 10 AM to Mike Xell—don't use him—but get him busy

Handle soon—Mrs. E was bugged by him

As asked—need to make some moves in June/July
do by radio talks

Ask whether Long Camp school is on record—hope it is
No QA's. — but maybe other TV—
won't commit on major issues before Aug.

Rhodes wants RV to own Conf.—check dates on this
Consider list to give to delegs. — good family picture
Maybe make up a record—Non issues
It seems both logical and essential to review the status and forward planning of the '68 Campaign in light of the Kennedy assassination.

Is it really essential to the American political process to press on with campaigning as usual -- while pretending to ignore some of the cold realities of the day?

There has long been a plaintive cry from many quarters that the ballyhoo and whoopla of an American campaign -- extended over months -- confuses rather than clarifies the choice in the mind of the voter. Thus, even without today's new dangers, a strong argument might be made for a radically revised approach to the process of presenting the case to the people.

While the latest assassination does not in any way prove that America is a sick society -- it does re-affirm the fact that passions run high and in some instances restraint and responsibility are lacking. There is a clear and present personal physical danger to any man campaigning for the office of the Presidency whenever he presents himself to an unrestricted large crowd -- at a rally, in a motorcade, moving through public areas on an announced route. This danger will increase as the intensity
of the campaign increases.

There is good basis for the argument that it is irresponsible for the President or the candidates for President to expose themselves in these ways. If this case were presented to the people in proper fashion, it is quite likely they would understand and agree.

The people must be deeply concerned by the problem of violence and could be expected to respond with relief and willing acceptance to a plan designed to avoid any further calamities -- or at least to lessen the risk.

The plan would be for the President and/or the Secret Service to request formally that all candidates for Presidential nominations -- and, after the conventions, all candidates for the Presidency -- agree to conform to a number of specific guidelines regarding method of campaigning. It would be made clear that no restriction or compromise would be placed on content -- only on form.

Candidates would not present themselves to large masses of people in person. They would, instead, utilize the mass communications media to carry their messages to the voters. Many techniques could be used for this -- including direct speeches, telethons, televised press conferences, televised coffee hours with small groups of representative voters, televised interviews of all kinds, documentary-type presentations, use of third-person advoc
and undoubtedly many more approaches which would come to mind.

Eliminated would be all rallies, large public functions, press-the-flesh campaign techniques, plunging through crowds, whistle-and-prop-stops.

This would not eliminate the possibility of assassination or violence -- but it would be greatly reduced because, in effect, the campaign would be conducted in individual living rooms instead of at public gatherings.

For the candidates, the campaign would become more demanding mentally and much less demanding physically. This should have the effect of raising the quality of the political dialogue.

Many potential problems arise, of course. The main one would be the question of allocation or purchase of TV and radio time. Even this could be fairly easily resolved if it were not for the Wallace problem.

It will be argued that this puts all the emphasis on a candidate's ability to perform on TV -- and eliminates the opportunity to judge him through personal in-the-flesh exposure. This is not a valid objection because it assumes that the voter now does, in fact, judge the candidate on the basis of personal exposure. Clearly, this is not the case. It is obviously impossible for any
meaningful proportion of the voters to come into personal contact with a national candidate during the course of a campaign. It's also obvious that a very large majority of those who do have personal exposure -- at rallies, etc. -- are already committed and thus are not judging the candidate.

Other than tradition, there is no sound reason for putting a man considered to be of presidential timber through the physical strain and personal danger of the old-time format. It should be recognized that times have changed -- and that the presentation of presidential candidates must change, too.

This is the ideal time to make some major changes that are badly needed even without the consideration of danger of violence. The people must be fed up with politics as usual accompanied by terror. They would welcome some leadership in this area -- as well as in all the others that are the issue focal points of this election.

H.R. Haldeman
June 9, 1968
RMW - Sears memo re after Miami

Kendall - Madison to travel
Steve Hess - TD idea & next week
Klein - tell Charles more about SW front issues
Colo. 1st conf E - 25 & NY conf 26-27

Workout Staff vacations
Handle Bill 3/5 (expenses)
plane res. to SF 1950, 10A 21 to NY 23
JDE - handle Mark's bill if necessary - Tuck Troy?

Notes for Content for R
Calif calls @

Beteman may

6/60 lime for Klein only
sub with Beteman on security (C)

More lines JDE, Whalen on budget - expenses - letters - color & width

Whitaker - mo on wheels for kids

C - trip mail
- procedures - apps - mail - etc.
- tour managers - Davies as PA aide?
- sit in with Comm.

Review research staff - budget - assets

Tom Evans - OK on David E
Yennie budget
Mitchell - Andrews tomorrow
Agnew's story's very big in it. Paper

Wants dope on NR spots

Bliss is going to go to Conf.

Arlene Adams will be in Tulsa -
if Schaefermae

Tulsa - Ellsworth + Kletz.

Agency was supposed to have today.
Ellsworth & Adams have talked a shell
more approx.

release of poll. of Cameron in Battle appro.

E role out to Fallen in Sh.

Key hill mattoff R in E before making move.

Don't know time till he's done.

Assumed that we would be able to get one. If not, able to

Both Keeler & Adams will go west 7-9. De. to 7-8, 6.

Hatfield - ready to make a start.

Will take care of 7-9.

Nearest lake will make long start.

Days later. will make long start.

Before 10 tent.

10 out all at some time.

Get name of 7-9. as well.

Was out all the past 7-9.

What else are the entries.

We hope no that place.

My take in that place.

Homeward.
Ellsworth -
feels Rhodeis & Romey will do nothing
love will do nothing. The louder the pressure.

Hatfield - If call H & invite him to come up now:
sooner the better - more else than
will try to get McCall to something
this Agnew to come - but not till after Feb 22. 1840.
RN

re: Penn poll - Buchanan
showing us against

→ What has Mitchell done re: Brownell
Did we get poll to him?  {ask RN_cel}

Chung Rose - memo on

Illinois Pa NJ - get around.

Ellsworth in Tulsa

Mitchell - call RN -

Call Ellsworth - report on Pa - what do you think?

NJ final figure -
Illinois delegate -

Can this field make a dint?  {ask RN_cel} Vague anyone?

Brownell - several messages Schafman that NR had come out for L.

Now trying to get out of it - land

Brownell advising agent calling Schafman - can't lose either

Maybe we can talk - say NR doesn't want to embarrass him
but?

H-M-N - must get man in city of each state -

tell Rose: Leight Brownell
David E - Need youth. Chan
tavel detafs.
No on Charters at Cons.
Card detail is required.

RN - Ron asked
Captain Robert Charle

114 North
approx 2100

Appra

I go over with C

- at present - several have to see
  already ok'd at past
  take about 4 this Mon & Tues
  10-1230 2-4
  rec cuttings - Hi priority basis
  2/3 finance gang - lunch Stanton
  leave rest of day - evenings free

Maxwell lunch 19th OK
Now get Denain there early
don't want Woods Ranch in
private denial basis.

get private plane - in & out.
You $C + H = 12$ school.
Rose
Others, accept.

Mitchell - must have one line command on each
E' get related to say something: OK
Can $3$ time again? - No

Compare = poll stuff for
1. Volpe will call about 3:30.

2. R. Schaffer: trying to come out
   this weekend. Meet two today.
   Tomorrow noon. Shown Sun. noon.
   This AM gave E uncertain notice
   that he might ask how he
   could reach RN.
   - E then asked to take call.
   - E asked that he will support if
     not now, expects he will come.
   Romney Schaffer contacted Agnew.
   B will say no now & will win.

3. Agnew—had brief msg
   - didn’t think it’s going to do it
   - said we want to talk to E some more
   - told new people lost with
     N will be now
     he agrees w/ N’s positions

4. Volpe tomorrow at final bus. sermon
   will begin 11th direct
   speech will 2nd.
   Kick in support — Agnew
   hope will start ball rolling.
Phone Plan: Alan Peterson 6/14
Pay supervisors a salary
"Expense money" to callers - 100/hr into cash

Voting age pop. - 1/ by 2 (2 per home)
+ 8/10 (ea. vol covers 8/10 homes)

[Use Billy Graham's lists of people]

$700,000

Staff at national HQ
do basic research

Cowl County 2,500,000 1,250,000
200
\[ \sqrt{25,000 \text{ volunteers}} \]

3 weeks - 15 days

40 per phone per day 600

200 phones for 3 weeks + 1 week call-back
Oct 5 - Nov 5
4 boiler rooms 8 50 phones
2 shifts - 1 supervisor
50 callers
6 typists

Model is 10%.

10 mgs =

H.Q. -
Rowley mtg 6/14 / RV mtg 6/14

Rowley tech. to House Comm. re: need for protection

10 - M + H - political

Price

Gill school.

Bister + Harlow

20 M

Sat. 11 - PR groups - G, R, H, S, T, S

Then H + I meet up before + work up film
don’t let G in any political mtgs.

Strategy:

→ find out statewide TV - Pa + Ohio - I have prime

How to get Cleve Co. & East Coast

What about using telethon material

2 30

Research Issues - Buchanan - Price

Harlow - Whalen - Anderson

2 Delano Stevens

→ Have 50-60 Long. sign resident in re/ 11 - Coonert

→ Has Life endorsed NR? editorially
6/15/68

Bob—

I want to call Sen. Murphy and see if it is possible Max Rafferty would be in Wash. on 6/22 and spend some time with the Sen, and RN-------

Can you check Finch and R" to see if it is okay for me to move off on this-----.

Kuchel won't appear any wheem of Rafferty will go along for N-Rock - but RR in urge reconciliation

if can meet w Rafferty & keep off record OK but if known will be real problem why

RN should cal Kuchel - chee him up a bit
(great wave of sympathy now.)

ask what role he wants to play -

how handle Rafferty

Rafferty =
- wait couple weeks on Safire etc to act - def not now
- go ahead w/ Buchanan deleg party track etc.
- big q is timing - start by Mitchell is ok (can't not get)
- care for doing now so as not to appear panicky &
  need a good answer for press & our people
  into what we're doing

re q on what in W's position - use groundcloth & state of
 醌戓; start rather than jargonize - RV
- prob OK to use Morton - tied to show 60 yrs
  re ad of will have needs in couple of days
  he shows using element of telegenic
  tape interview panel re:
  see directed to Mr. Atten campaign early
  Pa Blanket 10,470; Ohio 7,300;
  Why not try telegenic cut in 1 or 2 of these
  N. Must play your game - & not on their ground.
  must off thing on changing votes was telegenic in Ohio
  diff of using now in q. of level of interest
  also will prob want to use really in Pa all
  so leaves them alone - but hit directly, not broad stuff
  on Wallace takes from us in key states - not racist
  he symbolizes protest re law & order
  polls in Pa showed K stronger than N in respect for law
  we didn't get it thru til telegenic
time for playing to balance it is now gone
RR did well one cause he was the Wallace then - simple
in real terms - won't cut W by mood + being bland
quite soon we've got to hit it - on 2-3 issues
6 - mood does help to make other things more believable
Study re alienated groups RR, L+R
Appeal has to be in basic simple principle of wrong + ability to deliver - believability

generally agree should not use televison early
RN tempted anyway
try now to buy prime time for televisions instead
then go in states will have to meet press
again we can do controlled TV

rank up airport crowds in Mich., etc.
forget real things now + pretty late
NJ, Pa., Ohio, Ill., Mich., Calif., Texas
New thru in those 7 than 5 natly
give in on these - they'll have minore effect in 35 states we wish to do nothing in - but don't look like it

Decisions
Mitchell out of CEG
Convention - who is charge
probably R. Morton - will post up faciul
reg mtg of polit. guy - disc - make fundamental decision
of any thing 2nd - H - R or one other F
None of PR types - G, K, E, Kyder - ? Brownell, can we know
look for proof of adding someone
re pre can ask -

Will meet w/ PR people today G - S - H - L - P
W ell get the Demo votes out of Wallace 15% - not Neppers etc
As Wallace vote shrinks we get 2 for us one H gets
The election is in the mid-conservative area
M - get an officer in charge in each major state -
  Michigan - 
  Pennsylvania -
  Ohio -
  Illinois -
  California -
  Texas -
  New Jersey -

from Gov. or have battle plan for cc. state
we Seaton etc. in ccg of safe states - miss Nobs.
Tower think - Rhodes won't comm. NR before com. pretty not as.
Thad leave on Bus. Council
Stanton - Howard Morgan instead of McElroy
Bud Kay - Whipple

Herb - shouldn't always make out
always run stories by Buchanan
concerned about Rose - physical exhaustion
got to get her out - vacation

Vinnie Andrews - Claudia Val
ne Rose take off - maybe he then Claudia can do break

go to Key Biscayne or Caly

They should really go forward - Citizens
12. pick up Kennedy's part comm

up Klein - don't let him convey neg attitudes in mgz
be sure he puts on good strong front