

ADMINISTRATIVELY CONFIDENTIAL

TENTATIVE PLAN

CABINET MEETING  
DECEMBER 19TH, 1969

Description: Meeting with the 19 other Cabinet members and approximately 120 sub-Cabinet members ... in the East Room from 3:00 to 5:00 p. m., Friday, December 19th, 1969 ... with reception to follow, 5:00 to 7:00 p. m.

Objectives: To highlight and publicize the Administration's major "first year" accomplishments -- to highlight and publicize the more significant goals for CY '70 -- to let the sub-Cabinet members know that they are an integral part of the Administration and that their efforts over the past 12 months are fully appreciated -- to provide a memorable Christmas occasion for the Cabinet Meeting participants and their families.

President: Approximately 4 hours -- a 2-hour meeting followed by a 2-hour reception (or only a portion of each).

Press Coverage: The White House photographer and the White House press photographers should be allowed into the East Room for some 2-3 minutes immediately after the meeting is called to order ... i. e. approximately 3:05 p. m. The White House photographer and 1 or 2 helpers (whatever is the normal procedure) should be allowed to wander from room to room on the first floor of the White House during the reception hours. - Ziegler/Stuart

ADMINISTRATIVELY CONFIDENTIAL

ADMINISTRATIVELY CONFIDENTIAL

Follow-up:

Immediate:

Get a list of meeting participants to Connie Stuart and Lucy Winchester by the close of business on Thursday, December 11th, so that invitations to the reception can be prepared and mailed. - Butterfield

Get invitations to the reception prepared and mailed out. - Stuart/Winchester

Send a memorandum to Cabinet and sub-Cabinet members giving more details of meeting than were outlined in the November 25th (preliminary) memo. - Butterfield

A list of names of Cabinet Meeting participants should be given to Messrs. Ziegler, Klein, Nofziger and Keogh no later than Wednesday noon, December 17th. - Butterfield

Obtain from each Department head a written outline of the remarks he intends to make at the meeting and pass this information to Ziegler, Klein and Nofziger by the close of business on Wednesday, December 17th. - Butterfield

The White House Press Office makes it known the day prior to this scheduled Cabinet Meeting that the meeting's theme will be "End-of-Year Reports and Major Goals for CY '70". - Ziegler

Have Cabinet members arrive early for photograph at the Cabinet table in the Cabinet Room. - Butterfield

Have Ollie Atkins quickly print the photograph taken in the Cabinet Room and get a copy to Dick Garbett at the RNC so that it can be inserted in the December 22nd issue of "Monday". - Ziegler

ADMINISTRATIVELY CONFIDENTIAL

ADMINISTRATIVELY CONFIDENTIAL

Future:

Herb Klein should mention the event and the significant accomplishments and goals at an appropriate near-future opportunity (press interview, speech, etc.). - Klein

Dick Garbett should insert information on the event, along with news of significant achievements and goals, in the December 22nd issue of "Monday". - Garbett

See that the list of accomplishments reported by Cabinet members is given to Jim Keogh for possible use in the President's State of the Union message. - Butterfield

Project Manager - Butterfield

ADMINISTRATIVELY CONFIDENTIAL

POW  
Wives

ADMINISTRATIVELY CONFIDENTIAL

TENTATIVE GAME PLAN

MEETING WITH APPROXIMATELY 15 WIVES  
OF U. S. PRISONERS OF WAR AND SERVICE-  
MEN LISTED AS "MISSING IN ACTION"

Description: Meeting with approximately 15 wives of U.S. prisoners of war and servicemen listed as "missing in action" . . . in the President's office from 10:00 to 10:30 A. M. , Friday, December 12, 1969.

Objective: To demonstrate the President's deep concern for U.S. servicemen listed as "captured" and "missing", for the care and treatment they are receiving from their captors, and for their families here in the United States.

President: 30 minutes.

Press Coverage: The ladies (mostly wives, but some mothers) will meet with the President and Mrs. Nixon. Almost immediately the White House press photographers will be allowed in for photographs. After the Oval office discussions are over, the President and Mrs. Nixon, accompanied by the POW wives and mothers, will move across the hall to the Roosevelt Room where the President will make a statement to the press. Call the home town news services of ladies scheduled to be present so that they have the opportunity to come to the White House and cover the event. -- Ziegler

ADMINISTRATIVELY CONFIDENTIAL

ADMINISTRATIVELY CONFIDENTIAL

Follow-up:

Immediate:

1. Have press conference facilities remain in place in the Roosevelt Room immediately following the departure of the President and First Lady so that a pre-designated spokesman for the group of POW wives and mothers can make a statement and possibly answer a few questions posed by press corps members present. -- Ziegler
2. If there is not a home town news service to cover each area represented by the attendees, insure that Ollie Atkins prints a sufficient number of appropriate photographs to cover mailings to all home town newspapers and major home state newspapers. -- Ziegler

Future:

1. Have Herb Klein mention the event and its significance at an appropriate near-future opportunity (press interview, speech, etc.). -- Klein
2. Have Dick Garbett insert the event as a news item in the next issue of the RNC's "Monday". -- Garbett

Project Manager -- Butterfield

ADMINISTRATIVELY CONFIDENTIAL

Tell it  
to Handi  
Come

ADMINISTRATIVELY CONFIDENTIAL

TENTATIVE GAME PLAN

PRESENTATION OF SIGNATURES OF SUPPORT  
FOR THE PRESIDENT'S VIETNAM PEACE PLAN  
BY THE "TELL IT TO HANOI" COMMITTEE

Description: Presentation of signatures of support for the President's Vietnam peace plan by the "Tell It to Hanoi" Committee . . . in the President's office from 10:30 to 10:45 A. M. , Thursday, December 11, 1969.

Objective: To highlight the nationwide support being given to the President's peace plan and to thank the citizen participants through officers and members of the "Tell It to Hanoi" Committee.

President: 15 minutes.

Press Coverage: Four or five officers and members of the "Tell It to Hanoi" Committee will meet in the Oval office with the President. Almost immediately the White House press photographers will be allowed in for the purpose of photographing the Committee President (William "Pat" O'Hara) presenting the signatures of support -- or replica thereof -- to the President. -- Ziegler

Follow-up: Immediate:

1. Make press conference facilities available in the Roosevelt Room immediately after the meeting for a quick session with the Committee President, "Pat" O'Hara. -- Ziegler

ADMINISTRATIVELY CONFIDENTIAL

ADMINISTRATIVELY CONFIDENTIAL

Future:

1. Have Herb Klein mention the event and its significance at an appropriate near-future opportunity (press interview, speech, etc.). -- Klein
2. Have Dick Garbett insert the event as a news item in the next issue of the RNC's "Monday". -- Garbett

Project Manager -- Butterfield

ADMINISTRATIVELY CONFIDENTIAL



Peti-  
tions:  
Congr

ADMINISTRATIVELY CONFIDENTIAL

TENTATIVE GAME PLAN

PRESENTATION OF CITIZENS PETITIONS  
OF SUPPORT FOR THE PRESIDENT BY  
APPROXIMATELY 50 MEMBERS OF THE CONGRESS

Description: Presentation of citizens petitions of support for the President by approximately 50 members of the Congress . . . in the President's office from 10:00 to 10:25 A. M. , Tuesday, December 9, 1969.

Objective: To highlight the nationwide support being given to the President's peace plan and to recognize that support by thanking the citizen participants through their elected representatives.

President: 25 minutes.

Press Coverage: Congressmen will be gathered in the company of the President in the Oval office, or in the Roosevelt Room if the extra space is necessary. The White House photographer (Ollie Atkins) will quickly photograph each Congressional attendee presenting his petition or resolution to the President. Immediately afterward the White House press corps and photographers will be invited in while the President makes a brief statement of thanks to the entire group. -- Ziegler

Follow-up: Immediate:

1. Make press conference facilities available for Congressional attendees after the session with the President

ADMINISTRATIVELY CONFIDENTIAL

ADMINISTRATIVELY CONFIDENTIAL

(Roosevelt Room). -- Ziegler

2. Have Ollie Atkins print his pictures quickly. -- Ziegler
3. Have Bill Timmons and Ken BeLieu deliver prints of the pictures to the Senators and Representatives concerned . . . . for their eventual release to news services in their respective states. -- Timmons and BeLieu
4. Obtain from Bill Timmons and Ken BeLieu a complete list of all attendees so that it, and the purpose of the meeting with the President, can be inserted in the Congressional Record. -- Nofziger

Future:

1. Have Herb Klein mention the event and its significance at an appropriate near-future opportunity (press interview, speech, etc.). -- Klein
2. Have Dick Garbett insert the event as a news item in the next issue of the RNC's "Monday". -- Garbett

Project Manager -- Butterfield

ADMINISTRATIVELY CONFIDENTIAL

Nov 3  
Speech

GAME PLAN  
FOR  
THE PRESIDENT'S PURSUIT FOR PEACE SPEECH

(Second Post-Speech Update ... Covers Period Nov 10-Dec 31)

1. National Unity Week begins ... increased display of American Flag (offices, homes, automobile bumpers and windshields, lapel pins, etc.), increasing display of porch lights and automobile headlights during daylight hours, and beginning of series of patriotic rallies throughout the country. Nov 10-16
2. Beginning of second barrage of wires and letters to the President. Nov 10-16
3. Continued public support given to the President's Vietnam stand by such spokesmen as Governors, Senators and Representatives, Mayors and County officials, business leaders, and officials of veteran and patriotic organizations. Nov 10-16
4. Series of short TV spots highlighting theme of President's speech and pointing toward Perot's half-hour TV special scheduled for Sun, Nov 16. Nov 10-16
5. Series of short (Washington, D.C. area only) TV spots and handbills advertising Veterans Day Freedom Rally at the Washington Monument. Nov 10-11
6. Distribution of RNC's "Monday" ... featuring President's pursuit for peace speech and the Gallup poll results (77% supporting the President) as well as the tremendous response to the speech as indicated by wires and letters received. Nov 10
7. Local marches of policemen and firemen ... on a nationwide basis ... all in support of the President. ("March of Confidence" scheduled for Noon local time in all areas.) Nov 10
8. Veterans Day activities. Nov 11
  - President visits Veterans hospital
  - Local armistice ceremonies held nationwide
  - Washington, D.C. Freedom Rally (Washington Monument, 2:00 p. m.)

9. Publicity given to Justice Department's release re undesirable character of certain groups participating in the New Mobe Committee's "March Against Death". Nov 11-13
10. (Possible) injunction against demonstrators' use of names of those killed in Vietnam. Nov 12
11. (Possible) advertisement in San Francisco and Washington, D. C. papers protesting demonstrators' use of names of Vietnam dead (by 5-7 incensed wives and mothers -- or by entire Association of Gold Star Mothers with membership totalling 18,000). Nov 12 or 13
12. Continued display (after Veterans Day) of American Flags throughout Washington, D. C. ... agreed to by Mayor Washington. Nov 12-16
13. Continued light pressure applied to key Congressmen re early passage of House and Senate resolutions (Ford's in the House -- Dole's in the Senate) supporting the President's Vietnam peace plan. Nov 12-15
14. Distribution of 1 million handbills to college campuses throughout the nation ... all bearing the "Support the President" theme. Nov 13
15. Booklets on President's speech back from printer Nov 13
16. Publicity given to "National Unity" and "Support the President" themes by GOP leaders at Des Moines meeting. Nov 13-14
17. Publicity given to Apollo XII launch and associated activities. Nov 13-14
18. Apollo XII launch and President's attendance. Nov 14
19. Circulation by Herb Klein's office and State Department of President's speech in finished booklet form. Nov 14

20. Full-page ad in New York Times and New York Daily News featuring picture of the President and George Romney and the Oval office desk loaded with telegrams responding to the "pursuit for peace" speech . . . and the Gallup poll's reported figure of 77% supporting the President. (Same as cover of current issue of "Monday".) Nov 14
21. Continuation of activities by college Republican leadership's "Tell It to Hanoi" program. Nov 14-15
- Circulating of "Support the President" and "Put the Pressure on Hanoi" petitions and Vietnam fact sheets . . . as well as excerpts from the President's pursuit for peace speech.
  - Writing of letters to editors of newspapers and magazines.
  - Encouraging of U.S. Flag display, automobile and porch lights, lapel buttons, visiting hospitalized Vietnam veterans, etc.
22. National Unity Week Committee press conference (Washington, D.C.) and planned activities in nation's capital. Nov 14-15
- Making public selected letters to the President from supporters of his Vietnam policy.
  - Possible appeal before both houses of the legislature for resolution proclaiming second week in November National Unity Week . . . henceforth.
23. TV camera crews and still photographers at work. Nov 14-15
24. (Possible) public announcement of support for the President's position on Vietnam by the Vatican. Nov 14 or 15
25. (Possible) heavy publicity re injunction against demonstrators, or public protest against demonstrators, for using the names of those killed in Vietnam to enhance effectiveness of moratorium. Nov 14-15

26. Circulation of 30 million "Support the President" coupons via Junior Chamber of Commerce, American Legion and VFW. (Perot -- IBM cards) Nov 14-15
27. Congressional spokesmen and others publicize selected extracts from foreign press ... indicating aid and comfort given to the other side by dissenters. Nov 14-15
28. Publicity given to President's peace crusade via loudspeaker and radio and TV commentary at all NCAA football games nationwide ... and as a part of some half-time ceremonies. Nov 15
29. Publicity given to the President's peace crusade and the "importance of unity" (by National Unity Week Committee) at all NCAA and professional football games nationwide. Program will call for patriotic theme and each person in the stands shaking hands with those next to him. Nov 15-16
30. Full-page ad in 103 leading newspapers. (Perot) Nov 16
31. One-half hour TV spectacular ... and reading of selected letters and wires received by the President in response to his Nov 3rd speech. (Perot) Nov 16
32. Dr. Norman Vincent Peale to use selected letters and wires received by the President. (Some publicity) Nov 16
33. Apollo XII message. Nov 17-18
34. Half-page ad ("a statement of support for the President's position on Vietnam") in the New York Times, Washington Post, Cleveland Plain Dealer and Christian Science Monitor. Nov 17
35. Passage of resolutions supporting the President ... locally throughout the nation by various groups. Nov 17-23
36. Continued publicity given to numbers of letters and wires received by the President. Nov 17-23

- |     |   |           |
|-----|---|-----------|
| 37. | Continued support given to the President's Vietnam position by spokesmen (Governors, Senators, etc.)  | Nov 17-23 |
| 38. | Series of short TV spots by National Unity Week Committee pointing toward November 23rd TV spectacular.   | Nov 17-23 |
| 39. | (Possible) proclamation (official or unofficial) of "Solidarity Day".   | Nov 22    |
| 40. | Appropriate use of Human Events magazine.   | Nov 17-23 |
| 41. | National Unity Week Committee's one-hour TV spectacular ... and reading of selected letters and wires received by the President.  | Nov 23    |
| 42. | Possible program (to be planned) in conjunction with Thanksgiving day.  | Nov 27    |
| 43. | Announcement of red, white and blue Volkswagon mail motorcade ... to travel from West to East to Nation's Capitol and to the White House.   | late-Nov  |
| 44. | Publication and circulation of December issue of Reader's Digest ... containing a story of response to President's "pursuit for peace" speech and samples of letters and wires received by the President. | Dec 1     |
| 45. | Appropriate use made of TV camera crews' film.  | Dec       |
| 46. | Plan for bringing to Washington a representative group of POW wives for call on the President.  | mid-Dec   |

RESUME' OF THE NOVEMBER 3RD SPEECH GAME PLAN

Resume' of Total Plan

- Enlist the help of known trustworthy persons
- Establish a simple communication and action net
- Draw up a workable plan
- Insure that all participants clearly understand the organization, theme and method of approach
- Implement early pre-planned actions (first 48 hours after speech)
  - Barrage of wires and letters to the President received at the White House
  - Publicity given to support for the President by spokesmen (Governors, Senators and Representatives, Mayors and county officials, business leaders, and officials of veteran and patriotic organizations)
  - Support by newspaper columns and editorials, and by radio and TV commentary
  - Increasing daily display of the American Flag (offices, homes, automobile bumpers and windshields, lapel pins, etc.), gradually increasing display of porch lights and automobile headlights during daylight hours, and beginning of series of patriotic rallies throughout the country
  - Support given by Administration spokesmen via public appearances, TV interviews, etc.
  - Release of statistics of Gallup (telephone) poll
  - Resolutions of support by various organizations (local publicity)

- (Possibly) Congressional letters of support
- Full-page ad in the 100 leading newspapers(Nov 5)  
(Safire-Perot)
- Implement later pre-planned actions (November 5-16)
  - Pro-Administration ads directed at critical Senators and Representatives ... run in their home town and home state newspapers (Nov 9)
  - Full-page ad in the 100 leading newspapers (Nov 9) (Perot)
  - (Possibly) Day of Prayer and Concern for U. S. Prisoners of War ... by Congressional resolution
  - Publicity given to interviews of POW wives in their unanimous support of the President's plan for peace
  - National Unity Week begins (Nov 10) ... increased display of U.S. Flag, auto and porch lights, bumper stickers, and lapel pins
  - Series of short TV spots throughout the week (Nov 10-16) highlighting theme of President's speech and pointing toward one-hour TV spectacular at the end of the week
  - Distribution of RNC's "Monday"
  - Nationwide march of policemen and firemen ... in support of the President (Nov 10)
  - Veterans Day (Nov 11) ... armistice ceremonies nationwide ... Washington, D. C. freedom rally ... patriotic rallies and speeches elsewhere ... release of the President's Veterans Day message
  - Continuation of wires and letters to the President at the White House; public pronouncements of support by Governors, Mayors, Congressmen, Administration spokesmen, etc.

- Circulation of State Department and RNC reprints of the President's speech . . . in booklet form
- Press conference held by Justice Department re character of New Mobilization Committee leadership
- Publicity given to support for the President by GOP leaders at Des Moines meeting
- Publicity given to Apollo XII launch and associated activities
- Groups bused in to Washington, D. C. from surrounding states to show support for the President's peace crusade while New Mobilization Committee's activities are in progress
- Publicity given to the President's peace crusade via loudspeaker at all NCAA football games nationwide and via radio and TV commentary to listeners and viewers of NCAA games
- Full-page ad in the 100 leading newspapers (Nov 16) (Perot)
- One-hour TV spectacular (Nov 16)
- Announcement of Volkswagon mail motorcade which will bring letters of support to the President from West to East . . . and from the Capitol steps to the White House

PLEASE TREAT AS CONFIDENTIAL

MASTER COPY

GAME PLAN FOR THE PRESIDENT'S  
NOVEMBER 3RD SPEECH ON VIETNAM

PLEASE TREAT AS CONFIDENTIAL

## MASTER

### GAME PLAN FOR THE PRESIDENT'S NOVEMBER 3RD SPEECH ON VIETNAM

#### Plan in Six Phases

- Phase I. Recruit - Enlist the help of known trustworthy persons.
- II. Organize - Establish a simple communication and action net.
- III. Prepare - Draw up a workable plan.
- IV. Inform - Insure that all participants clearly understand the organization, theme, and basic plan.
- V. Initiate - Implement early pre-planned actions (i. e. first 48 hours after speech).
- VI. Follow-on - Implement later pre-planned actions (i. e. November 5-16).

#### Phase I. (Recruit)

1. Game Plan Committee -
  - a. Submit names of known trusted persons who might assist in one or more ways.
  - b. Concentrate on the selection of 2-3 (outside) prime movers who can visibly perform the necessary coordinating functions.
2. Charles West -
  - a. Submit names of known trusted persons who were helpful during the ABM controversy.

- b. Revive known committees and organizations which helped during the ABM controversy but have been relatively dormant since.

3. Dwight Chapin -

Submit names of known trusted friends of the President.

## Phase II. (Organize)

### Alex Butterfield -

- a. Establish an internal (WH Staff) organization which can make contacts with the news media; the Congress; the RNC and its State Chairmen; the State Governors; city mayors, and county officials; Departments and Agencies; the business community; veteran and patriotic groups; private groups; etc... and which can operate quickly and smoothly.
- b. Insure that a central coordinating office is set up outside of the WH -- preferably in Chicago.
- c. Insure that after being security checked every private individual and group expressing a desire to assist is tied-in to the central coordinating office.
- d. Insure that the central coordinating office has a log of the names, addresses, and phone numbers of private individuals and groups, and beside each the description of one or more (voluntary or assigned) programmed activities.
- e. Set up a very limited use communication link between the WH and the director of the central coordinating office.

## Phase III. (Prepare)

1. Game Plan Committee -

- a. Settle on a simple slogan which, unlike the "Tell It to Hanoi" line, gives loud and clear evidence of

solid backing of the President on Vietnam ...  
something like "We Support the President",  
but catchier.

- b. Determine prior to Friday, October 31st, what "lines", phrases, etc. might be inserted into the President's November 3rd speech ... things which will challenge responsibility and in various other ways be advantageous to the total PR effort. (Submit suggestions to Alex Butterfield.)

2. Harry Dent -

- a. Work out an arrangement whereby both Holton and Cahill enthusiastically support the President's peace plan (crusade) during their November 3rd TV appearances.
- b. Check with John Ehrlichman and/or Bud Krogh and insure that arrangements are made for a senior official at the Justice Department to hold a large press conference and there expose the backgrounds of many of the known instigators and leaders of the planned November 13-15 marches.
- c. Arrange a Gallup Poll on the impact of the speech and its reception ... for the period immediately after November 3rd ... and for publication, if possible, November 12 or 13.

3. Lyn Nofziger -

- a. Review the entire list of U.S. Representatives and Senators and place beside each name a +, -, or ? indicating our assessment of his or her willingness to support now (before the speech) the President's plan for achieving an honorable settlement in Vietnam.
- b. Prepare two appropriate letters of support for the President and his plan for peace in Vietnam -- letters written in terms sufficiently broad to attract both Findley and Tower. Without mentioning letters to any Congressmen, line up support and plan to get at least 250 House and 50 Senate signatures immediately after the speech ... for public announcement on November 5th. This single action would go far

toward serving as proof positive, to the nation and the world, that the American people are united behind their President. (This might be given impetus by the 1967 statement by Frank Church and the Appeal signed by 16 Senators.)

- c. Prior to October 31st designate key Congressmen -- those who can attract the most attention -- to give supporting talks on the floors of the House and Senate ... and to keep it up through November 14th.
- d. After getting a line on which Senators and Representatives tend to sympathize with the "peace" theme of the planned November 15th "March Against Death", arrange through Bud Krogh for special private background briefings for these Congressmen ... by a senior Justice Dept. official. (When confronted with the facts, some may lose sympathy and throw more support our way.)

4. Bill Safire -

- a. Prepare at least 2 full-page or half-page newspaper advertisements to play up the "We Support the President's Plan for Peace" theme.
- b. Compile numerous actual remarks about the President by foreign Chiefs of State ... to show Americans how foreigners view him, and how extraordinarily well he's leading the nation.

5. Jeb Magruder -

Alert our "wires and letters to the editors" apparatus to the support-the-President effort scheduled to begin November 4th and run through the subsequent 12-day period. Letter writers should be well briefed as to theme and addressees.

6. Peter Flanigan -

Look carefully at business community leaders and Business Council members, especially in New York and east of Chicago, to see who among them might be helpful in leading segments of our planned national "Support the President" campaign. Make contacts and devise a list of names of those who will help, and/or mobilize with others.

7. Henry Kissinger -

- a. Prepare well in advance of the November 3rd speech a sufficient quantity of background materials and statistical data to support the content of the President's speech. This material must go to Herb Klein, Lyn Nofziger, and Ron Ziegler as early as is feasible.
- b. Personally telephone Governors Reagan and Rockefeller and explain importance of each supporting the President and doing all possible to rally the citizens of his State to visibly demonstrate their support.

8. Jim Keogh -

- a. Prepare one-liners and a one-page fact sheet ... to be distributed to key Congressmen, the central coordinating office, all State Governors, business leaders, veteran and patriotic organizations, etc.
- b. Prepare numerous short, punchy, factual rebuttals to the standard "get out now" line, and distribute them to Herb Klein, Lyn Nofziger, and Ron Ziegler.
- c. Include in the President's Veterans Day message some of the salient points to be made on November 3rd, and some mention of his (and America's) deep concern for U.S. POW's.

9. Charles West -

Prepare a list of all groups and organizations which have officially or unofficially pledged their support to back the President. Indicate under each the name, address, and telephone number of the "contact" representative.

10. Jim Allison and Dick Garbett -

- a. Prepare a skeleton supporting statement for Rog Morton to issue from Hawaii immediately following the President's talk.

- b. Prepare a separate plan whereby all participants and observers at the Western States GOP meeting in Hawaii (November 3-5) demonstrate loud and clearly their wholehearted support for the President's Vietnam peace plan.
- c. Plan to advertise support of the President's peace plan in the October 31st issue of "Monday", and set aside plenty of space to feature the salient points of the President's November 3rd talk in the November 7th and 14th issues of "Monday", and in "The Republican", which goes to press November 20th.
- d. Plan to print the President's entire speech -- in booklet form, nicely done, about 10,000-12,000 in quantity -- to be distributed widely and appropriately by the RNC and its field resources. Give special thought to the title of the booklet; it should call clearly for unity ... a united America... etc.
- e. Prepare a plan whereby all participants and observers at the Mid-west GOP meeting in Des Moines (November 13-15) demonstrate loud and clearly their wholehearted support for the President's Vietnam peace plan.

11. Alex Butterfield -

- a. Contact Hobe Lewis and insure that his "editorial" ad is printed in the next issue of the Readers Digest. (Check feasibility of U.S. Flag or similar type insert.)
- b. Make contact with Sybil Stockdale (who represents prisoner-of-war wives) and check discretely to see if her group would speak out publicly in support of the President's announced Vietnam policy.
- c. Before Monday, November 3rd, devise special plans for Sunday, November 9th, and Tuesday, November 11th (Veterans Day); also review and revise as necessary our plans for November 13-15.
- d. Set up a system whereby key news sources are monitored by designated persons who can detect significant changes in trends and recommend appropriate (counter) actions. (Monitors to serve as a strike force.)

12. Herb Klein -

- a. Review newspapers throughout the country and designate in an appropriate order the 100 which by their advertisements, editorials, columns, etc. will provide the greatest impact on the nation.
- b. Make arrangements now for a joint press conference, with Laird and Rogers participating, on November 5th or 6th.
- c. Make arrangements for a televised panel discussion to be held on the night of the President's talk ... immediately after the talk. Participants should be well chosen ... perhaps John P. Roche, the columnist who supported the President on ABM and who is supporting the President on Vietnam; Leo Chern; Paul Douglas; Frank Borman; John Glenn, etc.
- d. Make contacts now for an appropriate article in a national magazine ... to be published if at all possible closely on the heels of the President's November 3rd talk. (Article to feature and explain salient points of the President's plan for peace.)
- e. Work out a plan whereby members of the press will be sent for comment to such persons as HHH, Dean Acheson, Nelson Rockefeller, etc. immediately after the President's talk. (Evening of November 3rd and next day.)
- f. Look into the possibility of getting Acheson and Rusk to appear on nationwide TV ... on either Sunday (November 9) or during one of the periods November 4-6 or November 12-14.
- g. Set up a schedule or plan for how we might get continual follow-up stories out to the press telling of the "fantastic loads of mail" pouring into the WH every hour ... "all letters and wires enthusiastically supporting the President" ... etc.
- h. Review list of known entertainers (the younger the better) who might support our campaign by public statements and/or appearances.

- i. During the period November 4-16, encourage and arrange, to the extent possible, heavy speaking schedules and TV appearances by key Administration officials.
- j. Plan to make the maximum use possible of time on the TODAY Show -- scheduled for Washington, D.C. during the first week of November.

13. Dir, CCO -

- a. Have the Citizens Committee for Peace with Security (Casey-Mulcahy) devise a mailing list from responses to their "Tell It to Hanoi" ad ... and use it to solicit more signatures, and contributions.
- b. Have the Citizens Committee for Peace with Security (Casey-Mulcahy) go ahead now with the manufacture and distribution of "Tell It to Hanoi" lapel buttons ... and U.S. Flag lapel buttons.
- c. Have the Citizens Committee for Peace with Honor in Vietnam (Washburn), the "veteran and patriotic" groups, the US/CC and all others which will ... go ahead now with the manufacture of U.S. Flag lapel buttons and red, white and blue bumper stickers featuring whatever slogan is agreed upon re the theme "We Support the President's Plan for Peace".
- d. Talk to the Washburn Committee, the Casey-Mulcahy Committee, and other groups and individuals to get a firm line on covering all of the "100 best-coverage" newspapers with the selected ads re supporting the President. The best days for these ads across the country are November 4, 9, and 13. We should try to cover all papers on each of these 3 days ... perhaps with modifications of the ad layouts.
- e. Make plans, possibly through Dave Derge, to implement a private nationwide telephone poll (perhaps 1500 or 2000 calls) re individual responses to the President's talk. This must be done now so that poll can be taken the evening of November 3rd and results published on November 4th or 5th.
- f. Settle right away on the best plans for quick and wide distribution of bumper stickers and lapel buttons ...

perhaps through the "veteran and patriotic" organizations to service stations nationwide. (Push through all possible sources quantity manufacture of these 2 items.)

- g. Settle on the best plan for announcing to the nation that those supporting the President should display automobile lights during daylight hours, wear lapel buttons, and fly the American Flag daily from November 4 through November 16.
- h. Look carefully at the business community, especially in Chicago and to the south and west of Chicago, to see who might be helpful in leading segments of our planned national "Support the President" campaign. Make contacts and devise a list of names of those who will help, and/or mobilize with others. See which corporations and companies will help.
- i. Target ads should be prepared now (before the speech) leaving out only the names of U.S. Senators and Representatives to whom they will be directed. After the speech these ads should be completed and put in the key newspapers in the states of the most vocal Congressional opponents of the President's peace plan ... casting each in the role of a dissenter, one who by failure to support and work with our only negotiator (the President), is aiding and abetting the enemy and thereby prolonging the war.
- j. Contact Russell Whitney McFall (formerly with Litton Industries and prior to that G.E.), President and Board Chairman of the Western Union Telegraph Co. ... and see if arrangements might be worked out whereby Western Union ads are widely circulated in newspapers and magazines, and via radio and TV. The ads would say in effect that for a mere 60 cents "you can send a personal 50-word message to the President (or to his Senator or Congressman) letting him know how you feel about the November 3rd speech" ... the Administration's announced plan for peace ... etc. Western Union certainly should be amenable (profit, advertising, public service, etc.); in fact the company might consider buying network time immediately after the President's address, and putting out their own commercial at

that time. (This, of course, in addition to the other ads -- which should begin soon.)

- k. Enlist the help in this campaign of individuals and organizations not previously mentioned - i.e. Boy Scouts; Girl Scouts; Campfire Girls; Student Government Association; student leaders; National fraternities and sororities; Bob Hope, John Wayne and other entertainers; John Glenn, Wally Schirra, Frank Borman, and possibly other astronauts; Ted Williams and other athletes, etc. (The list is long and must be carefully and patiently reviewed.)
- l. Arrange as many regional polls as possible ... telephone and door-to-door polls ... and insure that results get maximum regional publicity.
- m. Set up a letter-writing and wire-sending apparatus ... messages to the President, or to Senators and Congressmen ... pledging support for the President's plan for peace.
- n. Arrange for groups of prominent citizens to visit key news editorial boards and talk to publication officials about the need for encouraging unity.
- o. Arrange to bus in to the Washington, D. C. area as many people (young and old) as possible from the surrounding states -- this to be done November 13 through 15 to counter-demonstrate. There should be no specific goal in terms of numbers, for the purpose is not to compete with the protesters; it is merely to get across the point that not all of the crowd is anti-Administration. The pro-Administration demonstrators should be well-equipped with signs, banners, slogans, etc. showing clear support for "the President's peace crusade." Their banners and signs will stand out especially well if displayed from the backs of trucks and the upper sides of buses. (This is a priority event, one which must be carefully planned in advance.)
- p. Make arrangements for two complete television crews and at least four still photographers to be in the Washington, D. C. area during the period November 13-15. These crews should be professional in every sense of the word. Moreover,

they should be well briefed to stay alert and busy during all phases of the demonstrations and the march, photographing and recording on TV film the worst, rattiest, most disgraceful, despicable and seamy side of what transpires.

- q. Make a survey of foreign press reports concerning the October 15th Moratorium, public appeals by U.S. Senators to "unilaterally and unconditionally withdraw", and other demonstrations of dissent and dissatisfaction ... and compile extracts showing the extent to which these events play into the hands of the enemy. Reprints of this kind of material should be disseminated to carefully designated persons -- most appropriately those who are in positions to exercise some influence on one or more segments of the protest group and who are truly naive with regard to the measure of encouragement their rebellious actions give to the Hanoi government.
- r. Explore the possibility of contacting all Vietnam veterans and soliciting their visible support of the President's peace crusade.
- s. Go all out to arrange for a mass injunction by parents of deceased Vietnam veterans against the reading of their sons' names during mass "peacenik" demonstrations.

#### Phase IV. (Inform)

##### 1. John Whitaker -

Get word to Cabinet and sub-Cabinet personnel that the President's November 3rd address will be a key policy speech and that it must be enthusiastically followed by strong supporting statements at every opportunity ... at least through Sunday, November 16th.

##### 2. Herb Klein -

- a. Carefully and thoroughly brief the "public information" personnel assigned to each major department and agency. It should be made clear to these people that the November 3rd speech is to be a launching platform from which this nation rallies as one behind the

President. They should know the theme and be directed to begin now analyzing audiences scheduled to be addressed by their departments' officials, and preparing appropriate comments in support of the President.

- b. Carefully brief on the follow-up requirement all completely trustworthy editors, publishers, columnists, etc. Do all possible to enlist editorial and column support.

3. Harry Dent -

- a. Personally contact, in coordination with the Vice President and Governor Boe, every State Governor and advise him of the importance of his rallying statewide support for the President's Vietnam position as announced on November 3rd. Suggest that he in turn suggest revival of the "World War II" type display of patriotism ... display of the American Flag for the two weeks following the President's talk ... wearing of American Flag lapel buttons ... etc.
- b. Get Nils Boe to personally contact all individuals on his list of "mayors and county officials", and inform them of the significance of the President's coming November 3rd speech and the importance of doing all possible within their communities and areas to generate enthusiastic and continuous support.

4. Jim Allison and Dick Garbett -

Personally contact, in coordination with Harry Dent, every GOP State Chairman and inform him of all information described in the paragraphs above. Make certain that each understands that the rallying of support for the President immediately following his speech is to be wholly non-partisan and that the more help and participation they can get from the Democratic side the better.

5. Charles West -

Personally contact the representatives of the 12 "veteran and patriotic" organizations which have

worked with us frequently in the past. Contact in addition the Citizens Committee for Peace with Security, the Citizens Committee for Peace with Freedom in Vietnam, the Center for Strategic and International Studies, and the U.S. Chamber of Commerce. Brief representatives on the information cited above and encourage their individual planning for demonstrating immediate post-address support via newspaper advertisements; speeches by officials, national commanders, etc; community rallies; resolutions; etc.

6. Pat Buchanan -

Make personal contact with known trusted columnists and inform each of items mentioned above and try to obtain some indication of immediate and follow-up support for the President's talk.

7. Lyn Nofziger -

Talk to and brief trustworthy GOP members of Congress as to the information above ... i.e. the importance of the November 3rd talk and its serving as a launching pad for a nationwide show of support for the President. It is important that they understand what we have in mind for the talk so that they can use the interim period for thinking out and planning their own actions.

8. Alex Butterfield -

Thoroughly brief the Director of the Central Coordinating Office and his immediate staff as to organization, theme, communication procedures, manner of operation, etc.

9. Dir, CCO -

Thoroughly brief all key individuals and organization representatives on the significance of the November 3rd speech -- that it is to serve as a launching pad for a revival of the "World War II" type display of patriotism ... a grand rally by the great (heretofore silent) majority of Americans to the support of the President and his plan for peace ... a visible demonstration of American unity, etc.

Phase V. (Initiate)

1. Televised panel discussion ... after speech, same night. (November 3)
2. Holton and Cahill give enthusiastic support during their evening TV appearances. (November 3)
3. One-liners and one-page fact sheets distributed to Congressmen, business leaders, governors, veteran and patriotic organizations, etc. (November 3)
4. Rog Morton to make supporting statement from Minneapolis. (November 3)
5. Safire completes layout of 2 full-page ads by inserting appropriate extracts of speech. (November 3)
6. Western State GOP Governors to give supporting statements. (November 3)
7. Implementation of the private nationwide telephone poll. (November 3)
8. RNC's "Monday" is circulated. (November 3)
9. Possible Congressional "Letters of Support" for the President's peace plan. (November 4-5)
10. Gallup poll of reaction to speech. (Nov 4-5)
11. Favorable comments to the press by Dean Acheson, Governor Rockefeller, and others designated prior to speech night. (November 4-7)
12. Accelerated distribution of bumper stickers and lapel buttons via service stations; American Legion and VFW Posts; Kiwanis and other clubs; Boy Scouts; etc. (November 4-7)
13. Advantageous use made of time on TODAY Show -- in Washington, D. C. (November 4-7)

14. Joint press conference with Laird and Rogers participating. (November 4, 5, 6 or 7)
15. Key Congressmen to stand on the floors of the House and Senate and give support. (November 4 and thereafter)
16. Columns and editorials by supporting newsmen. (November 4 and thereafter)
17. Speakers to speak ... Cabinet and sub-Cabinet members, governors, mayors and county officials, business leaders, officials of veteran and patriotic organizations, etc. (November 4 and thereafter)
18. Press conferences by key Congressmen, and business and organization leaders. (November 4 and thereafter)
19. Encouragement given by leaders throughout the country to the daily display of the American Flag and the wearing of American Flag or "Tell It to Hanoi" lapel buttons. (November 4-16)
20. Wires and letters to the editors begin to flow in quantity. (November 4-16)
21. "We Support the President" ads in 100 newspapers across the country. (November 5)
22. Re-check status of article to be published in national magazine. (November 5-7)
23. Groups of prominent citizens visit editorial boards and talk to publication officials. (November 5-15)
24. Known athletes, entertainers to join Administration and other spokesmen and enthusiastically support the President's peace crusade. (November 5-15)

Phase VI. (Follow-on)

1. Careful assessment by Game Plan Committee of how plans are going ... complete status, degree of resistance, etc. (November 6)
2. Publicize results of private nationwide telephone poll. (November 6)

3. Backgrounders on character of mobilization committee leadership ... to designated Congressmen by Justice officials. (November 6-7)
4. Ross Perot's full-page ads ... 50-100 of the largest newspapers ... plus magazines, etc. (November 6-16)
5. Safire's full-page ad. (November 9)
6. Statements of support for the President's peace crusade by POW wives. (November 9)
7. RNC's "Monday" circulated. (November 10)
8. Continue feeding varied one-liners and fact sheets to key Congressmen, business leaders, and other spokesmen. (November 10-15)
9. Personal calls of encouragement to governors, mayors and county officials. (November 10-15)
10. Stimulation of letters-to-the-editors process. (November 10-15)
11. Ads directed at target Senators and Representatives ... in their home states. (November 10-15)
12. Circulation of extracts from foreign press reports proving demonstrations of dissent aid and comfort the enemy. (November 10-15)
13. Circulation of RNC's booklet which reprints the President's speech. (November 10-15)
14. News play on Congressional "Letters of Support" ... much publicity if letters are signed by majority of both houses. (November 10-15)
15. Justice officials hold press conference re character of mobilization committee leadership. (November 10 or 12)
16. Veterans Day program ... implementation of plan ... patriotic rally at Washington Monument ... more mention of "Flag, duty, honor." (November 11)
17. President's Veterans Day message. (November 11)

18. Last publication of Safire's full-page ad. (November 13)
19. Show of support and statements by GOP leaders at Des Moines meeting. (November 13-15)
20. Publicity re final count of signatures to "Tell It to Hanoi" ad. (November 13-15)
21. Bus in numerous groups from within and from outside of local area to show support for the President's peace crusade. (November 13-15)
22. TV crews and still photographers at work. (November 13-15)
23. Implementation of remaining portions of November 13-15 Game Plan. (November 13-15)
24. RNC's "Monday" circulated. (November 17)
25. Continued public statements by organized committees, groups, and individuals. (November 17-30)
26. RNC's "The Republican" circulated. (November 20)
27. Hobe Lewis's editorial in November issue of Readers Digest. (November)
28. Magazine article pointing up salient features, and rationale supporting each, of President's November 3rd speech. (November)

Project Manager - Butterfield