

Chron

October 31, 1969

DAILY NEWS PLAN CRITIQUE
and
MEDIA MONITORING REPORT

...as of 11:15 A.M. daily,
except Sat. and Sun.

...covers past 30-hour period
Tues. thru Fri., and past
78-hour period on Mon.

I. DAILY NEWS PLAN CRITIQUE

- A. Events programmed to be major White House news items Thursday, each followed by reviews of coverage received.

1. HERITAGE GROUP MEETING

a. Newspapers:

Received front page play, along with photo, in most major national newspapers. Reason for prime play was due to President's statement in support of Vice President Agnew. Moved on "A" wire by AP, UPI.

b. Television:

Received coverage on all network news shows, either film or comment.

ABC	1:30 min.	Film of President's statement and the Vice President's remarks ... followed by comment by Bill Gill.
NBC	10 sec.	Huntley report saying the President supports Vice President Agnew.
CBS	20 sec.	Cronkite comment on the President's remark that Vice President Agnew is doing great job.

2. CONSUMER AFFAIRS MEETING

a. Newspapers:

"Consumer Bill of Rights" ... Received front page and prime placement on major national newspapers. Story moved on AP, UPI national wires.

b. Television:

ABC	15 sec.	Smith comment on "Consumer Bill of Rights".
NBC	2:30 min.	Film of Virginia Knauer briefing with Dan Rather comment. This was followed by film of criticism by

Ralph Nader and film of Betty Furness
suggesting stronger support for
Consumer Council

3. PRESIDENT'S COMMENT ON THE SUPREME COURT'S
DESEGREGATION DECISION

a. Newspapers:

The President's comment played as the #1 story in major national papers. It played heavily toward the President's vow to enforce the law while striving to work to eliminate human problems. Moved by AP, UPI.

b. Television:

This was the top story on all TV network news shows.

ABC	6 min.	Smith comment (1 min.) and a Jarriel comment (1 min.) emphasizing the President's support and statement to enforce. Then came a 4-min. follow-up of school children and government officials in Mississippi -- negative comment was directed to the Court, not to the President.
NBC	6:30 min.	Huntley comment: "The President bowed to the inevitable." Kaplow film: "The President sounded like a good lawyer who had lost his case" The Court decision threatens the Administration's "southern strategy". All of this followed by 4 minutes on Mississippi reaction, with film of Senator Eastland and school children.
CBS	4 min.	Cronkite comment: "The Administration acted twice today, once cautiously -- then more positively with the White House spokesman saying he may not have been precise enough earlier." This was followed by 1:30 min. film

of Att. Gen. Mitchell, 3:30 min.
film of Mississippi, Alabama and
Georgia children... plus Senator
Eastland and the NAACP Chairman.

4. OTHER WHITE HOUSE NEWS RELEASES

Received minor attention in national papers -- but were
included in the White House round-up stories.

B. The leading Administration news items were:

- Ambassador Lodge's proposal for Secret talks at Paris ...
and its rejection. Received front page play in newspapers
and on network news show film.
- Last week's rise in the number of deaths in Vietnam.
- The President's campaigning in Morristown and
Hackensack. Too late for network television film
but was on CBS Morning News and NBC's Today Show.
- Senate leadership refusal to discuss draft reform.
Received wide TV coverage on network TV. Film of
Rivers and Bolton. Played further back in national
newspapers.
- Vice President Agnew's speech reaffirming "Snob"
statement. Too late for national TV, but story
received wide coverage on radio and in the national
newspapers.

C. The single leading Administration news item:

- The President's statement on the Supreme Court
decision. Story received editorial television
coverage ranging from a good report by Howard K.
Smith on ABC to an unfavorable comment by Eric
Sevaried on CBS. (See Section II of this report.)

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* one reported information in a manner justifying counter-action.

1. CBS Evening News -- Eric Sevaried let us have it with both barrels. He was vindictive and anti-Administration. in his comments re desegregation and the Court's decision.

Action: The monitor and Herb Klein's staff do not think that we should undertake any form of counter action against Sevaried or the network. They point out that they had anticipated the tone of Sevaried's commentary and that the time to have done something about it was prior to the broadcast. Herb Klein did talk to John Ehrlichman about the possibility of giving Sevaried a short backgrounder yesterday afternoon, but I am told this morning that the briefing was not held.

The near-verbatim commentary of Howard K. Smith on ABC Evening News might be of interest in that it counter-balances somewhat the Sevaried remarks:

Almost every headline today says the Court ruling on desegregation was "a stinging surprise to the Administration." Well, there is a story here that it was neither a surprise nor a sting. It was calculated.

The operative fact about Mr. Nixon is that he is almost powerless ... elected with the smallest plurality of the century ... facing a Congress run by Democrats. In that fix the President must use ingenuity, and that is what he did.

Back in August when the ABM vote was in doubt, Senator Stennis of Mississippi threatened to stay home because of school problems there. That would have killed the ABM. Therefore, the President said that he would ease the school problem by asking the Courts to delay desegregation. That

*NBC, ABC, CBS Evening News; Merv Griffin and Tonight Shows; CBS Morning News; Today Show; NY Times; Washington Post; Time and News-week Magazines

gained time, got Stennis to Washington, passed the ABM issue by one vote -- and incidentally, handed the onus of desegregation to the Courts.

Now the Court, as expected, says -- "Don't delay; desegregate." All, including Senators, will see that the President must obey. The outcome is a hit and a run: the schools will desegregate and the ABM is passed ... and all done without tactical error. When you are batting with a matchstick, that's not bad.

I don't really know whether the story is true, but it fits Attorney General Mitchell's famous words to Rights leaders, "Watch what is done, not what is said."

B. Results of counter and/or follow-up actions previously reported:

Not applicable for this report.

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THE WHITE HOUSE

WASHINGTON

October 31, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: A "Vietnam Veterans Mailing List"

We can put our hands immediately on the names and addresses of 1,330,000 Vietnam veterans. However, this figure dates only from April of 1968. The names and addresses of those who left the armed forces as Vietnam veterans prior to that date were not logged on tape. Statistics follow:

Total Vietnam Veterans Through Sep 30, '69	3,410,000
Names and Addresses on Tape	<u>1,130,000</u>
Names and Addresses Not Readily Available	2,280,000

Herb Klein believes that to use this list for mailings of our materials would be extremely hazardous. There are always those veterans, although relatively few in number, who are not in sympathy with our Vietnam involvement, and it would be only a matter of time before our mailing actions were brought to the attention of the press.

Fred Rhodes, Deputy Administrator at the VA (who, incidentally, is completely trustworthy and with us "all the way"), generally agrees with Herb. Fred points out that during the LBJ Administration the VA gave the "veterans mailing list" to Senator Montoya who in turn gave it to the Disabled American Veterans (DAV). The DAV used the list for political purposes and was caught at it by the press. A story was about to be published uncovering all of the details ... but at the very last minute it was suppressed (for reasons best known only to press officials). With that "close call" in mind the VA is now in the

process of deciding whether or not to release the list to the Red Cross -- an action which seems legitimate but might lead, nevertheless, to adverse publicity.

- I would guess that there would be minimum risk to our mailing a copy of the speech only ... for by this action we do not promote so much as we inform.

I would appreciate some final guidance on this topic. Admittedly the mailing would be the best, and probably the only, way to arouse the veterans.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 31, 1969

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD

For whatever it might be worth to you and Peter -- and to the President -- Tom Evans expressed in confidence the following personal opinion of Dave Maxwell (currently in the running for the directorship of the U.S. Selective Service):

"Although strongly backed, I'm sure, by Hugh Scott -- and one who probably performed acceptably in his two state posts -- he is definitely not a 'naturally loyal' Nixon man. Furthermore, I had ample opportunity to watch him during the campaign and he was generally ineffective."

Tom Evans suggests that we at least take a look at these 2 individuals as possible candidates for the Hershey position:

Insler Clark(e) (?) -- Dean of Admissions at Yale ... has been there about 4 years ... has a Masters degree in government and another Masters in education ... a veteran ...

Jim Hester -- President of New York University ... an outstanding academician and administrator ... an ex-Marine ... age 45.

cc: Peter Flanigan

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 30, 1969

MEMORANDUM FOR: MR. FLANIGAN

FROM: ALEXANDER P. BUTTERFIELD

Perhaps now that I have a breathing spell I can put the gist of the November 3rd Game Plan in a clear perspective ... and outline in more specific terms the projects on which you might be of assistance.

1. It has been suggested -- and all 9 of us on the "November 3rd Game Plan Committee" believe that the idea is a good one -- that someone contact Mr. Russell Whitney McFall, formerly with General Electric and Litton Industries and now President and Board Chairman of the Western Union Telegraph Company, and see if arrangements might be worked out whereby Western Union agrees to widely circulate ads in newspapers and via radio and TV ... beginning now and leading right up to the moment before the President's Monday evening address to the nation. The ads would say, in effect, that for a mere 60¢ (or whatever the cost) "you can send a personal (50-word) message to the President letting him know how you feel about the November 3rd Vietnam speech ... the Administration's announced plan for peace ... etc." It would seem that the Western Union Company would be amenable to such a plan ... public service, profit, etc. In fact, the Company might consider buying network time for some 60 seconds immediately following the President's address and putting out their own commercial at that time. Whatever plans might be worked out should begin right away.

Do you know of a discrete way to handle this? We're anxious, of course, to keep the White House out of any such promotional gimmicks but the plan would go far toward generating the barrage of wires and letters we're looking for late Monday evening and throughout the day on Tuesday.

2. Another favor we would ask of you is that you take whatever opportunities you have, or can make, and quietly inform known trusted business and industry leaders that the November 3rd talk will hopefully launch a visible revival of patriotism in this country -- a show of unity and support behind the President of such magnitude as to prove beyond any doubts (here and abroad) that moratorium groups and other dissidents are a small minority of the American citizenry. People throughout the nation seem to want to fly the Flag from November 4-16, to display automobile and porch lights during that same period, and to do other such things to openly show their resentment over the publicity being given to the "bug out" advocates. We see no reason not to encourage this. Moreover, there are outside moves to designate (unofficially) the week November 3-9 "American Unity Week" and the period November 10-16 "Honor America Week". To the extent that we can do it from inside the White House, we are encouraging this also. Finally, the various veteran and patriotic organizations under the leadership of Mr. Charles Moser (a Georgetown professor who can be reached at the local telephone number 296-4588 ... although he may be moving his office today) are bringing in thousands and thousands of people from the surrounding states on Veterans Day, November 11th, to stage a massive patriotic rally at the Washington Monument.

Of course, you may not feel that this information -- sort of a calendar of events throughout the period November 3-16 -- will mean anything to leaders of business and industry, but the thought occurred to some of us that via any one of a number of ways they, too, might lend encouragement.

3. The last item in our list of specifics concerns money. I have been able to get enough financial support from Clem Stone, through the courtesy of Tom Evans, to obtain office space in Chicago and put together a working "central coordinating office" and staff. Clem has agreed to further assistance but there is some reluctance on the part of the Chicago committee members to allow him to involve himself too heavily. I suppose their point is that they don't mind accepting his generous offers but they want to be certain that he does not jump in and run things. As you may know, I had a 2-3 hour meeting with Ross Perot over at the Naval Academy last Friday and have been on the

phone with him a number of times since. Ross has in mind a gigantic plan which focusses on the eventual release of U.S. prisoners of war and he does not want to be side-tracked. I will say that he has kindly agreed to provide some assistance for certain projects as long as I call him first and spell them out to him over the telephone. But the point is that he does not want to spend really large sums of money until he gets the okay from Henry Kissinger to proceed with his POW plan (the word from Kissinger to come on or about November 5th). Because we are planning a total of 3 full-page ads in 100 newspapers throughout the country, we are in need of some guarantees of financial support in the approximate amount of \$300,000.

After reading the foregoing paragraphs you will not gain much from a review of the over-all Game Plan. However, I am attaching a copy -- on loan -- for whatever additional information it may provide. (Several good ideas have been added since this was typed.)

October 30, 1969

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and

MEDIA MONITORING REPORT

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I. DAILY NEWS PLAN CRITIQUE

- A. Events programmed to be major White House news items Wednesday, each followed by reviews of coverage received.

1. AFL/CIO EXECUTIVE COUNCIL MEETING

a. Newspapers:

Received good coverage in national newspapers playing first and second page stories. Photograph played front page or prominently in national papers. Stories and photo moved by AP and UPI.

b. Television:

CBS 30 sec. report of White House meeting and film of Secretary Shultz briefing.

2. NEW JERSEY CAHILL RALLIES

a. Newspapers:

Received front page coverage in all Eastern newspapers and reported widely in national newspapers. Good photo play in Eastern papers. Photos and stories moved by AP and UPI.

b. Television:

Story broke too late for network television; however, it received coverage on the local 11:00 p.m. news programs.

3. HOLTON RALLY

Because story broke too late for Tuesday evening network television, it was included in Wednesday's network news shows.

ABC 2 min.

Tom Jarriel Report. Film of Roanoke Rally followed by Bill Lawrence film recap of New Jersey race.

NBC 1:15 min. Brinkley comment with film on Roanoke Rally followed by 1:30 min. report on the Virginia race.

CBS 1:45 min. Pierpoint Report and film from Roanoke Rally.

4. OTHER WHITE HOUSE NEWS RELEASES

Received minor pick-up in national newspapers. Included in White House news round-up stories. AP and UPI moved on local and regional wires.

B. The leading Administration news items were:

- Rogers interview re U.S. involvement in Laos. Received wide television coverage and played against film interview with Senator Fulbright. Played front page of major national newspapers.
- Egeberg interview regarding MSG and food additives. Received moderate play.
- Draft reform ... Senator Edward Kennedy's committee vs. Nixon policy. Received moderate play.

C. The single leading Administration news item:

- School integration and the Supreme Court decision rejecting the Administration's proposal for delay.

II. MEDIA MONITORING REPORT

- A. Of 11 news publications and TV programs monitored regularly,* none reported information in a manner justifying counter action. (Although the Supreme Court decision re desegregation was reported by NBC and ABC as a major and dramatic setback for the Administration ... "an obvious embarrassment", the accounts were accurate and fair and do not warrant counter action per se. However, Attorney General Mitchell has been scheduled by Herb Klein's office to appear next Sunday on "Meet the Press" and we plan to use this opportunity to maximum advantage.)
- B. Results of counter and/or follow-up actions previously reported:
1. Newsweek Magazine -- Four of the letters to the editor prepared by members of our (the RNC's) letter-writing apparatus protesting Newsweek Magazine's feature article entitled "Nixon in Trouble" appear in this week's issue. For your information they are attached hereto.

*NBC, ABC, CBS Evening News; Merv Griffin and Tonight Shows; CBS Morning News; Today Show; NY Times; Washington Post; Time and Newsweek Magazines

Nixon's Troubles

■ President Nixon clearly is not trying to win any popularity contest. He made some meaningful pledges to the American people during the 1968 campaign, and he is fulfilling these commitments. We are fortunate that he is not attempting to pacify the dissident elements with volumes of costly, ineffective legislation. President Nixon has never promised the people any instant solutions. He inherited an unpopular war, runaway inflation, an oversize and unresponsive bureaucracy and a deeply divided and disillusioned public; problems of this magnitude can only be solved through firm but cautious action, coupled with a responsible sense of priorities.

EVAN WIGGINS

Florence, S.C.

■ Your article implying that the President is in trouble is, I believe, a misreading of the current opinion of collegians in the U.S. For the first time in our lifetimes, we have a national administration whose actions—not just words—clearly indicate a commitment to youth.

President Nixon's recent cancellations of the November and December draft calls are demonstrations of good faith toward fulfilling his campaign pledge of

an all-volunteer Army. Yet we, as collegians, know that the national security will not allow for an instant elimination of the draft.

College students decry hypocrisy. This is why we applaud the President's refusal to promise that which he cannot deliver, a major fault of the previous two administrations.

Youth is for Nixon.

ROBERT POLACK, Chairman
College Republican National Committee
Baton Rouge, La.

■ Ho, ho, ho. So Mr. Nixon is in trouble—only 62 per cent of the people approve. But what a shame that George Meany, Coretta King and the editors of NEWSWEEK don't approve. The same goes for their allies in the Republican Party—Clifford Case, Charles Goodell, Jacob Javits et al. Sixty-two per cent? Bring on Kevin Phillips and his "Emerging Republican Majority." Ho, ho, ho.

DICK SMITH

Fort Lauderdale, Fla.

Newsweek

LETTERS

Nov 3RD

■ Your saucer-shallow cover story confirms my suspicion: the press can find no fault with Nixon's evenhanded approach to Vietnam, civil rights, campus unrest or welfare. So you are reduced to criticizing him for *not* committing the bold, imaginative disasters that have characterized his predecessors and divided the country.

Best wishes to your NATIONAL AFFAIRS staffers who suffered hernias while straining to find fault with the Administration.

PAUL WOMACK

Port Allen, La.

chron

October 29, 1969

DAILY NEWS PLAN CRITIQUE

and

MEDIA MONITORING REPORT

...as of 11:15 A.M. daily,
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Tues. thru Fri., and past
78-hour period on Mon.

I. DAILY NEWS PLAN CRITIQUE

- A. Events programmed to be major White House news items Tuesday, each followed by reviews of coverage received.

1. LEADERSHIP MEETING

a. Newspapers:

Most newspapers reported quite prominently the President's letter to Congress concerning appropriations. Included were references to the leadership meeting.

b. Television:

ABC and CBS reported briefly (30 sec.) on the President's letter prodding Congress on appropriations and expressing concern over the Administration's ability to meet the deadline for the '71 budget. NBC reported (2 min.) the President's letter and included film of Senator Scott and Congressman Ford. Report ended with Ford's comment cautioning against speculation on the context of the President's coming November 3rd speech.

2. PRESIDENTIAL VISIT TO VIRGINIA

a. Newspapers:

Today's local morning papers carried the story prominently, while the out of town papers treated it in wrap-up stories of the President's daily activities.

b. Television:

ABC and CBS reported briefly on the President's Roanoke visit. ABC followed with a second report (1:30 min.) on the Virginia Gubernatorial race and another commentary (2 min.) on the possible political benefits from the President's decision to campaign for Virginia and New Jersey gubernatorial candidates.

B. The leading Administration news items were:

- The Vice President's faux pas re the Patrick Henry quote. CBS/TV reported this in a 30 sec. commentary.
- Egeberg and Gardner press conference on Health Task Force Report. Reported in Washington, D.C. area papers and on CBS/TV for 15 secs.
- Secretary Shultz's testimony re "the Philadelphia Plan" before the Senate Judiciary Subcommittee. Received light treatment in all newspapers. Secretary Shultz was interviewed on ABC for 1 min. following his testimony.
- Mrs. Eisenhower's visit to the Washington International Horse Show. Received brief mention in local social pages.

C. The single leading news item:

- Increased conflict in Lebanon and Mid-East ... with the story of Brandt trying to establish closer ties with Eastern Europe, and possibly Fulbright's assailing our "clandestine war" in Laos running a close second. The latter of these (re Fulbright) will get bigger play today and tonight.

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* none reported information in a manner justifying counter action.

B. Results of counter and/or follow-up actions previously reported:

1. The TONIGHT Show -- The job Herb Klein did on the TONIGHT Show was described to me by the program monitor, and several others, as really outstanding. He was allowed to speak almost without interruption for 30 minutes, and in a very pleasant and natural manner emphasized our line re all key issues of the moment ... e.g. Haynsworth, working President, Vietnam and the harmful aspects of dissent, youthful White House Staff, etc.

*NBC, ABC, CBS Evening News; Merv Griffin and Tonight Shows; CBS Morning News; Today Show; NY Times; Washington Post; Time and News-week Magazines

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 28, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Appointment Schedule

I have the following meetings scheduled for tomorrow -- Wednesday, October 29th:

10:00 Meeting in the Roosevelt Room

5:00 Follow-up Meeting in Herb Klein's office re Nov 3rd Speech

THE WHITE HOUSE

WASHINGTON

October 28, 1969

MEMORANDUM FOR:

Mr. Harry Dent
Mr. Peter Flanigan
Mr. Jim Keogh
Dr. Henry Kissinger
Mr. Herb Klein
Mr. Jeb Magruder
Mr. Lyn Nofziger
Mr. Bill Safire
Mr. Charles West
Mr. Jim Allison
Mr. Dick Garbett

FROM:

Alexander P. Butterfield

Final approval has been given to the November 3rd Game Plan. I have extracted those action items for which you are being held responsible, and would appreciate a telephone report by 5:00 p.m. today as to the degree of completion of each. I realize that you will have had very little time, if any, to move ahead with these tasks; but I must have these initial status reports compiled and ready for the President prior to our 6:30 p.m. departure for Roanoke. Many thanks.

Attachment

Extract - Nov 3rd
Game Plan

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.

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.

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.

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.

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.

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.

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.

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.

Churn

October 28, 1969

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I. DAILY NEWS PLAN CRITIQUE

- A. Events programmed to be major White House news items Monday, each followed by reviews of coverage received.

1. MEETING WITH DEAN ACHESON

a. Newspapers:

Item was not reported in east coast papers, and the photo opportunity was cancelled.

b. Television:

Meeting received no coverage on evening TV networks.

2. MEETING WITH AMBASSADOR ROCA

a. Newspapers:

No coverage in east coast newspapers.

b. Television:

Unreported.

- B. The leading Administration news items were:

- The Pentagon's announcement of planned base closings. This story ran above the fold in all newspapers. Story emphasized closing of 307 bases affecting 65,000 jobs ... with anticipated budget savings of \$600 million a year. It was reported that the cuts were a result of the President's orders to the Defense Department for general reductions in expenditures. Lead item on NBC/TV (3 minutes) and near lead item on ABC and CBS (30 seconds each).
- Secretary Laird answering questions before Wisconsin student group. Played in local newspapers only and on ABC/TV (1:45 min.).

- C. The single leading news item:

- Probably the Pentagon's announcement of base closings ... although this story given competition, especially on TV, by defense attorney

Kuntsler's story from Chicago concerning possible release of POW names. (2:45 min.)

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* none reported information in a manner justifying counter action. (David Susskind appeared on the TONIGHT Show but spend the entire period of his interview talking about the mayoralty race in New York. No anti-Administration comments.)

B. Results of counter and/or follow-up actions previously reported:

1. The TONIGHT Show -- As follow-up action in addition to the 203 letters written one week and the 60 letters written the following week, arrangements have been made to put Herb Klein on the show tonight. Herb is prepared to concentrate on our key issues ... Haynsworth, Vietnam, etc.
2. WMAL Radio and TV -- You will recall that yesterday I mentioned the consistently complimentary comments and editorials heard on station WMAL ... both radio and TV, and the special Nixon enthusiasm generated from 10:00 a.m. to 2:00 p.m. daily by WMAL radio announcer Jim Evans. A personal letter has been written to WMAL's editorial writer, Mr. Barry Suko ... telling him what a good job he is doing and something of the highly favorable reactions we in the Administration are noticing. (He wrote numerous excellent editorials condemning the Moratorium and other demonstrations of dissent.) A second and separate letter may be written to Mr. Evans.

*NBC, ABC, CBS Evening News; Merv Griffin and Tonight Shows; CBS Morning News; Today Show; NY Times; Washington Post; Time and News-week Magazines

Chen
October 27, 1969

DAILY NEWS PLAN CRITIQUE

and

MEDIA MONITORING REPORT

...as of 11:15 A.M. daily,
except Sat. and Sun.

...covers past 30-hour period
Tues. thru Fri., and past
78-hour period on Mon.

I. DAILY NEWS PLAN CRITIQUE

The regular report of weekend news play was not rendered on this date. The responsible individual was out of town and the designated alternate was at Camp David.

Steps will be taken to preclude recurrence.

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* none reported information in a manner justifying counter action. (However, two persons who are assigned media monitoring responsibilities, as well as several others, have mentioned from time to time the consistently complimentary comments heard on station WMAL ... on both radio and TV. This daily barrage of pro-Administration news and views is heard primarily during daytime hours ... but often times in the evenings as well. One of the most enthusiastic announcers is Mr. Jim Evans, who talks to the area housewives via radio every weekday from 10:00 a.m. until 2:00 p.m. I have heard from a number of sources that he has a fantastic following and has a real knack for highlighting the salient points in our programs and messages and selling them to his listeners. Herb Klein, Paul Costello and others are aware of these facts and are considering writing a note to Evans and/or the WMAL management. Follow-up action will be reported tomorrow.)

B. Results of counter and/or follow-up actions previously reported.

Not applicable for this report.

*NBC, ABC, CBS Evening News; Merv Griffin and Tonight Shows; CBS Morning News; Today Show; NY Times; Washington Post; Time and Newsweek Magazines.

chron

THE WHITE HOUSE

WASHINGTON

October 27, 1969

MEMORANDUM FOR: MR. HALDEMAN

FROM: ALEXANDER P. BUTTERFIELD *A*

RE: Presidential Correspondence with
Chiefs of State

Henry has approved and signed a paper for the President on this subject. It is scheduled to be among the materials sent to you by the Staff Secretary at 11:30 a.m. today.

Cham

October 24, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Appointment Schedule

I have the following meeting scheduled for tomorrow -- Saturday,
October 25th:

9:30-10:30 Follow-on planning session -- November 3rd
Vietnam Speech Game Plan

MEMORANDUM

THE WHITE HOUSE

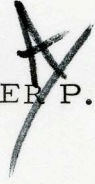
WASHINGTON

October 24, 1969

MEMORANDUM FOR:

MR. KLEIN
MR. SAFIRE
MR. CHAPIN
MR. DENT
MR. NOFZIGER
MR. MAGRUDER
MR. COSTELLO
MR. GARBETT
MR. WEST

There will be a 1-hour follow-on planning session in the Cabinet Room Saturday, October 25th, beginning promptly at 9:30 A.M.


ALEXANDER P. BUTTERFIELD

chron

October 24, 1969

DAILY NEWS PLAN CRITIQUE

and

MEDIA MONITORING REPORT

...as of 11:15 A.M. daily,
except Sat. and Sun.

...covers past 30-hour period
Tues. thru Fri., and past
78-hour period on Mon.

I. DAILY NEWS PLAN CRITIQUE

A. Events programmed to be major White House news items Thursday, each followed by reviews of coverage received.

1. BI-PARTISAN LEADERSHIP MEETING ON NARCOTICS

a. Newspapers:

Newspapers across the country gave story major play. Most of them used the photos of the Cabinet Room session and/or of the President and Art Linkletter together. AP, UPI moved both stories and pictures.

b. Television:

Story received excellent TV coverage on all network news shows.

1:45 min.	ABC	Jarriel comment with film in Cabinet Room and Linkletter remarks in Roosevelt Room.
2:30 min.	CBS	Cronkite comment and film of Linkletter in Roosevelt Room. "President said government is falling down in narcotics education programs."
1:30 min.	NBC	Kaplow comment and film of Linkletter in Roosevelt Room.

2. PRESIDENT'S MARITIME MESSAGE

a. Newspapers:

Light pick-up in national newspapers. AP, UPI moved. Story probably will be used more heavily over the weekend in interpretive pieces.

b. Television:

Cronkite mentioned story with fairly brief 15-20 second comment. CBS only.

3. SHAH OF IRAN FAREWELL REMARKS

a. Newspapers:

Very little play except in the New York Times.
AP, UPI moved both story and picture.

b. Television:

No comment or film on the network television shows.

4. ATLANTIC TREATY ASSOCIATION

No coverage noted in newspapers or on network TV.

B. The leading Administration news items were:

- Ambassador Lodge's refusal to talk at the Paris Peace Conference. This story ran high up on all network TV news shows, and played the front pages in national newspapers.
- Vietnam, Vietnamization, cease-fire talk, troop withdrawals, and lull continues. These stories played prominently on network television news shows and were recapped in national newspapers.
- Comment re USSR agreement to SALT talks. Not played very prominently. No time or place for talks was given, but it was estimated that they would begin within one month.

C. The single leading news item:

- A close race between Ambassador Lodge at the Paris Peace Talks and the Bi-Partisan meeting on Narcotics with Linkletter's statements.

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* none reported information in a manner justifying counter action. (On CBS Morning News, Senator Schweiker said that he has had "much pressure put on him by White House aides" re Haynsworth. On the same program, Leon Keyserling said that we are doing things "all backward in the Administration... helping to aid inflation, laying off instead of employing...". He said that the discount rate had never been higher than it is now. Although comments were generally critical, it was decided that counter action was not warranted.

B. Results of counter and/or follow-up actions previously reported:

Not applicable for this report.

NOTE:

Suspecting some lack of diligence and industriousness on the part of designated monitors, I am in the process now of calling each for the purpose of reiterating the importance of the good job they are doing and emphasizing the need for continued thorough monitoring and conscientious timely reporting.

*NBC, ABC, CBS Evening News; Merv Griffin and Tonight Shows; CBS Morning News; Today Show; NY Times; Washington Post; Time and News-week Magazines

Chen

THE WHITE HOUSE
WASHINGTON

October 24, 1969

MEMORANDUM FOR: THE PRESIDENT
FROM: ALEXANDER P. BUTTERFIELD
RE: Veteran and Patriotic Organizations

Four new groups have indicated a strong desire to assist in efforts to help rally the nation in visible support of your peace plan. They are: The YAF, The Student Coordinating Committee for Freedom in Vietnam and Southeast Asia, Harding Jones and the group which rallied at Princeton University in support of you and your policies, and Kiwanis International. We are discretely in touch with all... a total now of 17 separate organizations.

The American Legion has already manufactured and distributed 1 million American flag lapel buttons. They have ordered 1 million more and the VFW is about to order a million in addition.

chron

THE WHITE HOUSE
WASHINGTON

October 24, 1969

MEMORANDUM FOR: THE PRESIDENT

FROM: ALEXANDER P. BUTTERFIELD

RE: "Tell It to Hanoi" -- Letter Response
(A Follow-on Report)

The Casey-Mulcahy committee counted 2500 letters received on Wednesday, 2000+ letters on Thursday, and approximately 2500 more this morning. A recap of mail received to date appears below.

2,000 letters Thursday
9,000 letters Friday
18,000 letters Saturday and Monday
1,800 letters Tuesday
2,500 letters Wednesday
2,000 letters Thursday
2,500 letters Friday
37,800 total, thru noon today.

Many letters are signed by all members of families, by groups, etc. One letter contained 91 signatures.

There has been no attempt as yet to obtain approximate percentages of mail coming in from the various regions of the U.S. However, this will be done.

About 10-12 percent of all letters contain donations ... which, as you know, were not solicited. They are receiving \$5, \$10, and \$20 in cash ... and larger amounts in check form.

The plan to send the entire bundle of mail to Ambassador Lodge is being considered by the committee. There is some feeling that not all persons who responded would want their names passed on to the Hanoi government. I will report on this later.

THE WHITE HOUSE

WASHINGTON

October 24, 1969

MEMORANDUM FOR: MR. HALDEMAN

FROM: ALEXANDER P. BUTTERFIELD *APB*

RE: Daily Status Report on Assigned Projects

Assigned projects -- and the current status of each -- appear below. Items preceded by a double asterisk (**) are or might be of interest to the President.

- **1. Game Plan for PO on Vietnam -- At this point in time the Vietnam game plan is the "November 3rd Speech" game plan ... because the follow-on activities designed to promote the speech and inspire open evidence of American unity and support for the President's peace plan take us through mid-November. (See next item.)
- **2. Game Plan for November 3rd Speech -- The first draft was completed Tuesday afternoon, and a copy was inserted at the "Game Plan" tab in the President's weekly news calendar notebook. Criticisms, suggestions, etc. subsequently received -- including some new proposals by Bill Safire, Len Garment, Herb Klein and Ross Perot -- are being reviewed and weighed for merit today. Another planning session is scheduled for tomorrow morning and by 11:30 a.m. Monday I will have completed a final or near-final action plan.
- 3. Presidential Letters to Chiefs of State -- You will recall that in my last report on this topic I said that Henry rejected his staff's first paper outlining a recommended program. Although I asked that amended recommendations be completed Thursday evening for HK's approval by 11:00 a.m. today, there has been no response. As you asked, I will "keep trying". Al Haig is aware of the President's personal interest in this project.
- 4. Objectives of Key White House Staff Offices -- As previously reported I have in hand 11 papers of 13 requested. I will have a "compilation paper" to you on Wednesday morning, October 29th ... and will continue, meanwhile, to ride herd on the 2 offices with reports so long overdue.

- **5. Development of a Plan for Man-to-Man Coverage of Key Constituencies -- I have taken no action to date but will have at least an interim report for you by Wednesday morning, October 29th.
6. Development of a Plan for Improving Informational Exchange at the 8:00 A. M. Meeting for Key Staff Members -- I have taken no action to date but will have at least an interim report for you by Thursday morning, October 30th. This should allow time for your review and consideration of my proposal and implementation of that proposal (with whatever amendments you might wish to make) on Monday morning, November 3rd.
- **7. The Daily News Plan Critique and Media Monitoring Report -- As you know, I have been responsible for the final preparation of the Media Monitoring Report since the day of its inception (October 8th), and for the comprehensive report, titled above, since you approved that particular format (October 17th). I would like to retain this responsibility through Tuesday, October 28th (in order to allow a few more days for the establishment of a really good system) and turn it over to either Ron Ziegler or Ken Cole (probably the latter) effective Wednesday, October 29th.
8. Consideration of the Advisability of Sending "Tell It to Hanoi" Mail to Ambassador Lodge in Paris -- This subject is addressed in a separate memorandum entitled " 'Tell It to Hanoi' -- Letter Response (A Follow-on Report)".
- **9. A Review of the Standard Procedures for Handling Gifts for the First Lady, and a Plan for Improvements, If Required -- I have completed my inspection of the Gift Unit in EOB and have reviewed carefully all items of interest. My final report is written but not typed. It will be in your hands Monday morning.
- **10. A Review of Standard Procedures for Responding to Requests for Presidential Appearances, Deciding Whether Or Not Someone Should Represent the President, and Designating Presidential Representatives ... and a Plan for Improvements to These Procedures, If Required -- I have completed my review and will have the final report in your hands Monday morning, October 27th.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 23, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Appointment Schedule

I have the following meeting scheduled for tomorrow -- Friday,
October 24th:

1:00-2:30 Ross Perot, at the Naval Academy