

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
34	2	05/n.d./1968	Other Document	H. R. Haldeman handwritten notes regarding The Nixon Story, telethons, Mitchell, Drown, Buchanan, etc. Dated late May. 1 page.
34	2	5/n.d./1968	Other Document	H. R. Haldeman handwritten notes regarding Evans, DC, National Committee, PR, Drown, Jorgensen, TV, etc. Dated late May. 1 page.
34	2	n.d.	Other Document	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.
34	2	n.d.	Other Document	H. R. Haldeman handwritten notes entitled Research Meeting. 1 page.
34	2	n.d.	Other Document	H. R. Haldeman handwritten notes regarding RN, Michigan, NBC, NJ, PN, staff, Romney, vacation, CA, VP, CBS, GOP, Reagan, etc.. 4 pages.
34	2	06/5or6/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: RN, California, Hawaii, etc. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
34	2	06/07/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: RN, Price, Buchanan, Philosophy of Campaign, Olds, Garment, etc. 2 pages.
34	2	06/07/1968	Memo	Typed memo entitled "Meeting With Mr. Nixon," regarding Olds' Role and Responsibility, Calendar, Critical Issues, and Requirements. 1 page.
34	2	n.d.	Report	Outline of major tenants of "Conceptual Model." 1 page.
34	2	n.d.	Other Document	Chart of presidential responsibilities. 1 page.
34	2	n.d.	Other Document	Calendar of political strategy broken into three categories: Pre-Convention, Presidential Campaign, and The White House. 1 page.
34	2	n.d.	Report	Report on critical issues and policy by category with a pre-convention planning and campaign emphasis. Topics: foreign, domestic, fiscal and economic affairs, justice, law/order, health, education/welfare, administration. 3 pages.
34	2	n.d.	Report	Report on "Requirements" for RN and policy making staff, budget and staff, and calendar of priorities. 1 page.

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34	2	06/07/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: RN, calendar, answer desk, interns, spokesmen, TV, Rhodes, etc. 2 pages.
34	2	06/09/1968	Report	Report entitled "Campaign '68" by H. R. Haldeman. 4 pages.
34	2	06/10/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: Sears, Kendall, Klein, Cole, Buchanan, Stans, Whitaker, trip mail, etc. 1 page.
34	2	06/12/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: Mitchell, RN spots, Bliss, Tulsa, RN, etc. 1 page.
34	2	06/13/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: Ellsworth, Adams, Tulsa, RN, Hatfield, etc. 1 page.
34	2	06/13/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: Ellsworth, Rhodes, Romney, Hatfield, McCall, Agnew, etc. 1 page.
34	2	06/13/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: RN, Mitchell, NJ, Rose, Ellsworth, Illinois, Tulsa, etc. 1 page.

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34	2	06/13/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: David Eisenhower & National Youth Committee, RN, Maxwell, etc. 1 page.
34	2	06/13/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: Rose, Mitchell, Agnew, etc. 1 page.
34	2	06/14/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: Ellsworth, Romney, Volpe, Agnew, RN, etc. 1 page.
34	2	06/14/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: supervisors, salary, Billy Graham, Cook County, phones, rooms, etc. 1 page.
34	2	06/14/1968	Other Document	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.
34	2	06/15/1968	Letter	Letter to "Bob" concerning Sen. Murphy and Max Rafferty, and Finch. Also has handwritten notes at bottom of the page. 1 page.
34	2	06/15/1968	Other Document	H. R. Haldeman handwritten notes on topics including but not limited to: California, poll, LA Times cartoon, etc. 1 page.

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34	2	06/15/1968	Other Document	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.
34	2	06/15/1968	Other Document	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.

from
RN

late May

Sh + Ad. run some by Keyes
documentaries. I view with one other guy. everything done
etc. script re The Nixon Story

Sh. + Ad. consider use of telethon in other states - 1 hr cut
maybe take cuts for 5 min.
re NJ - for write ins

Mitchell ~~need big man in charge of states~~ / one man in touch every day
+ Policy ~~someone to call each day.~~

~~Rewe on spec proj. - throws weight around too much
Can't handle advance~~

~~about Dick Herman (Omaha Nebraska new field man)
downgrade Clark~~

~~use Jack Brown as needling trouble shooter - NJ?
who else can do this?~~

~~CK ^{out} Jim Keough re Editor in Chief~~ Speech

~~Pete Flan - status not on Bus Comm list~~

~~Brit Camp - DePaul field close to Thurman~~

~~Mitchell re: ant for staff re: etc.~~

~~use the story or equivalent - not use staff talk to press~~

By get Nat'l Comm + research genly (Buchanan) if don't
the Humphrey record - 64 files - outlandish things you
get comms. making now - do the job before they clean him up.
Nail him + make him answer (force him to renounce liberalism)

RN late May
get Whitaker out of this area
Speakers Bureau - use Eisenhower, Baker, Ketchum, etc.
use a long or sen. to head.
Houston - to help Evans on Citizens - behind scenes
move to DC - re Natl Comm.
close eye on P.R.
use people like Jack Brown - Frank Jorgensen et al
put in states? or return calls from VIPs -
Millbank, Taker, - use 50 around country
Keeping in touch with publishers, TV, etc
ffu after visits

~~phone nos etc to Hausman for FAM
copies of budgets, etc speech~~

~~get list of operators~~

schedule Kees.

Fla Mtg
June 1

Assuming they can be done without damage:

- 1- Cancel Minn - fly key delegates in
- 2- Cancel Maryland
- 3- Leave Pa but add a public appearance
- 4- Cancel NJ ? ch Bloom + Adams
- 5- Cancel Ill

rec. ND leg. council July 15 NO

Michaelian's rec. re: County Commissioners 45A

CGO for S-T + Trib Ed. Boards - no other appearance.

list papers + bests for appts.

2 more writers -

no no columnists because want talk tactics etc.

RN/AM session

1. Compartmentalization

2. Where we are:

must be highly self-critical

quality of everything must be superior - to now has been good

rethless way - chop out all who haven't performed

3. Opposition - HHH - probably Southern VP - Connally (pres of unions)
well financed - - may have to go for liberal

our strategy changes dramatically re states we can carry

re Catholic, farm, South

hard to take Texas

We have to paint H into liberal position + tie him to LBJ

strong now w/ business community -

We stay in center - make contrast H RRA + N response. consensus.

get away from idea of Eastern estab. captive

4. Look to Nov. - not nomination

hard decisions - reverse some if necessary

in for hard, close fight

RN time + image

be sure we come into Sept w/ lot of ammunition

issues, energy, freshness

must not now nip bud of interest

2 things will harm us - 1 - fund raising; 2 - delegate hunt

re delegates - we do it if we have to

ideal world =

- re examine all appearances w/ delegates -

see what we can do w/ N

fly leaders of deleg. in

fund raising - none after conw.
now - will meet 100th + types
no public for dinners

→ Command decision re HQ operations

1 - do not want RNC to run campaign - used to a minimum
thks this require we move to Wash.

scheduling - here is biggest mistakes - cause of pressures
no forum is imp. to us unless it's right for media

RN 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 moving of people from one to another

(LBJ prob: 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, Seaton

can't be field man -

major contribs need Mother Kenning - use big man at right level

top political man has to keep them informed

Ruwe Flan - top cabinet type

major politicians - Gov, Cong, Sen.

use as speakers - get the 100 best on the road

re PR - need broader base - tendency to incoherence
 esp. more political + midwest fallout
 Klein, P. Keyes (idea re K comme 1960)
 Berryman as cartoonist
 maybe use sports figures etc.
 orient to country - ballgame is MW + South + West

Research - broaden base -
 but not saddled with incompetence
 want group analyzed on ability - not how worked.
 ie critical issues - wants top guys but not their stuff men
 NY group needs upgrading - tends to become inbred

Pat + Ray - have to get color man + couple more writers

New 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 on strong at con + after

no TV meet Press etc
 wants right format for one good Natl TV - something different
 maybe try some pilot operations in big battle ground states

Ohio Ill Mich - have to fight
 farm belt - try to hold against it - X Minn
 maintain states sure
 Calif battle ground
 Pa. maybe doable
 X NY,
 low priority Texas - South should be ours

Intrigued w/ Conn + N.J.

Radio

system for buying TV time south to support Thermond
 get best TV prod. - spots
 don't finance thru NFA - raise ind. comm.
 use him like old RN - spare his time - use media
 pitch re choice is 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 group - even tho well done up to now
put James Hume on - Pa State Legis - as writer/column man
take wife too - as letter writer
need to establish plan - check list - progress report
get down to what we're doing - when ready etc
RN can put out a stmt 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
ie Merchant Marine etc

Call Vera Johnson re: use of Golden
Call Whitaker re: security 202
296-5700
~~re: security~~

Klein - puts out nothing from RN
re on road - they want street

PN
at his apt.
June 5
day was
dying

Shakespeare & Stanton for lunch =
Patrick
H. Brown

→ Finch
Brown says v. imp.
Keyes
Oles
Sheriff

Links
55 plan -
Church Sunday

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

ck McKinley re NBC last night re NJ
belated N up - her failed
day off a week - Calif, Fla, & NY

sked
after Aug
Re PN
on tour

RN + PN side together - no VIP's
have to have way to stay out of camera
Dwight, Davies etc. all staff
can do less of fence business - a little then off
& have Pat w/ RN at fence

in August -

sessions with V.P. & new cab. officers
maybe to Hawaii

don't rule out hitting all states - ^{but get it out}
the way
thk of TV tailored to each state

use 3-4 days & visit every state w/ ^{TV}
bring people in for small group interview
do on regional basis

supplement with brief airport stops in ea. state
then last 3 wks in big swing states

OK to commit CBS new special show
full TV prodn. crew - prod, ltr, sound, camera
do daily radio tape to service to stns

→ keep on Hartow re: bill 315 suspension
can't give Wallace an audience

2 sets polls - ~~with before GOP - VP promo on reg. basis~~
after conv - reg. samples every 10 days
^{mil. rep. from st.}
^{6 major states}
^{no. Dem. fix}

C re-sched Stanton after Shakespeare back

leave a week for disc. it after Dem Conv.
& for TV spots

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

ok McW re best speakers Cong. Conv. Seno not running
then add Judd, Lodge,
sports people - Wilkinson, Star, etc.
use speakers to fill sched prob.
have someone on our staff in charge of assigning
- not a Congman.

~~think thru Convention program - seconds, etc.
work w/ Murphy -
Heidel, Fong, Larcet
young congress, young Maya Indianapolis
VP nominating speeches, etc.
Jim Martin, Cella, - comm to 2nd speech if not other
use Convention for great timing exposure.~~

~~Frank Jorgensen - feel strongly in view of all
consensus is to lay off June 28
Cov. staff - say if lives couple days -
vegetable index.
will remain in LA.
Rod Lord; Cliff Miller;
Reagan getting 60% - will get 62-3%
San Diego?
numerous reports of incidents in Negro areas
lot of unrest.~~

~~Mick~~

~~Norson etc.
Hobbes~~

~~Call Lynn
Atam & Murphy~~

~~HA - will hold off til approp
Gov. cancelling many things
went out of his way to indicate
imitation of R pursuit
they invited him to a
Dante or Melrose dinner
RR trying w/ whether to go~~

June 5 & 6
Phone

~~RN - re Klein - left hanging
re going on some trips
take Calif trip - but not Mick
must be handled effectively now
see for order of campaign org.~~

~~KL - starting backfire on NR~~

~~analysis of polling operation
see what Bach payable &
what poll we should do
also check key states - ie Conn (New)~~

~~KL - re visits to deleg states
convinced on that is right~~

~~Personal plans -~~

~~period in Calif. - need place very private
no staff. - anything like L. Discayne
ie very good beach motel
re hats & shirts - want every min to get reworked
? play out on L1 - not too far
resort of some kind?~~

~~Hawaii - Crossly, Fehue, Millbank~~

~~handle by Nat'l position of significance
get a call - say we want you in campaign~~

~~on sched re org for budgets etc~~

~~line - at this time - sched for this is full
until convention~~

~~some fr. q. ~~after~~ will do after conv.~~

~~(don't want take positions now)~~

D. Eviner - Nallyouth Chm - ok?

June 7 (file)
RN - Olds - Garmant

Golden - done - but now moving re: head of Ndetant on SS.

RN

~~little talk w/ [me/Hob/Buchanan/Price/Harmant]~~

~~2⁰⁰ or 3³⁰~~

~~have to have press man = after convention =~~

~~Price + Buchanan~~

Olds mtg

Philosophy of campaign

early everyone doing everything - now must divide

at times everybody has to gather to get feel of overall

but greatest waste is big picture

one hour a week for all to talk re big picture

concentrate each in certain fields - + take the responsibility

will be arguments - but H + M must settle

Olds should outline what he feels he should do

RN's view is - greatest use is to take over Len's role

to reach out beyond vols + find helpful people + ideas
bring extra dimension beyond people's day to day concern

make people feel we are searching for ideas

+ may find a good idea or a man

Campaigns are brutal for intellectuals - much can't be used

major prob for Olds is to make them understand + not feel

on some things good to have input separate from my research team ^{let-down}

be sure Olds not tied in or part of day-to-day research team

they can't see forest - doing what RN tells them

Olds is to be more of a free floater -
talk to people

Misunderstanding is because we hadn't that it thru
you are not day-to-day - bring extra dimension
incl people not per Nixon - get their ideas - but not on
thru

Limit of time avail of RN is rel. small

use only when of vital interest to us. work of Haldeman

(Haldeman decides - Chapin implements)

On issues - work of Sen - to coordinate, screen, etc.

let Sen decide who to bring in on specifics

also use Ellsworth on this - to spell Sen

between now & conv. - minimal budget -

think now of what wanted after - but don't put on

tie Olds closely with Tower group.

work out with Ellsworth - est. comm. w/ Tower

ask Tower's recs. from acad. comm. on conv. side

after Olds left

where it's personnel - Sen work up his
" ideas - have him work with

on issue 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*

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 - out of research gy.
ie whole new ideas re space - or SST
So Pira & Buchanan can tap extra dimension
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)
3. Reassessing Power and Responsibility in Asia (New strategies of Japanese-U.S.S.R.-U.S.-China relations of power to stability and self-help)
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.

*re-structure UN
but need to be
responsible
Olds work on this -
may also have others*

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 and 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 domestic, coordinate plus consultant budget for key experts - travel, per diem, and/or short term commitment.)

3. Candidate's calendar of priorities:

leave on back burner - quite doubtful but possible - keep reported

- a. Possible overseas trip - late August - early Sept.

O do it - but RN can't do much - leave open as possibility

- b. Possible special involvement with key constituencies re. November election - i.e. urban, international, intellectual, 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 cand. do a lot of this.

*Also maybe name Cal officers (2-3) in advance
this should be well-budgeted - work closely w/ Rhyne*

June 7
RN-Klein-Buch-Price - ^{Cransat}

Rhodes
Mtg w/ ~~the~~ off for tomorrow - K's not inviting Govs.
Mitchell going to see Andrews - L has abs. conf. in this

people who want to see or talk to RN -

all must go thru Chapin

if in NY - will have press to Klein

people to Rose, Price, Buchanan, Len

calendar - who see - not what I say - has to be thru Chapin

but H resp. for decision on priorities

Sched comm - H, Kl, Ch sit in TV view

don't include Rose, Whitaker,

all input to RN comes to H.

in terms of people press we see - Kl shld hire all staff necessary
to handle this kind of stuff.

We should have fulltime guy to ans. spec. Q's from
special interest grps - Trades, etc.

Policy: answer no question in a way between news & com.

wants a suggested answer - RN will edit

use q. technique only when saves time for RN

Answer desk

people stay in their channels -

Len - bring Ray that in on PR - but not regularly

PR group - get large group in regularly for general meeting - weekly

for RN sched - he shld sit on ~~one~~ some of PR mtgs etc

but not on any political or ag. mtgs

wants time to sit in on mtgs re what he says + PR ads
+ how its said

Spokesmen -

at present - best one is Ellsworth for camp. org. ✓

also C. Rhyme resp. on TV

Murders row for 1 hour + Sent -
Baker etc.

Don't use Mitchell - he's the inside man

except on highly selective basis - rally imp. press

Gives sense of command, poise

Klein should do most of pronouncements

no backgnds - etc. - for couple of weeks

before call RN - ck w/ H. - see if it's already done

in citizens - need hard-nosed guy to run it thru Evans

Pat Hill?

Youth problem

Doctors - last chance on comp. w/ all health ins.

Merchant Marine -

→ get 10th to Mike Hill - don't use him - but get him busy

handle soon - Mrs. E was bugged by him -

re shed - need to make some news in June/July
do by radio talks

→ ck whether Cong Land school is off record - hope it is

No Q+A's. - but maybe other TV -

won't commit on major issues before Aug.

→ Rhodes wants RN to bro. Conf - ck dates on this

consider lit. to give to delegs. - good family picture

maybe make up a record - Non issues

CAMPAIGN '68

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 advoca

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

- staff for Convention
- memo from Whitaker/Hess re PN
RMW - Sears memo re after Miami

file ~~file~~
6/10
HRH
file.

Schedule

Kendall - massen to travel

Steve Hess - TD idea @ next week

Klein - tell Steves no re-what SD fund raise

~~Colo - LG Conf on F - 25th in NY - Conf 26-29~~

Work out staff vacations

~~Hendoo Kill 315 suspension~~

~~plane res. to SF - 19th - 10 LA 21st - 10 NY 23rd~~

~~JDE handle Mike Gill (10 if nec) - Tom Mgr?~~

~~Dates for Gov Conf for RN~~

~~Calif calls @~~

~~Buchanan re memo @~~

~~to 660 Sun. for Klatz mtg~~

~~call Wiley Buchanan re security (C)~~

~~Memo Staus - JDE, Whelan on budget - Expenses + water + color man
X security~~

~~Whitaker - no on wheels for kids~~

~~C - trip mail~~

~~- procedures - appts - math - etc~~

~~- Tom manager - Davies as PN Aide?~~

~~- fit in w/ sched comm.~~

review research staff - budget - assets

Tom Evans - OK on David E

Yennie budget

6/12
~~home Mitchell~~
914-607-0909

Tell RN

Mitchell - Andrews tomorrow

Agnaw & Percy stories very big in OK papers

wants dope on NR spots

Bliss is going to Gov. Conf.

Orlen Adams w/ be in Tulsa -
if Schafer arrives

Tulsa - Ellsworth + Kleist.

Agency was supposed to have today ⁵

to RN

6/13
Ellsworth

Ellsworth & Adams have talked to Sub
more approp.

re release of poll - ck Barnum on both approp

E rode out to Tulsa of Sub
says he'll notify RN + E before making move
Don't know timing will say he's discussed w/ both
assures when makes cand + exec Pres - if nominated will win
+ N wld be fine
both Keldit + Adams will say we get 25 or more Pa deliq.

will make a stat - wants to start
will make big stat - should be next week
will take care of expense
arrange for it

More
Stat

Hatfield - ready to make a
w/ RN - talk - will make big stat
days two later - will make big stat
before 10 tomtu

Put out all at same time
get name of org raised to
say taken
what else on the counter asked
re how many goes we have
etc - what funds
Romney do -

6/13 Ellsworth

6/13
Ellsworth
to RN

Ellsworth -
feels Rhodes + Romney ^{act to forward} will do nothing
fore will do nothing - This under lot of pressure

Hatfield - N call H + invite him to come up Mon =
sooner the better - no one else there

will try to get McCall to something

this Agnew w/ come - but not til after Jan 22 St. Crow.

RN

6/13
RN

re: Penna poll - Buchelder
showing us against

→ what has Mitchell done on Brownell } should RN call
did we get poll to him? } Schaefer -
ck w/ Rose - memo on } won't do if it's gone
(NO)

Illinois Pa NJ - get around.

Ellsworth in
Tulsa

Mitchell - call RN -

Call Ellsworth - report on Pa - what do w/ Schaefer

NJ final figure =

Illinois delegate =

maybe just as well off as before
thought prior to Sch coming out - our guy should convince
expects him to endorse NR
+ give poll figs

Can Hatfield make
a start? of end. RN
Volve anytime?

Brownell - several mos. ago Schaefer told NR he'd come out for him
now trying to get out of it - hard

Brownell advises agent calling Schaefer - come less thick

maybe to call Sch - say RN doesn't want to endorse him
but

? done

H-M-N - must put man in chg of each state

tel Rose w/ g/ the Brownell

David E. Neil Youth Center
travel doctor

to RN
6/13

no-on Cholera at Coms.
Card School is off record

RN on sched
Capt. Nations
Phila

Wants about H. Stages
want to know exactly when
Gallup was in field. ?
Can't believe it's that strong. ← RN

1:00 tonite
after 2:00

All editors later when
more impact

Appts

- I go over w/ C
- at present - several have to see
already ok'd in past
take about 4 hrs Mon + 4 Tues
10-12³⁰ 2-4
re cats + dogs - hi priority basis
2/3 finance guys - lunch Stanton
leave rest of day - evenings free
Maxwell lunch 19th OK
News etc dinner there - early
don't want Woods Rentschler
private dinner basis.
get a private plane - in + out.

RN 6/13

400 C+H = re sched.

Rose
others. accept.

Mitchell - must have one line command on each

↳ Get Michael to say something. OK

Can't turn Agnew - NO

~~Comment - poll staff for E~~

Ellsworth 8/14

RN

1- Volpe will call about 3:15

2- R. Schaffer - trying to come out
This weekend - Meet Pres taped
tomorrow noon - shown Sun. noon
- This AM gave E uncertain notice
that he might - asked how he
could reach RN
- E thinks N should take call
- E asked what he will support if
N is nom. + expects he will win

Romney Schaffer Bartlett Agnew
B will say N nom + will win

3 Agnew - had brief mtg
- didn't think going to do it
- said wanted talk to E some more
- told new people last nite
N will be nom
he agrees w/ N's positions

4- Volpe tomorrow AM - final bus. session
will offer 11th conduct
Schiff will 2nd
Kirk in support - + Agnew
hope will start ball rolling

Phone Plan Alan Peterson
6/14

Pay supervisors a salary

"Expense money" to callers - 1.00/hr or so (cash

voting age pop. - \div by 2 (2 per home)

\div 8/10 (ea. vol. covers 8/10 homes)

[use Billy Graham's list & people] {

\$ 200,000

staff at national HQ
do basic research

Cook County 2,500,000 1,250,000

$\frac{200}{6\sqrt{25,000}}$ volunteers

3 weeks - 15 days

40 per phone per day 600

200 phones for 3 weeks + 1 week call-back

Oct 5 - Nov 5

8

HQ
↑

4 boiler rooms & 50 phones

1 mgr

2 shifts - 1 supervisor

8 super

50 callers

400 calls

6 typists

48 typis

Model is 109.

10 mgrs =

H.Q. -

Rowley mtg 6/14 / RN Mtg
w/ C re sched
6/14

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

Sat. 10⁰⁰ M + H - political Price Paul Sched.
11⁰⁰ PR group - G, K, H, S, T, Boister + Harlow
Safire not M
then K + I meet w/ Safire + work w/ him
dont let G. in any political mtgs.

strategy -

→ find out statewide TV - Pa + Ohio - 1 hour prime time
Mary Phil Pitt. Cleve Col
Cain Dapt

What about using telethon material

2³⁰ scratch it Research = Issues = Buchanan - Price
Harlow - Whalen - Gadsden
? Billant - Thompson

→ have 50-60 Cong. sign resolution re 11⁰⁰ Cndnt

→ has Life endorsed NR? editorially

RN
C
ck Mon

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 R⁴ to see if it is okay for me to move off on this-----.

hold til Mon

Kuchel won't appear anywhere w/ Rafferty
" will go all out for NorRock - not RR
no hope of reconciliation

if can meet w/ Rafferty + keep off record OK
but if known will be real problem in Calif

C → RN shld call Kuchel = cheer him up a bit
(great wave of sympathy now.)
ask what role he wants to play -
how handle Rafferty

→ Don't meet Rafferty now
Rafferty =

RR/PR Comm.
6/15

- wait couple weeks on Safire etc to eds. - def. not now
- go ahead w/ Buchanan deleg, party leader etc.
- big q. is timing - stunt by Mitchell is OK (but not yet.)
G. arg. for doing now is so not to appear panicking etc.
need a get answer for press + our people
as to what we're doing
- re q. on what is N's position - use quote + date of
previous stunt rather than paraphrase RN
- probably OK to use M stunt - tied to Sun CBS w/ty
re aduty: will have news in couple of days
K he show using elements of telethon
taping interview panel re:
all directed to No. start campaign early
Pa blanket 10,470; Ohio 7,300;
why not by telethon cut in one of these
- N - must play our game - & not on their ground.
- most eff. thing in changing votes was telethon in Ore.
diff of using now is q. of level of interest
also will probably want to use ^{orally} rally in fall
so leaves Hillsboro - but hit directly, not mood stuff
re Wallace takes from us in key states - not racist
he symbolizes protest re law + order
polls in Ore. showed K stronger than N in respect for law
we didn't get it thru tel telethon

PR 2
6/15

time for playing to Restons etc is now gone
RR did well one cause he was the Wallace then - ^{was} simplistic
in natl terms - won't cut W by mood + being bland

quite soon we've got to hit it - on 2-3 issues

G-mood does help to make other things more believable

Study re alienated groups BrW, L+R

Appeal has to be on basic simple principles of ^{right} wrong
& ability to deliver - believability

genly agree shd not use telthru early

RN tempted anyway

→ try now to buy prime time for telethons in fall

→ when go in states - will have to meet press

— agree we can do controlled TV

⇒ crank up airport crowd in Mich. etc

forget natl things now + probly later

NJ, Pa, Ohio, Ill, Mich, Calif, Texas

run thru in those 7 than 5 natly

zero in on these - they'll have minime effect on rest

35 states we shd do nothing in - but don't look like it

Decisions

Mitchell stunt out of CBO

RW/m
6/15 Polit Strat

Convention - who in charge

publy R. Morton - still prob. up trail

reg mtg of polit. group - disc + make fundamental decisions

& any thing confid. - H-M + one other F

none of PR types - G, K, E, H, Wallas - ? Brownell, can we trust

look for poss. of adding someone

re person sched -

KL - have Klein go to all mtgs if Gov. Conf etc

will meet w/ PR people today G-Sh-KL-Ta-P

Black in
Strat } we'll get the Dem votes out of Wallace 15% - not Negroes etc
as Wallace vote shrinks we get 2 for ea one H gets

the election is in the mid-conservative area

M - get an officer in charge in each major state -

Michigan - - Hood

Pennsylvania - -

Ohio - -

Illinois - - Hood

California - -

Texas - -

New Jersey - -

from Gov. on have battle plan for ea. state

use Seaman etc. in chg of safe states - not Nebr.

"Towa think" - Rhodes write comm. NR before Conv, publy not us.
M ✓

RN
6/15

Should have on Bus. Council
Stanton - Howard Morgan instead of McElroy
Bud Gray - Wheelpool

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

Vinnie Andrews - Claudia Val

re Rose take off - maybe re-then Claudia can do something
go to Key Biscayne or Calif

They should really go forward - Citizens
ie. pick up Kennedy spots comm.

w/ Klein - don't let him convey neg attitudes in mtgs
be sure he puts on good strong front