

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
8	40	6/4/1971	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE: using Klein more effectively across the nation. Handwritten notes added by unknown. 1 pg.

CITIZENS FOR THE RE-ELECTION OF THE PRESIDENT
WASHINGTON

SUITE 272
1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

June 4, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By B. Gayne NARS, Date 3-11-82

CONFIDENTIAL

MEMORANDUM FOR: MR. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: HERB KLEIN

As you know, Herb has been visiting many cities talking to editorial boards, holding press conferences, and going on local talk shows, and much of his activity has been centered in the larger cities. I recently heard from a number of sources that he is wearing out his welcome in the major markets for two reasons: (1) he has been in some of the larger cities a number of times. As an example, he has been in Los Angeles three times in the last three months and, in talking with editorial boards, unless you have something relatively new to discuss, continued visits can be counter-productive for the President and; (2) most of the people he is talking with have effective Washington Bureaus and the information Herb is telling them is relatively well known to them.

I know a number of people have suggested Herb concentrate more in the secondary markets where, I think, he would be most effective for the President. My understanding is he has not accepted this.

I recommend that you refer to your earlier memorandum asking for a continual update on his travel to the secondary markets and encourage him to visit cities like Dayton, Memphis, Tallahassee, etc., as against the larger cities. Since most of the newspaper and television stations in these markets do not have full time Washington Bureaus I think they will be more receptive to his explanations of our programs and policies.

CONFIDENTIAL

Good idea

*Draft me
a memo.
to KL*

*(You shld have
that of that - not
just sent this
in).*

