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November 19, 1969  
Wednesday - 4:00 p.m.

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Network Television and the White House

I understand the idea of maintaining the offensive with the networks regarding their coverage; however, I question how this offensive is sustained.

The point is that war has been proclaimed but we do not have to fight all the battles out of the White House or EOB. The Vice President can follow up with his Alabama speech but then he should back off from the attack on this issue. Everyone thinks that the Vice President spoke out at the President's request and if he perpetrates the attack every time he speaks, how is one not to surmise the President has ordered this. And more importantly, what long-range effect does this have on the President?

The pressure should be applied by Congress, the public, and public opinion polls with periodic impetus from public officials. We should not take this effort on as our cause celebre where no one can really win and we should only use up our equity on the issue when a positive point can be made.

DLC:ny