

Chen

December 15, 1969

MEMORANDUM FOR: THE PRESIDENT
FROM: ALEXANDER P. BUTTERFIELD
RE: Senator Percy's Accusation Against Marine
Major Chuck Robb's Company in Vietnam

The following information supplements my report to you of last Friday:

- About one week ago Marine Corps Headquarters sent a Colonel (legal officer) to Chicago and Urbana to talk to Martin-Tregona, the writer of the letter sent to Senator Percy alleging, among other things, that:
 - Marines in Robb's company often operated under the slogan: "If it moves, kill it; if it doesn't, burn it."
 - He (Martin-Tregona) had made a tape immediately following his interview with several of the Marines under Robb's command.
- Martin-Tregona could not cite any specifics no names of Marines who had taken part in indiscriminate killings, no dates, or no places. Moreover, he could not (or at least would not) produce the tape mentioned in the letter to Percy.
- Martin-Tregona had gone to Vietnam as an accredited correspondent with the University of Illinois newspaper.
- Marine Corps Headquarters has contacted and interviewed all members of Robb's company reasonably available here in the eastern part of the United States and none could recall any case of "indiscriminate civilian killing", or any instance even similar to the one Martin-Tregona's letter described.

A more thorough DoD report on this matter will be coming to the White House later on today.

chem

December 15, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: "Silent American Majority" Pin

You asked for a sample "Silent American Majority" pin

Presto

.... and, as if by magic (10 days and 400 man hours later)

It's a little larger than I had asked for, but otherwise in accordance with specifications.

chum

December 12, 1969

MEMORANDUM FOR: THE STAFF SECRETARY
FROM: ALEXANDER P. BUTTERFIELD
RE: Action Memorandum - Log No. P13

The attached memorandum to the President responds to your Action
Memorandum - Log No. P13.

December 12, 1969

MEMORANDUM FOR: THE PRESIDENT

FROM: ALEXANDER P. BUTTERFIELD

RE: Senator Percy's Accusation Against Marine
Major Chuck Robb's Company in Vietnam

On Friday, December 5th, your News Summary reported Senator Percy's accusation (based on a letter he had received from an Illinois constituent) that there had been some "indiscriminate killing" by Marine Major Chuck Robb's company in Vietnam.

On Monday, December 8th, I received a notice from the Office of the Staff Secretary that you wanted someone to speak up publicly in defense of LBJ's son-in-law. In seeking the assistance of Bryce Harlow's staff, I became aware of the following:

- The open accusation was "staff instigated" and the Senator, admittedly through carelessness, got "caught up" by the staff error.
- The Senator was privately taken to task by a number of his colleagues.
- On Sunday, 3 days after the accusation had been made, Senator Percy said publicly that a constituent of his was apparently seeking to further his own aims when he accused Marines commanded by Major Robb of killing innocent South Vietnamese civilians. Percy was reported to have "tongue-lashed" his constituent for using such tactics. He said, "I am shocked and deeply disturbed at the way you have treated the allegations you have made ... and it seems clear to me that you are less interested in seeking justice than in seeking to achieve some other purpose. I am especially appalled by the

fact that you have tried to capitalize on a Marine Corps officer with an unblemished prominent name and that you would use an office which belongs to the people of Illinois in what appears to be an attempt to further your own aims. "

More recently I have heard from Ken BeLieu and Lyn Nofziger -- and read in the newspaper -- that Senator Percy issued a personal apology to former President Johnson, and that "most of the other Senators believe, under the circumstances, the matter should be allowed to die."

December 12, 1969

MEMORANDUM FOR: THE STAFF SECRETARY
FROM: ALEXANDER P. BUTTERFIELD
RE: Action Memorandum - Log No. P15

The attached memorandum to the President satisfies the requirement of Action Memorandum - Log No. P15.

Attachment

THE WHITE HOUSE

WASHINGTON

December 12, 1969

MEMORANDUM FOR: THE PRESIDENT

FROM: ALEXANDER P. BUTTERFIELD

RE: Your Query Concerning The Nature of
A Counter Attack on A Particular News
Commentator

Recently a news item told of Senator Russell Long taking the floor of the Senate and expressing his great displeasure over one particular news commentator who said, immediately after your November 3rd speech, "The public will be disappointed." On December 6th, you requested a report on how we reminded that news commentator that he was wrong -- that the public would not be disappointed.

Ken BeLieu was unable to get any pertinent information from Senator Long's Administrative Assistant so eventually went to the Senator, himself, and "in a casual way" asked who the commentator was ... but the Senator did not recall.

Looking back to that period, I do not remember our initiating actions against any specific reporter or commentator. As Herb Klein points out, our tactic at the time -- sort of a blanket counter action -- was to give as much publicity as possible to the magnitude of the public response and to the fact that so many persons writing in and calling expressed, along with their strong support for your peace plan, their indignation and resentment over the openly negative attitudes of certain commentators and analysts. These facts were further highlighted by Klein and others in subsequent public appearances and television interviews ... but no "letters to the editor" campaign was activated.

chron

December 12, 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 on Thursday, each followed by reviews of coverage received.

1. BREAKFAST MEETING WITH FORMER PRESIDENT JOHNSON

a. Newspapers:

Received wide coverage in all major national newspapers with excellent photo play and good story positioning. Photos ran on page #1 of many national dailies. News indicated that the President and LBJ talked over foreign policy matters. Item moved by AP and UPI "A" wire.

b. Television:

Received excellent film footage on all network news shows.

ABC	2:45 min.	Jarriel report with film of President and LBJ
NBC	1:30 min.	Brinkley report with film and wild track sound. Played in #2 position.
CBS	1:00 min.	Pierpoint film of President and LBJ. Played in #3 position.

2. MEETING WITH DEWEY, ACHESON AND CLAY

a. Newspapers:

Received wide comment but did not stand on its own. Story was usually included in text of LBJ-President meeting indicating that the President had further foreign policy discussions in the afternoon. AP and UPI moved both story and photo; however, no photo coverage was noted.

b. Television:

Received minor mention in network news show commentary.

ABC 0:15 min. Film of Clay, Acheson and the President in the Oval Office. Jarriel report was included with LBJ breakfast footage.

3. MEETING WITH DR. EISENHOWER - NATIONAL COMMISSION ON THE CAUSES AND PREVENTION OF VIOLENCE

Received minor coverage in national newspapers and no mention on network television news shows. AP and UPI moved the story but indicated merely that the meeting had taken place. No photo coverage was noted.

B. The leading Administration news items were:

- The Senate passage of Tax Reform Bill Received prime coverage in national newspapers and played in the #1 position on all television network news shows. All news shows had footage of Senator Griffin condemning the Senate action, with the news commentators indicating that the vote was a defeat to the President.
- House approval of Nixon Voting Rights Bill Ran on the front page of all national newspapers; usually the #2 or #3 story. Television network news shows handled the item in conjunction with the Senate Tax Reform Bill copy.
- MyLai incident Continued to hold a prominent spot in newspapers and on network television as a result of Mendel Rivers' committee hearings with Captain Medina. All shows had film of Rivers and Medina.

Note:

All network news shows had a short bit on the fact that the government is spending \$20-\$25,000 to make a film on the life of Vice President Agnew for distribution abroad. There is the possibility of problems with this in future columns and comment because it marks the first time a biographical government film has been made on a Vice President.

C. The leading over-all news items were:

-- The Senate Tax Reform Bill vote and the Nixon-LBJ breakfast.

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:

NBC Evening News -- As planned yesterday, Herb Klein called Ruben Frank at NBC and commented favorably on that network's (Huntley-Brinkley) recent very positive reporting of "the many good things" being done in Vietnam by our forces.

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

Chron

December 11, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Presidential Popularity

The Attleboro Sun in Attleboro, Massachusetts has a daily circulation of approximately 14,000 newspapers. In answer to the President's November 3rd call for a mandate from the "Silent Majority" the newspaper ran for 3 days an advertisement which posed several pertinent "support" questions, each preceded by a box to be checked in accordance with the opinions of interested readers. The number of persons replying totaled 1,351 ... roughly 10% of the paper's circulation. Of this number 1,133 expressed support for the course the President has chosen to follow in pursuit of peace in Vietnam.

Results of this particular poll have been published from time to time in other area newspapers and the coupons of support have been sent from the Attleboro Sun publishing company to the White House Mail Room.

(These names, too, will be put on our master tape.)

December 10, 1969

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

I have the following meetings scheduled for tomorrow -- Thursday,
December 11th:

2:20-3:30 Film review

5:00-7:30 (Drop by) Reception for staffs of Senate, House and
Committees - White House Theater

Chen

December 11, 1969

MEMORANDUM FOR: THE STAFF SECRETARY
FROM: ALEXANDER P. BUTTERFIELD
RE: Your Action Memorandum - Log No. P19

The attached memorandum to the President satisfies the requirement of subject Action Memorandum.

Attachment

Chen

December 11, 1969

MEMORANDUM FOR: THE PRESIDENT

FROM: ALEXANDER P. BUTTERFIELD

RE: Response to A Recent Statement by
Senator Kennedy

In compliance with your request that a response be made to Senator Kennedy's recent statement that a large majority of South Vietnamese civilians killed in the war have been killed by the Allies, Lyn Nofziger has prepared appropriate material to be used by Senator Bob Dole at the first opportunity.

The Defense Department confirmed what most of us already knew -- that there is not now, nor has there ever been, a set of statistics to substantiate the Kennedy claim. Not only are statistics tricky in themselves, but the word "Allies" covers much too wide a range of forces and combat zone areas for one to expect anything approaching statistical reliability ... especially when relating to the subject of civilian casualties. Moreover, who can tell precisely, or even approximately, which dead South Vietnamese civilian was on the side of the Free World Forces and which was on the Communist side when we're fooled every day by the living?

December 10, 1969

Mr. William J. O'Hara
235 East 42nd Street, 24th Floor
New York, N.Y. 10017

Dear Pat:

You'll find enclosed the editorial
cartoon that we discussed briefly on the
telephone.

Best wishes.

Sincerely,

Enclosure

December 11, 1969

MEMORANDUM FOR: MR. DENT

FROM: ALEXANDER P. BUTTERFIELD

It's a rare occasion when a paper is received on the date requested -- and I suppose for that particular reason I was most appreciative of the efforts put forth by Tom Lias to gather data on Veterans Day parade and rally crowds nationwide. The job was thorough and the package was delivered to my desk precisely on time.

My thanks to Tom ... and to those who helped: Jack Gleason, Bill Dowd, et al.

Chron

December 11, 1969

MEMORANDUM FOR: COLONEL HUGHES
FROM: ALEXANDER P. BUTTERFIELD
RE: Your Memorandum of December 9th
Concerning Cabinet Officers

Thank you for the note and the reminder -- and rest assured that
I will take action this week.

Chiron

December 11, 1969

MEMORANDUM FOR: MR. COLSON

FROM: ALEXANDER P. BUTTERFIELD

RE: Your Memorandum of December 3rd
Concerning the Non-Profit Corporation
"Speak Up For America"

The following statements respond, at least in part, to your December 3rd query:

- Prior to receipt of your note, I was not aware of this organization.
- Whereas it is true that we have no control over the group at the present time, I see no reasons now why it "will obviously conflict" with our current efforts to organize some outside groups.
- I was able to talk to Borman about the Corporation and its National Board of Advisors and he assures me that he had them thoroughly "checked out" prior to allowing his name to be used.
- I don't doubt that they are a little to the right ... but my guess is that they are not far right, and probably not very strong or influential.
- In that Borman feels that the organization is operating under good auspices, I would think that we could find a way to work with them -- but I wouldn't worry about the project until we've taken care of the higher priority business.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 11, 1969

MEMORANDUM FOR: MR. GARMENT

FROM: ALEXANDER P. BUTTERFIELD *A*

RE: Your Memorandum of December 11th
Concerning an Agenda Item for the
December 19th Cabinet Meeting

My thanks for your suggestion that the color/sound film of Secretary Romney's recent initiation of the "Listening Post" program be shown to Cabinet members on December 19th. I agree with you that the idea is a good one and I will list it as a "must" item for the first meeting (formal or informal) for Cabinet members after the first of the year. The reason that we will be unable to show the film on the 19th is that our time is extremely limited. As you know, the theme is "End-of-Year Reports", and each principal Cabinet member will be called upon to cite orally, in no more than 5 minutes, his Department's principal achievements over the past year.

A more detailed memorandum concerning this meeting will be circulated to White House Staff members on Monday, December 15th.

chron

December 11, 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.

December 11, 1969

I. DAILY NEWS PLAN CRITIQUE

- A. Events programmed to be major White House news items on December 10, 1969, each followed by reviews of coverage received.

1. PRESIDENT'S MESSAGE ON ARTS AND HUMANITIES

a. Newspapers:

The play of stories on the message varied considerably. New York Times ran its account on page one above the fold and reprinted the text of the message and a picture of the President with Miss Hanks.

The Washington Post ran its account in its section on the arts. The Post also used a picture of the President and Miss Hanks.

Other newspapers picked up wire stories and ran them inside - generally in sections on the arts.

b. Television:

The President's message was not reported on the evening news shows.

2. NATIONAL SECURITY COUNCIL MEETING

a. Newspapers:

The fact of the meeting was not reported.

b. Television:

The fact of the meeting was not reported.

B. The leading Administration news items were:

- Secretary Finch's appointment of a new FDA head ... Accounts played prominently in area newspapers. It was mentioned briefly on all three network evening news shows.
- Attorney General Mitchell's remarks on upcoming moves against Mafia ... Played on page #1 of East Coast papers. The New York Times carried the full text of the Attorney General's speech. All network evening news shows reported on the speech, which was delivered in Boca Raton, Florida.

C. The leading network news items were:

ABC	5:30 min.	Developments on alleged MyLai massacre
NBC	3:00 min.	Developments on alleged MyLai massacre.
CBS	1:15 min.	Report on developments in the Senate on Tax Reform legislation
	3:30 min.	Report on developments surrounding the MyLai incident

D. The leading over-all news items were:

- MyLai (and doubts being raised re original charges) and indictments faced by public officials re their alleged links with organized crime.

II. MEDIA MONITORING REPORT

- A. Of 11 news publications and TV programs monitored regularly* 1 featured persons whose message to TV audiences justifies an expression of appreciation ... and none reported information in a manner justifying counter action.

NBC Evening News -- Huntley and Brinkley gave a 3-minute report on "the good things" that allied troops have done, and are doing, in Vietnam. By way of example, they mentioned

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

forces in Tay Ninh province and how they have established medical facilities, farm programs, etc. It was "especially positive reporting" for NBC.

Action: Herb Klein will call the network and comment favorably.

(George Wallace was interviewed today on the CBS Morning News program. He was asked if he planned to run for President in 1972 ... and replied that "he was not sure yet". Then the interviewer asked Wallace whether the Nixon Southern strategy was really going to drive him into the sea ... and Wallace merely shrugged and said that he had never heard that expression before. On the subject of Vice President Agnew, Wallace replied that "nothing new is being said" that he had been telling the people about the same things for years that what really counts is "not so much what Agnew is saying as what he and the President are doing" that counts.

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

The Today Show -- On December 9th a recommendation was made and forwarded to the President that he telephone George Jessel. The call has not yet been made. Further reports will not be rendered on this item.

chron

December 10, 1969

MEMORANDUM FOR:

JOHN BROWN

FROM:

ALEXANDER P. BUTTERFIELD

SUBJECT:

Your action memo - Log P10

This is to inform you that on December 9 I contacted by telephone the Chairman of the "Tell It To Hanoi" Committee and discussed with him the possibility of his committee's giving broad distribution to the Charles Brooks editorial cartoon which appeared in the Birmingham News on December 26. He (the Committee Chairman) was amenable and enthusiastic.

The cartoon was mailed to his committee headquarters at noon today.

chron

December 10, 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 Tuesday, each followed by reviews of coverage received.

1. ATTENDANCE AT FOOTBALL FOUNDATION AND HALL OF FAME DINNER

a. Newspapers:

Received fair coverage in national newspapers with some stories running on sport pages and others on news pages using the demonstrators in New York as the news hook. All stories included demonstrators in the text. Stories and photo moved by AP and UPI.

b. Television:

The story broke too late to be included on evening network news shows; however, all networks commented briefly on the fact that demonstrators were present near the Waldorf Astoria and that some violence was anticipated. Local news shows in New York had film of the demonstrators and the violence.

(It is highly unlikely that the story will be used on tonight's network news shows.)

2. VIETNAM PETITIONS

a. Newspapers:

Received front page coverage above the fold in all major newspapers, as a result of the President's informal talk to Senators and Representatives regarding his plan for a troop withdrawal announcement before Christmas. Good photo usage of the President and the Congressmen with petitions in the Cabinet Room.

Photos and story moved by AP, UPI, "A" Wire.

b. Television:

ABC	1:30 min.	Bill Gill film on the petitions of support, and the President's upcoming troop withdrawal statement. Also footage from the President's news conference statement on Vietnam.
NBC	1:00 min.	A report on the President's troop withdrawal schedule ... and on the Congressional petitions.
CBS	1:30 min.	Pierpoint film report on the support petitions and the President's remarks regarding another troop withdrawal.

3. NATIONAL BAR ASSOCIATION MEETING

a. Newspapers:

Received fair pick up in national newspapers as a result of the briefing at Ziegler daily press meeting. Stories indicated that the National Bar Association did not change the President's mind on black issues but that it (the NBA) felt it now had the President looking in new directions.

Moved by AP, UPI.

b. Television:

Received minor comment on all network news shows, again using the quote that "the President's mind was not changed", but that "Nixon is now looking in new directions" on black issues.

B. The leading Administration news items were:

- The Mylai incident Received more news coverage and network news film, this time resulting primarily from Mendel Rivers' investigation.

- Release of Rogers/Laird testimony from secret hearings held about a month ago on the future U.S. role in Vietnam (stressing Vietnamization as the key factor re troop withdrawals and a lasting peace) Received both newspaper and television comment.
- Tax Reform Bill.... Received wide coverage in newspapers and on the television network news shows, probably because the final Senate vote on the Bill is expected today.

C. The single leading news item:

- The President's remarks upon receiving 363,000 signatures of support from the constituents of 36 Congressmen (and announcing a troop withdrawal statement before Christmas.

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:

The Today Show -- A recommendation for a Presidential phone call to George Jessel was submitted to Steve Bull at noon yesterday. As of 11:30 a.m. today, no action had been taken.

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

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 10, 1969

MEMORANDUM FOR: THE WHITE HOUSE STAFF

RE: The Handling of Gifts for The President
and The First Lady

On April 30th, 1969, a memorandum was sent to members of the White House Staff concerning gifts received by or for the President and/or the First Lady, and the procedures for insuring their proper acknowledgment and orderly storage. Despite circulation of that memorandum, 12% of all such gifts received -- and approximately 75% of gifts placed in the care of Staff members -- continues to be delivered to the Gift Unit offices so long after initial receipt or presentation as to render acknowledgment embarrassing ... or so poorly documented as to require extra time and effort obtaining necessary information.

Your noting and complying with the few simple procedures outlined below will be greatly appreciated.

When a gift for the President and/or
the First Lady is placed in your care:

- Type or write clearly on a piece of paper the name and address of the individual and/or group presenting the gift.
- Identify the person who actually accepted the gift.
- Indicate whether the gift has been acknowledged ... and if so, how and whether in your opinion it requires further (written) acknowledgment.
- Attach the information sheet to the gift and without undue delay, insure delivery to Mrs. Lucy Ferguson, Supervisor of the Gift Unit office -- Room 488 (4th floor), EOB.

...and when you know little
or nothing about the gift:

- Type or write on a piece of paper whatever you do know --
if that means only the name of the person who left it with
you, or merely that it was "among the President's out
basket materials" -- and (as requested above) attach
your note to the gift and insure immediate delivery to
the Gift Unit office.

Alexander P. Butterfield
Alexander P. Butterfield
Deputy Assistant to the President

Chen

December 10, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: The President's Popularity

Yesterday I received a call from the RNC office of the Young Republicans who seemed anxious to pass on word that the President's taking Steve and Barbara Owens to the Texas-Arkansas football game, his absolutely superb halftime forecast of second half events, and his locker room visits scored a solid plus with college-age persons nationwide. The caller (who was representing Chairman Bob Polack ... but whose name I do not now recall) went on to say that his office had been swamped with telephone calls and enthusiastic messages, all relating to the President's "outstanding Saturday performance".

Chron

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

Chron

December 9, 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 Monday, each followed by reviews of coverage received.

1. THE PRESIDENT'S NEWS CONFERENCE

a. Newspapers:

Received excellent coverage. Usually played as #1 story in all major national newspapers.

Key items were on the future troop withdrawal announcement, the tax bill, and inflation, with the Mylai incident also receiving prominent play. Most papers ran the entire text of the President's remarks.

b. Television:

The evening network news shows gave 15-30 seconds of promo to the event ... in advance of the actual press conference. In addition, ABC did a 2-minute editorial of what the President "was likely to say".

All networks carried the news conference live with NBC doing a 5-minute wrap-up commentary with Herb Kaplow and John Chancellor; CBS ... 7-minute wrap-up with Eric Sevareid; ABC ... 1-minute wrap-up at the conclusion of the conference.

All commentary following the news conference was extremely objective.

2. THE PRESIDENT'S DROP-BY THE FARM BUREAU CONFERENCE

a. Newspapers:

Received minor coverage in East Coast papers. Moved by AP and UPI.

b. Television:

No coverage noted.

B. The leading Administration news items were:

- The Mylai incident Received wide coverage on both radio and television, with the network news shows devoting from 2-3 minutes on Congressman Ichord's news conference which emphasized the magnitude of Viet Cong atrocity incidents.

C. The single leading news item:

- The President's News Conference

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* none reported information in a manner justifying counter action. (Dan Rather was interviewed today on CBS Morning News. He spoke favorably of the Presidential press conference ... saying that it was an exceptionally wide ranging conference and that the President was certainly "the best of all who have tried to do this kind of thing." Rather added that he was a little surprised that more was not said about "the environment".)

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

The Today Show -- Herb Klein thinks now that Jessel's speaking up loudly and clearly in support of the Administration's domestic policies and the President's Vietnam peace plan rates a call from the President ... rather than from him (Klein). A formal telephone call recommendation sheet is being typed up now for submission to the President later in the day.

CBS Morning News -- It has been decided that a personal phone call need not be made to General Wheeler for his favorable comments yesterday on the Administration's Vietnam policies.

The Tonight Show -- It has been decided that due to the 3-week time interval since Ron Svoboda's expressions of support for the President during a Johnny Carson interview, a personal telephone call would not be appropriate.

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

TELEPHONE CALL

GEORGE JESSEL

Recommended by: Alexander P. Butterfield

Reason: Yesterday (Monday, December 8) Jessel was interviewed on NBC's The Today Show. He spent a good 5-7 minutes speaking up in strong support of your Vietnam peace plan and the Administration's policies in general.

Talking Points: Nothing other than a brief expression of your appreciation "for his continued support". (Rose Woods tells me that he has been a "fairly steady" supporter of yours in the past.)

Note: Mr. Jessel is not among those invited to the Bob Hope dinner on December 14th.

Chen

December 9, 1969

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Miscellaneous Items

Caulfield -- John Ehrlichman told me that Caulfield was completely trustworthy; however, after working with him for 7-10 days I have serious doubts. I heard him talking much too freely about our project so brought him into my office and reviewed for him the absolute necessity of our being discreet and professional. I have since heard from someone (I think it was Colson) that he has touched on this classified project in some of his breakfast table discussions in the Staff Mess. Moreover, he recalled from the field our sole investigator ... just to help with the work being done in New York in advance of the President's appearance tonight. I told him on the telephone that the field work was far more important for this one individual and that he very easily could have obtained extra help in the security business from the New York Police Department. I'm not reporting this to you for any purpose other than to let you know of my initial reaction to the man and his ways.

DoD's Instructions re Bailey -- With reference to your note to me that Carl Wallace et al must "go beyond simply reacting to Bailey's demands, and think creatively about how the over-all cause can be aided", please understand that these were the original instructions put to Wallace and that he and Niederlehner and Friedheim understand completely. In fact, Niederlehner and Friedheim have sat down together and given time to creative thought on this matter ... and are staying in touch with Bailey.

Report to the President -- Before I can submit a worthwhile report to the President on this I want to talk to Caulfield (who, as you know, has been away) -- and I plan to do that enroute home from New York tonight. My report will be in tomorrow morning's 11:30 items for the President.

ADMINISTRATIVELY CONFIDENTIAL

chron

December 9, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Letters of Support to the President

I am attaching 3 items which may be of interest to the President.

- Note from the Satterfields telling how honored they were when they heard that the President had read their letter of support before the House of Representatives
- Note from Rainsford J. Winslow (with attachments) bearing evidence of the local publicity given to his letter of support to the President
- Note from Dr. Norman Vincent Peale acknowledging receipt of the 21 wires and letters we sent to him ... and expressing his opinion that the President's position "strengthens every day"

Attachments

chron

December 8, 1969

MEMORANDUM FOR: MR. EUGENE COWEN
FROM: ALEXANDER P. BUTTERFIELD

This is just a short note to let you know that Senator Dodd will be bringing with him tomorrow morning 4,066 additional signatures of support for the President's peace plan. These, when added to the 25,269 signatures you already have from Dodd constituents, will bring the Connecticut total to 29,335.

cc: Mr. Nidecker

chron

December 8, 1969

MEMORANDUM FOR: COLONEL L HUGHES
FROM: ALEXANDER P. BUTTERFIELD
RE: "Dirty Questions" Which Might Be Asked of
The President During His Meeting With POW
Wives on December 12th

As soon as you receive the answers to the 6 questions which might possibly be asked of the President in his December 12th meeting with POW wives and mothers, would you forward them to me so that I can complete the required scenario. (I assume that these answers are being prepared by Henry Kissinger's staff ... or jointly by Defense and State.) My material must be in to the Staff Secretary by 2:00 p.m. on Thursday.

Many thanks.

ckson

December 8, 1969

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. NOFZIGER

FROM: ALEXANDER P. BUTTERFIELD

RE: Campaign to Bring Pressure Against the
Hanoi Government for Inhumane Treatment
of U.S. POWs

The President wants us to get moving on a campaign to bring pressure against Hanoi for more humane treatment of U.S. POWs. He suggests that Henry Salvatore might be helpful. Would you please give this some quick thought and come back to me with comments and/or suggestions. I must submit a report to the President by the end of the week on all that is in motion or planned.

Many thanks.

cc: Messrs. Klein
Magruder

ADMINISTRATIVELY CONFIDENTIAL

chron

December 8, 1969

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. HARLOW
FROM: ALEXANDER P. BUTTERFIELD
RE: Action to Counter A Recent EMK Statement

A December 3rd television report highlighted Senator Ted Kennedy's statement that a "large majority" of the South Vietnamese civilians whose lives have been lost in the war were killed "by the allies". The President wants to make sure that the Senator's statement is appropriately and publicly answered.

I would appreciate hearing from you, Lamar, or Ken BeLieu (or from Dr. Kissinger if counter action in this case is more in his line) by Thursday noon as to what actions are planned or underway.

Thank you.

cc: Messrs. Kissinger
Klein

ADMINISTRATIVELY CONFIDENTIAL

Chron

December 8, 1969

MEMORANDUM FOR: MR. EUGENE COWEN
FROM: ALEXANDER P. BUTTERFIELD
RE: Names and Signatures of Persons Supporting
The President's Vietnam Peace Plan

After the President's meeting tomorrow morning with Representatives and Senators whose constituents have made known their support for the President's Vietnam peace plan, please make arrangements to keep the petitions, resolutions, coupons, etc. for at least the balance of the week. We want to make certain that we get every name on our mailing list.

cc: Messrs. Nidecker
Bull
Magruder

Chron

December 8, 1969

MEMORANDUM FOR: MR. EUGENE COWEN
FROM: ALEXANDER P. BUTTERFIELD

I am forwarding with this memorandum 1,646 coupons of support from members of the Silent Majority in southern California.

Attachments

Chen

December 8, 1969

MEMORANDUM FOR: COLONEL HUGHES
FROM: ALEXANDER P. BUTTERFIELD
RE: List of POW Wives and Mothers
Scheduled to Meet with the President
on December 12th

Once the names of POW wives and mothers scheduled to visit the President and First Lady on December 12th are known, please get a list to Lyn Nofziger, Herb Klein and Ron Ziegler along with the following information pertaining to each:

- Home town and State
- Husband's name, grade or rank, when captured or first reported missing, branch of service, and significant awards and decorations
- Children's names, ages, and sexes
- Names and addresses of parents of person captured or missing

cc: Messrs. Klein
Ziegler
Nofziger

chun

December 8, 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 Friday, Saturday and Sunday, each followed by reviews of coverage received.

1. THE PRESIDENT AT THE TEXAS-ARKANSAS FOOTBALL GAME

a. Newspapers:

Good coverage before and after the event. Friday evening and Saturday morning papers, plus the wires, ran pieces on "the President's stand" on the ranking of teams ... taken in response to telegrams from Governor Shafer, Penn State alumnae, etc. Stories played on the front page of both the New York Times and the Washington Post.

All Sunday morning area papers carried on page #1 pictures of the President at the game. Many carried in addition (in the sports sections) pictures of the President in one or both of the locker rooms.

b. Television:

On Friday evening ABC and NBC reported on the controversy over the President's planned plaque presentation to the winner of the Texas-Arkansas game. Tom Jarriel (ABC) did a brief 1-minute spot on the President's moves in response to telegrams from Governor Shafer, etc.

Of course, ABC carried live the interview of the President at half-time, and his remarks to the two teams after the game.

2. TELL IT TO HANOI MEETING

a. Newspapers:

Washington and Baltimore papers carried the story on page #1, with occasional uses of pictures. Out-of-town

papers generally ran wire accounts inside, with some use of pictures. The New York Daily News ran only the picture taken in the President's office.

b. Television:

Brief coverage on ABC and NBC (Friday) evening news shows.

3. MEETING WITH MEMBERS OF THE CONFERENCE ON FOOD, NUTRITION AND HEALTH

a. Newspapers:

Carried on page #1 in area papers as lead to roundup on the White House Conference. Treatment by out-of-town papers varied markedly.

b. Television:

Not reported on evening news shows Friday, December 5.

4. URBAN AFFAIRS COUNCIL AND SECRETARY STANS' BRIEFING ON MINORITY BUSINESS ENTERPRISE

a. Newspapers:

Very light coverage.

b. Television:

Not reported on evening news shows Friday, December 5.

5. PRICE AND HESS APPOINTMENTS

a. Newspapers:

Briefly reported in area papers article and picture.

b. Television:

Not picked up in network news programs.

B. The leading Administration news items were:

- Deputy Secretary Packard's press conference (in which he discussed troop withdrawals and the alleged Mylai

incidentLeading Administration news item. It was the second item on ABC and NBC evening news shows.

-- White House Conference on Food, Nutrition and Health

C. The single leading news item:

-- Further reports of developments surrounding the Mylai incident

ABC 3:00 min.

NBC 4:30 min.

CBS 18:15 min. -- including Mike Wallace's
15-minute interview of
Captain Medina

II. MEDIA MONITORING REPORT

A. Of 11 news publications and TV programs monitored regularly,* 2 featured persons whose messages to TV audiences justify expressions of appreciation ... and none reported information in a manner justifying counter action.

The Today Show -- George Jessel spoke up loudly and clearly in support of the Administration's domestic policies and the President's Vietnam peace plan.

Action: Still under consideration. It is assumed now that Herb Klein will make a personal call to Jessel ... or recommend that someone else on the staff do the same.

CBS Morning News -- General Wheeler, Chairman of the JCS, did a fairly good job speaking up for the Administration's Vietnam policies. He emphasized the fact that Vietnamization is a good plan and that it is working well. His appearance this morning was the first in a 2 or 3 part series.

Action: Still under consideration. It is assumed now that Henry Kissinger will make a personal call to General Wheeler.

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

(The monitor of the Tonight Show reported today that Ron Svoboda came out strongly in support of the Administration during a recent interview with Johnny Carson ... and that he had forgotten to report it at the time. Whoever calls Jessel will also call Svoboda.)

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

Not applicable for this report.

chron

December 8, 1969

MEMORANDUM FOR: COLONEL HUGHES
FROM: ALEXANDER P. BUTTERFIELD
RE: Michael S. Uhlig (Deceased)

Thank you for the fact sheet concerning Michael S. Uhlig.

Please see to it that the Army presents (or sends ... whichever is the normal procedure) all of his awards and decorations to his parents, Mr. and Mrs. Max Uhlig.

Thank you.

Chron

December 8, 1969

MEMORANDUM FOR: MR. JOHN BROWN
FROM: ALEXANDER P. BUTTERFIELD
RE: Action Memorandum - Log No. P6

John Nidecker has been serving as project manager for the scheduled December 9th presentation of "Vietnam policy" support petitions to the President. He has been working in close coordination with Steve Bull, and Steve has assumed responsibility for writing the scenario requested by your Action Memorandum - Log No. P6.

Chen

December 8, 1969

MEMORANDUM FOR: MR. HALDEMAN

FROM: ALEXANDER P. BUTTERFIELD

RE: Posthumous Awards for Michael Uhlig
(Information for the President)

I am attaching to this memorandum a fact sheet concerning Michael S. Uhlig, the deceased U.S. Army warrant officer whose mother wrote a letter of support to the President . . . and stated in a separate portion of the letter that her son had been killed in Vietnam and that she "had never received his Purple Heart" from the U.S. Army.

You will recall that Uhlig's death was not a result of hostile action and that he therefore was not eligible for the Purple Heart. We thought, however, that he must have received something in the way of a medal or award while in Vietnam . . . so we went back and checked.

As you will note, he was awarded 2 medals from the Vietnamese government and 2 medals from the U.S. Government (Vietnam Service Medal with one Bronze Service Star and the Republic of Vietnam Campaign Medal) for his short 6-day stint in the combat zone . . . all in addition to several other medals earned previously; yet, as Don Hughes reports to me, none has been presented to the parents. We are seeing to it that presentation or delivery of all awards is made to Mr. and Mrs. Max Uhlig without delay.

Attachment

chron

December 8, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Full-Page Ad Supporting the
President's Peace Plan

I am attaching another full-page ad sponsored by the "Tell It to Hanoi" Committee. It appeared yesterday in the Washington Post and several West Coast newspapers including the San Francisco Chronicle.

(Actually, this is the ad which Bill Brinton wrote and financed. After it was scrubbed by Henry Kissinger's staff -- and hastily edited in this office -- it was sent ^{to} and sponsored by the "Tell It to Hanoi" group in New York.)

Attachment

Chen

December 8, 1969

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: Sample "Silent American Majority" Pin

I have just been advised that a sample "Silent American Majority" pin can be made available prior to delivery of the first bulk order. The sample pin is being mailed today to Pat O'Hara in New York ... and Pat should have it in my hands by Tuesday evening or Wednesday morning.

chron

December 8, 1969

MEMORANDUM FOR: MR. MAGRUDER
FROM: ALEXANDER P. BUTTERFIELD
RE: Sindlinger and Company

I am attaching the following additional materials relating to Sindlinger and Company, Inc.:

- A marketing article entitled "How good are consumer pollsters?", from the November 8th Businessweek. (Portions pertaining to Sindlinger are outlined in yellow.)
- An article by Clem Margello entitled "Reading the Entrails", from the December 8th Newsweek. (Portions pertaining to Sindlinger are outlined in red.)
- Dun and Bradstreet's most recent "Business Information Report" on Sindlinger.

If this doesn't fill the bill, perhaps you can get more through Chuck Colson and some of his "outside group" contacts.

Attachments

chron

December 8, 1969

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
RE: F. Lee Bailey's Reception at DoD

Bailey seemed well satisfied with DoD's serving as "the White House spokesman". He checked in, in person, on Thursday (Dec 4) and met privately for about an hour with Leonard Niederlehner, the Acting General Counsel on Sec Def's staff. Niederlehner had been well briefed and made very clear to Bailey that he was welcome and that Defense would be wholly and willingly cooperative.

Carl Wallace tells me that Bailey made no demands and asked for nothing in the way of photographs, records, etc.

ADMINISTRATIVELY CONFIDENTIAL