

May 10, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

LEE HUEBNER

SUBJECT

Color Report: Salute to  
Agriculture Day, May 7, 1971

One theme that ran through all the activities of this day -- and the <sup>day</sup> previous -- was the President's evident regard for Dr. Norman Borlaug, the Nobel Peace Prize winner for his leading role in the "Green Revolution". From their first conversations on the White House grounds Thursday, Borlaug and the President seemed to "hit-it-off"; the former talked not about the technical side of his work with wheat, but about its human and political implications. A powerfully warm and gentle and genuine man, he clearly made a deep impression on the President -- whose remarks at the Agriculture Department Friday morning and at the White House dinner Friday night reflected not so much what the staff had suggested to him but rather the topics he had discussed earlier with Borlaug, <sup>such as</sup> the feeding of hungry people at home and abroad.

On the other hand, Borlaug seemed very impressed with the President. He told a group of us (including several reporters) after dinner that he had found the President very responsive to his concerns about how the world will cope with growing population and his fears that the revolt against technology may go too far and deny us skills and resources we will badly need in coming decades. And Borlaug said then again what he had told the President earlier: that while he had lived most of his adult life outside the United States, "I am still a very proud American."

Until the ~~state~~ dinner, Borlaug was dressed in a green suit which John Whitaker referred to as "his green revolution" suit.

Glen Campbell also praised the President warmly at the end of his concert: "It's really beautiful you know, it's really a beautiful thing that a man with the President's intelligence and knowledge and wisdom

can lead this country of ours." Later, after the President and Mrs. Nixon had joined Campbell and his wife on the stage (where the President tested Campbell's drinking water - to be sure that's all that was in it) Campbell said that like Bob Hope he plays a wide variety of benefits because "I don't want to blow the hereafter on a technicality." "But if I am reincarnated," he went on "I want to come back with the President's mind and wisdom and courage --- and with Dean Martin's liver."

Most of Campbell's other material was pretty earthy -- and pretty funny. The audience -- including the President -- seemed to thoroughly enjoy the whole evening. The President's full recounting during the toast of how President Washington bought the land on which the White House is located from an obstinate farmer was much appreciated. Most of this dinner material has already made its way into the newspapers.

THE WHITE HOUSE  
WASHINGTON

May 7, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on President's  
Reception for Kuykendall House  
Task Force, May 6

RN sized up the group of Congressmen on entering the Blue Room and remarked, "Glad you could all make it down here today; at least the streets are clear -- though I see all of you got haircuts just to be on the safe side." A loud chorus of demurrers greeted the latter observation -- "Not all of us -- what about Arends -- look at Les." The Minority Whip, who wears his hair almost as long as the Big Ear's own, tossed his tresses defiantly. This outburst set the tone for the whole session -- all the decorum of a Greek fraternity stag.

After RN had thanked the group for their revenue sharing/reorganization sales efforts and Kuykendall had replied, Jerry Ford moved to the microphone, drink still in hand. He got no further than "Well, Mr. President," when someone shot from the crowd, "You selling booze, Jerry?" When Ford made reference to the voting regularity of the Congressmen present -- "They stick with you and they stick with me... most of the time" -- RN deadpanned, "This sounds like a commercial."

Fourth to speak was John Connally, whom RN called "the best cleanup hitter we have." RN mentioned that earlier in the afternoon Connally had faced intensive Q and A from "the members of the press -- I almost said the gentlemen of the press." The Treasury Secretary brought the group to revival-meeting fervor at once. He loosed the full diapason of praise for the President and his programs. Fire leapt from his tongue and bells pealed overhead. When he left off, the applause was pounding. His boss, blushing crimson, said only, "Now you see why I bring him along."

Page Two

Best laugh of the occasion came on RN's explanation of the Borlaug appointment Thursday morning. "Because Borlaug is an Iowan, we had Jack Miller there. Because the event related to foreign aid, we had H. R. Gross, too."

RN handing out tie clasps: "If you already have one, give this to some rich contributor."

Good time had by all. If Timmons, who was present, concurs, the Ear feels that some color from the event could be usefully peddled to a columnist in illustration of RN's warm rapport with many on the Hill.

cc: Ray Price

THE WHITE HOUSE

WASHINGTON

May 6, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

LEE HUEBNER *LH*

SUBJECT

Color Report on the Tour  
of Agricultural Exhibits

As usual, the White House press was in as good a position -- and often perhaps even in a better position -- to overhear remarks than I was. I continue to think that the color reporting function makes the most sense in settings where the press is not present, though there is probably some utility in covering even these public occasions from the "color reporters'" special perspective.

One item well worth reporting, I think, was the President's observation that one of the displays described Dr. Norman Borlaug (the Nobel Peace Prize winner for his leadership role in the "Green Revolution") as a "peaceful revolutionary." The President pointed to it, nodded his approval of the phrase, and then told Borlaug that he liked to use the term "peaceful revolutionary" with reference to himself and his own "New American Revolution."

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 6, 1971

MEMORANDUM FOR THE PRESIDENT'S FILE

SUBJECT: COLOR REPORT - Open Door Hour  
May 6, 1971

The visit by Charles Rhyne, who presented a copy of his new book on International Law, was extremely brief. So was the meeting with the two new members of the Legislative Liaison Office. There were no color items in either interview.

However, an unscheduled visit by Artie Johnson and his wife, (he is the "Laugh-In" star), was a very enjoyable meeting, and Ron Ziegler will give at least one item to the press.

This was a part of the conversation where the President spoke quite feelingly about the role in life of a good comedian: making people happy. He spoke of his many friends like Bob Hope and Red Skelton and both Johnsons were obviously impressed with his genuine appreciation. The President repeated several times, "Your job is making people happy, making them smile. It must be very satisfying." He seemed to find the visit very enjoyable and prolonged the conversation.

Mrs. Johnson, a charming German girl, had brought the President a keepsake involving a Milhous ancestor in Germany. The President was quite interested and appreciative.

He was interested in both of these young people and quizzed them on a number of subjects, including Johnson's work on "Laugh-In", Mrs. Johnson's recent American citizenship, conditions in Germany, and their life in Southern California.

*RAM*

RICHARD A. MOORE

THE WHITE HOUSE

WASHINGTON

May 5, 1971

MEMORANDUM FOR THE PRESIDENT'S FILE

SUBJECT: COLOR REPORT - Open Door Hour  
May 5, 1971

There were two ceremonies today: One was the presentation of five Distinguished Federal Civilian Service Awards; the other was a visit from the National Good Will Worker of the Year.

The writing press and photographers were present for both events and there were interviews afterwards with the Good Will Worker, Robert D. Bob Lee, who lost both his hands in an accident and uses hooks.

I reported two items to Jerry Warren immediately afterward, one of which he will feed to the press. The other might not be appropriate for the press, but might be appropriate when someone is doing a personality story about the President.

ITEM 1: At the presentation of the service awards, the wives were present as were Secretary Connally and Secretary Hardin. After the press had left, one of the ladies admired the decor of the Oval Office and the President explained that Mrs. Nixon had been responsible. At this point, the wife of Ambassador U. Alexis Johnson, who has an obvious sense of protocol, raised a half-serious legal question and the President had a ready answer.

Noting the Great Seal which is woven into the rug, she said, "Mr. President, isn't it against the law to walk on the Seal of the President of the United States?" He replied, "No, the rug is traditional and people do walk on it. But I can tell you one thing. It was suggested that the chair cushions be designed with the Great Seal and that's where I drew the line. They may walk on it, but we don't

May 5, 1971

want them sitting on it."

This Presidential defense of the Seal is the item which Jerry Warren will put out.

ITEM 2: The President's constant thoughtfulness about people's feelings was never better illustrated than in his treatment of young Bob Lee.

As the young man and his wife came forward to shake hands, the President looked him squarely in the eye and put out his hand as he would under normal circumstances. His "handshake" was just as natural as in any other case.

A few moments later he made the presentation of a small box containing a Presidential tie clasp. As I watched, I didn't think that Lee could cope with it. However, the President handed it to him in a completely normal fashion and, sure enough, Lee took it in his hook and neither one showed any sign that the maneuver was at all unusual.

The President then had a warm conversation with both of them and paid particular attention to Mrs. Lee. This episode reminded me of the President's conduct at the Home for Incurables on Christmas Eve, where he shook hands and visited with invalids with the most extraordinary kinds of handicaps, including palsy patients who could neither talk nor control their limbs. There again he acted entirely as if everything was normal.

The President would be the last to want this item exploited, yet it does illustrate his thoughtfulness and compassion.

*RAM*

RICHARD A. MOORE

May 5, 1971

FOR: RICHARD MOORE  
LEE HUEBNER  
JOHN ANDREWS

FROM: STEPHEN BULL

RE: Celor Reporter for Presidential Events -  
Thursday, May 6, 1971

It is requested that you serve as celor reporter for the following Presidential events on Thursday, May 6:

Lee Huebner - Dr. Norman Borlaug and Tour of Agriculture  
Exhibits on South Lawn - 10:00 a.m.

Richard Moore - Open Door Hour - 12:00 p.m. -  
The President's Office

John Andrews - Reception - House Task Force on Revenue  
Sharing and Reorganization - 5:15 p.m. -  
The Blue Room

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 28, 1971

MEMORANDUM FOR THE STAFF SECRETARY

FROM: John Andrews

SUBJECT: Color Report on Voluntary Action Reception,  
April 27

Good to be back on the canape circuit -- even Big Ears have to eat.

The President told the National Center for Voluntary Action directors that the ethical concept which best expresses the ideal of voluntarism is the Hebrew tsdakah -- "do justly." This gave his inspirational remarks to the group a nice cosmopolitan flavor and stamped them as his own, not the work of one of his Gentile speech writers. Of all his important callers in recent days, he said, the three who left the deepest impression were the Boys Clubs' "Boy of the Year," the Cystic Fibrosis poster girl, and the little boy who represented the deaf children's aid groups. He asked the directors to embrace in their service goals not only the many Americans who need help but also the millions who need the satisfaction of giving help to others.

Of course the real Grand Prix event of color reporting is eaves-dropping on the President and his guests in a receiving line. One cannot be both couth and within earshot. The Big Ear manages it by standing a step and a half off the President's shoulder, looking impassive like a Secret Service agent, and never meeting the eyes of a guest (it makes them forget what they are going to say to RN). He heard the following bits of business transacted:

-- Chrysler President Lynn Townsend: "We're back at a profit the first quarter!" RN: "Yes, I saw that. You'd be surprised how I keep up with those things."

-- RN to George Romney: "About your trip to Europe. Send me that agenda. I want to see to it that you stay in our embassies at each stop, and that you take a little time off over there."

-- Martin Castillo, apparently seeing RN for the first time since he was eased out of the top job with the Cabinet Committee on the Spanish Speaking: "I wanted to tell you, sir -- probably the highlight of my entire life was working with you." RN: "We'll work together again."

-- John Volpe: "I'm just back from Maine where we had a ceremony tearing down the very first billboard of the '71 highway beautification effort."

cc: Ray Price

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 27, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

LEE HUEBNER *LH*

SUBJECT

Color Report on Swearing-  
In of Dr. James Fletcher

A brief, uneventful ceremony. Afterward -- and after the press left -- the President went through his traditional ritual of presenting cufflinks and pins bearing the Presidential seal. "I bet you don't wear cufflinks!" the President said to Fletcher's young -- and modishly attired -- son. "I will now!" the boy shot back enthusiastically.

THE WHITE HOUSE

WASHINGTON

April 26, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on Congressional  
Half-Hour, April 26

No color items were observed in the Cystic Fibrosis Poster Child event.

At the beginning of the Tennessee portrait presentation session, Senator Howard Baker mentioned that one of his last visits to the White House had involved discussions about TVA. The President deadpanned, "Didn't we sell that?" Then he reassured the group, which included a representative of the IBEW locals at TVA, "That's a standard joke the Senator and I have." "Everyone now is talking so much about selling the Pentagon," he added -- an oblique reference to CBS's cause celebre documentary -- "they've stopped worrying about selling the TVA."

As he was being photographed next to the near-life-size oil portrait of himself, RN commented to the artist, "I can't be caught looking at the picture -- they'd say I was admiring myself."

Told by State Rep. Ben Longley that Governor Dunn's budget had come within one vote of adoption in the Tennessee House the other day, RN asked the party composition. Longley said both Houses were 58 percent Democratic. "But many of them obviously statesmen," the President commented drily.

Notable in the President's handling of the Ohio Youth Choir was that he played neither to the press who were present nor to the Ohio Senators and Congressmen -- rather he walked up close to the choir, faced them, and talked with them in a low, easy voice. The mythical "President who can't relate to kids" was nowhere in evidence. He struck a chord in the group with wry recollections of his high school glee club -- "I was such a bad bass, they always made me master of ceremonies...the singing was fun, but the bus rides were even better." (Scandalized "ooohh" from the back of the choir.)

Page Two

His earnest, animated remarks to the teenagers about what to look for on their European trip this summer echoed his rambling talk with the Lincoln Memorial kids last May 9. The Big Ear, doubling as the Big Analyst, wonders: Is this a subject which RN feels particularly impelled to discuss with young people? Does he perhaps see youthful indifference to the effects of turning our backs on Vietnam, youthful negativism about the relative benefits of American life, and youthful "new isolationism" in general, as all growing from a deficiency in world perspectives among the new generation?

cc: Ray Price

April 26, 1971

FOR: LEE HUEBNER  
JOHN ANDREWS

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Events -  
Tuesday, April 27, 1971

It is requested that you serve as color reporter for the following Presidential events on Tuesday, April 27:

|                |                                                                                                         |
|----------------|---------------------------------------------------------------------------------------------------------|
| Lee Huebner -  | Swearing-In of Dr. James Fletcher as<br>Administrator of NASA - 10:00 a.m. -<br>The President's Office. |
| John Andrews - | Reception for National Voluntary Action<br>Committee - 6:15 p.m. - State Dining Room.                   |

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 23, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

LEE HUEBNER *LH*

SUBJECT

Color Report on Meeting with  
Agricultural Editors --  
Supplemental observations

Two points might well be noted --

1. The President's pride in the Rose Garden. This has been noted before (even during the Cambodian decision-making a year ago when he was talking about the blossoms). It will probably be noted again if the wedding is held here. On this occasion he held forth for quite a while on various aspects of the Garden, including the fact that the various apple trees blossom according to how much sun they get -- those on the north side first, the one closest to his office last because it is shaded by another taller tree.

2. The President's knowledge of things agricultural -- of all sorts. The extreme example came when he was handed (and then pocketed) a card announcing a "cow chip throwing contest" in Oklahoma. He read it aloud, looked up, laughed and said "I know what a cow chip is! How do you throw that? Like a discus?" and then pantomimed a discus thrower as the group looked on laughing.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 23, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

LEE HUEBNER *LH*

SUBJECT

Color Report on Open Hour  
Poster Child and Alabama  
Group

The many still and motion picture cameras present undoubtedly captured far better than any words can do this charming interlude featuring the President, a small boy, and a dog. "They're both hams, aren't they?" the President concluded as the group finally dispersed and as Pascha returned to her quarters.

The session featured the President and the boy feeding the dog -- the food being conveniently at hand in the top drawer of the President's desk. All of this was well noted by the press. What may not have been noted was the remark one of the guests made about the poster child who sat glowing in the President's arms: "I've never seen him smile or laugh so much. He's usually so shy."

After the press had left, the President remarked on how people who are handicapped in one area often compensate in others. This boy is really compensating for his hearing impairment by developing a lively personality, the President observed. "You really picked a winner this time!" he exclaimed as the child continued to romp around the room.

The session with the Birmingham group was chiefly notable for the President's display of tact and patience when the leader of the delegation persisted in delivering a heavy handed, belabored (and unscheduled) speech insisting the President come to speak to a gathering in Alabama in the fall. Later someone else handed the President a personal note scrawled by Bart Starr -- which prompted a Presidential observation that Starr was "a great citizen" who would make "a marvelous coach." While signing

Page Two

autographs, the President was exposed once more to the argument that he simply had to attend this Alabama gathering (again he graciously thanked the man without making a commitment). As the meeting ended, he saluted the two Alabama Senators (though only Allen was present) for their foreign policy support and noted that "we can't leave Vietnam in a way that turns the country over to the Communists because then everything we have done would be lost."

April 23, 1971

FOR: W. SAFIRE  
J. ANDREWS

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Events -  
Monday, April 26, 1971

It is requested that you serve as color reporter for the following  
Presidential events on Monday, April 26:

W. Safire - President's Address to U.S. Chamber of Commerce  
Constitution Hall - 11:00 a.m.

J. Andrews - Congressional Half-Hour - 12:15 p.m. -  
President's Office

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

THE WHITE HOUSE

WASHINGTON

April 21, 1971

MEMORANDUM FOR THE PRESIDENT'S FILE

SUBJECT:

Open Door Hour

President's Meeting with James M. Hannan,  
National President, Navy League of the  
United States, Thomas E. Morris, Senior  
Vice President, J. Paul Marshall, National  
Judge Advocate, and C. Robert Clark,  
National Treasurer

Wednesday, April 21, 1971

12:15 p.m.

The President welcomed the members of the Navy League and reminded them that he was an old Navy man himself and was startled momentarily by Mr. Hannan when he reminded the President that he was still on active duty in the Navy -- as Commander in Chief. This came up when Mr. Hannan presented the President with an honorary membership in the League, reminding him that he would have to resume paying dues six years from now when he leaves active duty. The President seemed puzzled for a moment but quickly got the point, to the enjoyment of all.

He talked briefly about the importance of a strong Navy and then was presented with a small reproduction of a statue of Admiral Farragut which stands in Minorca and was donated by the Madrid Navy League.

The President hadn't realized that Farragut came from a Spanish family and admitted that he thought he had been a Frenchman. In short, the President is willing to admit it when there is something he doesn't know.



RICHARD A. MOORE

THE WHITE HOUSE

WASHINGTON

April 21, 1971

MEMORANDUM FOR THE PRESIDENT'S FILE

SUBJECT: Open Door Hour  
President's Meeting with Miss Ann Ucello,  
Director, Office of Consumer Affairs,  
Department of Transportation and Mrs.  
Mary Lou Grier, Chairman, National  
Advisory Council, Small Business  
Administration  
Wednesday, April 21, 1971  
12:20 p. m.

This was a very brief and cordial visit. Both ladies admired the Farragut statue whereupon the President recited what he had learned about Farragut in the previous meeting, including his Spanish background. The ladies were impressed with his knowledge at which time he admitted that, up to a few minutes ago, he thought Farragut was a Frenchman and the President was putting his new knowledge to immediate use.

The President was behind schedule but, instead of easing the ladies out, he scored a plus by inviting them to have a special tour of the Rose Garden which neither had seen before. They left delighted.



RICHARD A. MOORE

April 21, 1971

FOR: JOHN ANDREWS

FROM: STEPHEN BULL

RE: Color Reporter for Presidential Event -  
Thursday, April 22, 1971

It is requested that you serve as color reporter for the following  
Presidential event on Thursday, April 22:

Medals of Honor Presentation (Posthumous) - 4:30 p.m.  
The Blue Room.

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

THE WHITE HOUSE  
WASHINGTON

April 20, 1971

*alex / Huntsman*  
*He meant to say  
"agricultural editor,"*

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

LEE HUEBNER *24*

SUBJECT

*S*  
Color Report of Greeting of  
U. S. Jaycees Leadership

Nothing special to report on this occasion. A pool of White House reporters was present -- and most of the editors were taking notes.

April 20, 1971

FOR: NOEL KOCH  
RICHARD MOORE

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Events  
Wednesday, April 21, 1971

It is requested that you serve as color reporter for the following  
Presidential events on Wednesday, April 21, 1971:

R. Moore - Open Door Hour - 12:15 P.M. - The President's Office

N. Koch - Greetings to 4-H Club Leadership - 3:45 P.M. -  
The East Room

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

THE WHITE HOUSE

WASHINGTON

April 20, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on President's  
Greeting to Jaycees

The audience consisted of about 150 men and a scattering of women. The President told the group that when he asked JC President Gordon Thomas who the ladies were, Thomas replied, "Wives, I hope." "Tell your wives I'll vouch for you," RN said to the group. "That you were here -- and by yourselves."

A moment later he told them he'd see that the Rose Garden was added to their tour route: "That's where I walk each day on my way to work. You can go through there too and see what it will feel like when you're President."

The main portion of his remarks was a spirited appeal for these young men to exert their leadership to "Keep America on the path to greatness" -- which was the end line of his little speech. As a central illustration of his point, he revealed some of his thinking about the merits of the SST debate and the significance of that defeat. He said he considered the environmental aspects of the controversy fairly legitimate on both sides, but the "America needn't try so hard" argument he called dangerous and unworthy. The tendency for a nation to "drop out of the race" and coast, cropping up in any one area, can spread contagiously into all areas of national life, the President warned. He quoted De Gaulle's dictum that "France was never her true self unless she was engaged in some great enterprise," an alarm which he said was sounded for France too late. Between the lines of his remarks today was the clear implication that he intends to sound it for America very early -- meaning from now on -- and to keep doing so until it is heeded.

cc: Ray Price

S. 13.

THE WHITE HOUSE

WASHINGTON

April 19, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on Taft Institute  
Award ~~and~~ Presentation

After a long combat lull, the Big Ear today made another limited-duration incursion into the Oval Office for the above ceremony.

The President's remarks in accepting the Taft Citizenship Award received press coverage -- but of particular note was his precise recollection that Robert Taft, Sr., won his 1950 Senate race by over 400,000 votes. This is a good example of RN's remarkable gift of recall -- comparable to remembering batting averages from the turn of the century.

The President seemed in exceptionally good spirits, bantering with the Institute group during the photo session after the press left. Handing out cufflinks and bow pins, he gave a sample of the patter he uses to lighten up the gift-giving ritual: "These have the Presidential seal on them -- just like up there in the ceiling; you know the distinctive feature of this office is the two seals, overhead and in the carpet... Since you are a bipartisan group, I should point out that these do not have my name on them, so anyone can wear them... It's just a small gift -- you needn't declare it on your income tax."

After the office photo, he insisted on another out in the Rose Garden, which he called "the most beautiful sight in Washington in the springtime." "It's planted with tulips at this time of year," he added. "You can admire them.. or tiptoe through them if you like."

cc: Ray Price

S.B.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 19, 1971

MEMORANDUM FOR: The Staff Secretary  
FROM: DeVan L. Shumway *Van S*  
SUBJECT: "Color Report" on Building Trades Council

The President started off the meeting by asking the 18 union leaders present in the room to speak up because "I find these sessions valuable for what I hear -- not for what I say."

The President said the economy is on the way up and that the significant thing now is that economists will argue about "how much it is going up not about whether it is going up." As an observer I was amazed at the President's ability to analyze the business situation without the use of notes while detailing figures and dates.

Analyzing the prospects of the construction trades, the President described 1970 as a "flat year" but predicted that 1971 would be an "up year." He said the construction industry was in a "sellers market."

"Often the lead horse in terms of industry is construction," he said in describing how the economy will be turning up.

The President again showed his memory when one of the participants mentioned a problem in connection with revenue bonds.

"You remember you raised that before and you said Mitchell knew all about it." The President responded, "I remember."

Secretary Hodgson, who was present at the meeting, quoted the President earlier as saying about the construction workers: "We need these fellows. They are builders and we need builders in this country."

In a similar vein the President concluded the meeting by saying: "If every man around this table opposes me for partisan reasons or if every man around this table opposes every domestic program, for what you have done for your country on the vital issues that affect our nation's security you will always be welcome in this room as long as I am here."

---

Chuck Colson fed this to Ron Ziegler and I fed it to Vic Reisel.

April 19, 1971

FOR: L. HUEBNER  
J. ANDREWS

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Events -  
Tuesday, April 20, 1971

It is requested that you serve as color reporter for the following Presidential events on Tuesday, April 20:

L. Huebner - Greeting of Agricultural Editors - 11:30 a.m.  
The Rose Garden

J. Andrews - Greeting of U.S. Jaycees Leadership - 12:15 p.m.  
State Dining Room.

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

*S. Bull*

THE WHITE HOUSE

WASHINGTON

April 15, 1971

MEMORANDUM FOR: THE PRESIDENT'S FILE

FROM: ALEXANDER P. BUTTERFIELD

SUBJECT: Color Report on the President's Meeting  
with His Committee on Employment of the  
Handicapped and the Santin Twins

Report: Although no special words were spoken in this brief meeting, I noticed again something which I think is very much worth reporting.

The President is always remarkably at ease when mingling and conversing with physically handicapped persons. (The Santin twins, in today's case, were both in wheelchairs ... and noticeably disfigured physically by muscular dystrophy.)

The meeting with the committee and the twins could have been as stiff and formal as the visitors probably anticipated ... but it was so far from that -- so informal and friendly and chatty out there in that beautiful sun-drenched, blossom-filled Rose Garden -- that one could actually see the guests lose their apprehension and relax. The President was jovial and more animated than usual as he talked to the crippled twins and shook hands with the committee members.

In many respects this particular revelation of the President's warmth and compassion reminded me of his meeting several weeks ago with Harvey Firestone in the Oval Office. The President didn't pretend for a minute to overlook the fact that Harvey was brought into the room in a wheelchair, pushed by a nervous male attendant. As in the Rose Garden today, he set about immediately putting Mr. Firestone and others at ease. After a friendly greeting, he said, "Come on, Harvey, let's have a picture taken by my desk. You stand here and ... (as he literally lifted the frail little man from the chair and helped him to a supportive position next to the desk) I'll stand next to you." The attendant started to rush forward

with Harvey's "walker", but the President waved him back and said, "Oh, he doesn't need that damn thing." It was obvious to me, and I'm sure to others in the room, that Harvey was getting just the medicine he needed. He was all smiles ... as though he had long resented the sissy treatment he'd been receiving from friends and associates and was absolutely overjoyed by this far more honest man-to-man approach.

What I have done: I have relayed the essence of this report to Gerry Warren, Deputy Press Secretary.

What I plan to do: Nothing more from this end of the line. However, I believe this is the kind of thing which can be passed along so easily by any one of us who finds himself talking informally to, or being interviewed by, a news media representative. It should serve as an excellent example of the President's feelings for others (even though he is not by nature a demonstrative person) when you are asked by a reporter what kind of man the President "really is".

P.S. Whereas I hesitate to mention another personal experience (having reported some time ago the President's insistence on seeing my daughter, Susan, in the Oval Office -- just to cheer her up -- on the day she was released from Bethesda Naval Hospital), I may as well add quickly a report which is in precisely the same category as the one above:

The President sent a fruit basket and a huge bouquet of mixed flowers, along with a handwritten note, to my wife and daughters while they vacationed recently in Puerto Rico.

The truth is that the President is especially thoughtful of others. The truth should be better known.

April 7, 1971

**FOR: NOEL KOCH**  
**FROM: STEPHEN BULL**  
**RE: Color Reporter for Presidential Event**  
**Thursday, April 8, 1971**

**You are requested to serve as color reporter for the following  
Presidential event on Thursday, April 8:**

**Domestic Briefing for Cabinet and  
White House Wives - 10:15 A.M. -  
The East Room.**

**Thank you.**

**cc: A. Butterfield  
J. Huntsman  
R. Ziegler**

March 24, 1971

**FOR: ROBERT FINCH**  
**FROM: STEPHEN BULL**  
**RE: Color Reporter for Presidential Event**  
**Thursday, March 25, 1971**

**It is requested that you serve as color reporter for the following  
Presidential meeting on Thursday, March 25:**

**5:00 p.m. - Meeting with Black Caucus -  
The Cabinet Room.**

**Thank you.**

**cc: A. Butterfield**  
**J. Huntsman**  
**R. Ziegler**

Mr. Bull (FYI)

THE WHITE HOUSE

WASHINGTON

March 23, 1971

MEMORANDUM FOR: THE PRESIDENT'S FILE

FROM: ALEXANDER P. BUTTERFIELD

SUBJECT: "Color Report" on the President's Meeting in  
the Cabinet Room with Key Dairy Industry  
Personnel -- March 23, 1971

What happened at this meeting was not at all unique; I have witnessed such scenes a hundred times. Yet it is a story worth telling.

Like members of other groups who come to the White House to see the President, the 18-20 dairy farmers stood in the Cabinet Room and chatted in low tones, each making an effort to hide a natural nervousness. There was an occasional cough, and a laugh, but not a trace on any face of genuine ease.

Then, all of a sudden, BOOM ... the President was announced and standing among those at the south end of the room. He looked tan, healthy and relaxed. The dairymen were noticeably surprised, for they expected a somber man. The President smiled broadly and without a pause began walking around the Cabinet Table shaking hands, laughing, joking, and saying something to identify himself with each home state. By the time he took his seat, the prevailing mood in the room was one of complete informality.

Then, he spoke to his visitors, welcoming them warmly as a group -- telling them of his awareness of their deep commitments to the principles for which America stands, and expressing his gratitude for their steadfast nonpartisan support on the issues which are critical to the nation's security and general welfare.

I will not belabor the point. The President did only what he does so often. He demonstrated warmth, gratitude, sincerity, understanding and just plain humanness -- and in so doing he moved a large group of somewhat uncertain and apprehensive visitors to express themselves similarly.

There was one other thing that I thought of while I sat there: No one could have been with me -- hearing a dairy farmer from Oklahoma, another from Kansas, another from Arkansas, and another from Iowa telling it to the President "like it is" -- and gone away with the thought that RN is an isolated man. It would seem to me that the point should be made again and again to our news media friends that a meeting such as this one today is typical -- that these sessions occur with many and varied special interest groups day in and day out, here in Washington and on the road as well -- that we have a President who listens, a President who cares.

What I have done as of this writing:

1. Personally reviewed information above with Gerry Warren, Deputy Press Secretary.
2. Reviewed information above, via telephone, with Van Shumway.

Recommended action by others:

Dissemination via appropriate means to news media representatives.

This report tells of 2 things -- (1) the President's humanness ... as reflected by his warmth, informality, etc.; (2) the President's continual exposure to individuals and groups ... and to their particular problems and interests. Neither is news to us, yet both items are relatively unknown to the American public. One should be described as a typical characteristic, ~~OR~~ trait; the other should be described as a typical event in the President's day.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 22, 1971

FOR: ALEXANDER BUTTERFIELD  
WILLIAM SAFIRE

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Events -  
Tuesday, March 23, 1971

It is requested that you serve as color reporter for the following Presidential events on Tuesday, March 23:

Alex Butterfield - 10:30 - Meeting with Leaders of the Dairy Industry - The Cabinet Room.

William Safire - 3:00 - Meeting with U.S. Mayors - The Cabinet Room.

Thank you.

cc: J. Huntsman  
R. Ziegler

I can do anything I do  
You can do better....I  
can do anything better  
than you.

Stew

Look out!! You're about to  
witness the battle of the  
meedotals.

March 22, 1971

FOR: ALEXANDER BUTTERFIELD  
WILLIAM SAFIRE

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Events -  
Tuesday, March 23, 1971

It is requested that you serve as color reporter for the following  
Presidential events on Tuesday, March 23:

Alex Butterfield - 10:30 - Meeting with Leaders of the  
Dairy Industry - The Cabinet Room.

William Safire - 3:00 - Meeting with U.S. Mayors -  
The Cabinet Room.

Thank you.

cc: J. Huntsman  
R. Ziegler

MEMORANDUM

## THE WHITE HOUSE

WASHINGTON

March 20, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on NAB  
Reception, March 19

Six or eight small details of the occasion, each no more than a straw in the wind by itself, taken together prompt the reporter to some observations about the President as an extemporaneous speaker.

RN's platform virtuosity was shown off at its best earlier in the week in his moving eulogy of Whitney Young at Lexington, Kentucky. He spoke without the text Ray Price had prepared for him, and watching on television with that text in hand one could see him move through its major points, each now couched in his own terms, and could also see him move off into passages of his own composing -- all done gracefully and with deep feeling. Where his allusion to Lon Fuller's 1963 Yale lectures came from one could not know, except to know that this office, which is supposed to supply such things, had not supplied that -- and again one marvelled at the President's eclectic knowledge and razor-sharp recall.

What all this has to do with the NAB reception is that black press lord John Sengstacke, an NAB board member, admired the eulogy enough to ask the President for a text as he came through the receiving line last night. He knew well enough, one assumes, that his papers' journalists could obtain a transcript from the White House press office -- but he chose to tell the President face to face how fine it was and ask for a copy himself.

The President and the business leaders who were his guests seemed to feel very much at home with one another. The reporter heard one NAB official say to another by the canape table: "Whenever I think I have problems, I just look at the President. Here's a man about my age, much the same background, and look at the problems he has, and

Page Two

the way he handles his job." After the President's little talk a man in the front called out, "We work free in NAB all year just to see you once a year!" and another -- as Anglo as you or me, to look at him -- whooped above the applause, "Viva el Presidente!"

For his part, the President was in fine form. The serious portion of his talk to the group dwelt on Whitney Young's contribution of changing individual lives by opening up thousands of jobs for the hard-core unemployed, and made the point that all in the NAB could take the same satisfaction that their work was helping real people one by one. This again was RN's own approach, not an angle a speechwriter had suggested. He spoke very easily, with perfect timing in the lighter portion of his remarks. "What Lynn Townsend has done for NAB, only a man who makes Chryslers could accomplish... (laughter)... I ride in one... (bigger laughter)... only in Florida." (Undercutting the compliment, for the biggest laughter of all.) "We've had great joy this week, with the announcement of my older daughter's marriage plans... (then the throw-away line)... not that I recommend that kind of thing." (Gale of laughter.) And half a dozen more of the same -- just the right feel, and flawless delivery.

Afterward a guest who had seen the reporter taking notes volunteered this: "I'll tell you one thing about that talk -- he was a thousand times more poised and positive and at ease talking to us tonight than at the dinner here last year." Tying in as well to the theme of RN as speaker was the remark Louis Cabot of Boston made to him in the receiving line: "I appreciate the way you single out people and look them in the eye when you're addressing a group. I've been here several times and I've always been one that you looked right at." Of course, the obvious point is that nearly everyone in such a group comes away thinking he's been "singled out" by the Presidential eye, such is RN's mastery of the art.

*This material is of long range value, not immediate press use, with possible exception of the Sengstacke item.*

cc: Ray Price

March 19, 1971

FOR: JOHN ANDREWS  
FROM: STEPHEN BULL  
RE: Color Reporter for Presidential Event

It is requested that you serve as color reporter for the following  
Presidential event today, March 19, 1971:

Reception - National Alliance of Businessmen - 6:30 p.m.  
State Dining Room (Business Suit).

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

**March 15, 1971**

**FOR: ALEXANDER BUTTERFIELD**  
**LEE HUEBNER**

**FROM: STEPHEN BULL**

**RE: Color Reporter for Presidential Events -**  
**Tuesday, March 16, 1971**

**You are requested to serve as color reporter for the following Presidential events on Tuesday, March 16:**

Alex Butterfield - 12:15 p.m. Friendly Sons of St. Patrick,  
President's Office.  
12:20 p.m. Mr. Jack McCarthy,  
President's Office.

Lee Huebner - 8:30 p.m. Irish Evening at the White House - The Residence (Black Tie).

**Thank you.**

cc: J. Huntsman  
R. Ziegler

March 10, 1971

FOR: W. SAFIRE  
N. KOCH

FROM: S. BULL

RE: Color Reporter for Presidential Events

You are requested to act as color reporter for the following Presidential events:

W. Safire - President's Trip to Williamsburg, Va.  
to Address National Conference on the  
Judiciary - March 11, 1971

N. Koch - President's Trip to Newport, R.I., to  
Address OCS Graduation at Newport  
Naval Base - March 12, 1971

Thank you.

cc: A. Butterfield  
J. Husteman  
R. Ziegler

THE WHITE HOUSE

WASHINGTON

February 26, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on Adams  
Portrait Ceremony

Edging in behind the receiving line, the Big Ear caught the following:

1. Rep. Margaret Heckler, in whose district the donating Adams family resides, told the President, "I was proud to have the First Lady introduce you." (President had said this was a first.) "We Women's Lib types," the Congresswoman went on, "need that kind of thing from time to time."
2. Rear Admiral Harry Hull, USN, Ret., husband of a Louisa Catherine Adams namesake, said to the President, "May I say you're doing a magnificent job. Keep it up, and to hell with the rest of them." President replied, "That's right -- that's the Navy spirit."
3. A guest came through the line in a wheel chair, a social aide wheeling him, and reached up a little awkwardly to shake the President's hand. To put him at ease, the President smiled, "Do you have a good chauffeur there?"

Little potential for immediate use is seen here. Number 3 might be added to other little kind remarks for later use.

cc: Ray Price

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 25, 1971

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: ALEXANDER P. BUTTERFIELD 

SUBJECT: Open Door Hour Anecdotalists  
(Staff Secretary Action Memo Log P1430H)

You asked in your memorandum of February 19th if Steve and I can work out a system whereby the Open Door Hour anecdotalists enter the President's Oval Office along with the guests ... having met and spoken to the guests beforehand.

The answer, of course, is that we can do this very easily -- and that we will.

As it happens, I have spoken to the President personally about this matter and he has suggested that we eliminate anecdotalists from all Open Door Hour events which do not give promise of "color". He suggested that we assign color reporters to only those events designated beforehand by Ziegler as appointments with "human interest".

We are going to work with this modified system for awhile and see if it puts the President more at ease without losing any really worthwhile anecdotes.

cc: Ronald L. Ziegler  
✓ Stephen B. Bull

THE WHITE HOUSE

WASHINGTON

February 25, 1971.

MEMORANDUM FOR: ALEX BUTTERFIELD

FROM : BILL SAFIRE

SUBJECT : Color Report: Meeting with  
the President - 4:15 p.m.  
Feb. 24 re Foreign Policy  
Speech

After the President finished making his last revisions on the speech text, he handed it to me and asked what I thought of the likely impact of the speech. I said it was a thoughtful kind of speech, no news lead -- won't set the world on fire.

As I was walking out of the EOB office, the President observed mildly, "The whole object of our foreign policy is not to set the world on fire."

Passed to Time and Newsweek.

February 25, 1971

FOR: JOHN ANDREWS  
FROM: STEPHEN BULL  
RE: Color Reporter for Presidential Events -  
Friday, February 26, 1971

You are requested to serve as color reporter for the following  
Presidential events on Friday, February 26:

10:00 a. m. - Swearing-In Ceremony - Hon. George Bush  
The State Dining Room.

3:00 p. m. - Presentation of Adams Portraits -  
The East Room.

Thank you.

cc: A. Butterfield  
J. Huntzman  
R. Ziegler

THE WHITE HOUSE

WASHINGTON

February 24, 1971

MEMORANDUM FOR

THE PRESIDENT'S FILE

FROM

LEE HUEBNER

SUBJECT

Color Report -- President's Meeting with Federal Executive Board Chairmen in the Family Theater, 12:15 p.m., February 24, 1971

The President spoke briefly and effectively. No unusual comments or color. But his comments might be useful for those who are working in the government reorganization area (Krogh, et. al) to know about and use in their speeches, conversations and so on. I will send a copy of this memo to Krogh.

The President greets his audience as those who are "fighting the battles in the front lines." Later he refers to them as those "who work down in the valleys where the people live." For most people, government is not the symbolic man in Washington, but the regional official on the scene.

The President plugs various items in his domestic program and concludes with his "revolutionary" proposals: revenue sharing and reorganization.

He says: "Its not easy to give a State of the Union Address and look down at twelve Cabinet officers and tell them they will be reduced to eight. They all cheered, of course, but that's because each one thought he would be one of the eight!"

As for this audience, here is the key: It's easy to be comfortable with the status quo, even if it is a mess. Even a mess can be comfortable when you are used to it. Change is difficult. But as people in government, we have got to recognize that people are fed up with government -- and that means every area of government --

for three reasons: it costs too much, it doesn't work, and there is not much any one person can do about it.

To make government work better, we are asking you to do a difficult thing -- to give up power rather than fighting for your own empire, to welcome change rather than defending the status quo.

We are all part of the government establishment. But what separates big people from "petty bureaucrats" is their willingness to change. We want to change the game and that means you will have to learn some new plays. But, "if you learned the old plays and were able to work in the mess we've got now, you ought to be able to learn new ones."

And with that, the President departs.

"See if you can top that!" someone in the audience shouts to Bill Ruckelshaus as he resumes the podium. "That's a tough act to follow," responds Ruckelshaus.

cc: Bud Krogh  
Alex Butterfield  
Ron Ziegler

THE WHITE HOUSE

WASHINGTON

February 24, 1971

MEMORANDUM FOR

THE STAFF SECRETARY

FROM

JOHN ANDREWS

SUBJECT

Color Report on Governors'  
Dinner, February 23

This vein yielded the reporter no anecdotal ore. The reporter observes that (1) anecdotalists who are actual guests at an event like this -- last night Messrs. Finch and Rumsfeld -- are the only ones in a position to gather material during the dinner and informal conversation, and (2) staff color reporting on the toasts and entertainment hour, which received close press coverage, would be redundant.

cc: Ray Price  
Alex Butterfield  
Steve Bull

February 24, 1971

FOR: ROBERT FINCH  
FROM: STEPHEN BULL  
RE: Color Reporter for Presidential Event -  
Thursday, February 25, 1971

You are requested to serve as color reporter for the Swearing-In Ceremony for Thomas Kleppe as SBA Administrator on Thursday, February 25, at 3:30 p.m., in the President's Oval Office.

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 24, 1971

MEMORANDUM FOR: MR. STEPHEN B. BULL

FROM: ALEXANDER P. BUTTERFIELD 

SUBJECT: Assigning Anecdotalists to  
Presidential Events

Please use Messrs. Finch and Rumsfeld -- and some of the other designated anecdotalists -- far more than you have been in the past. Whereas I agree generally with your practice of assigning speech writer anecdotalists to those events at which "their suggested remarks" might be used by the President, I do not think such assignments are a must.

In other words, I agree fully with John Andrews -- that guests Finch and/or Rumsfeld could have served the "color report" purpose every bit as well as, if not better than, John Andrews. At the Governors Dinner John was a fifth wheel floating around the periphery.

THE WHITE HOUSE

WASHINGTON

February 22, 1971

For: L. Huebner  
W. Safire

From: Stephen Bull

Re: Color Reporter for Presidential Events-  
Tuesday, February 23, 1971

You are requested to serve as color reporter for the following  
Presidential events on Tuesday, February 23, 1971:

L. Huebner - 11:30 A.M. Open Door Hour - Oval Office

W. Safire - 12:00 A.M. President's Science Advisory  
Committee (Cabinet Room)

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

February 22, 1971

FOR: D. RUMSFELD  
J. ANDREWS

FROM: STEPHEN BULL

RE: Color Reporter for Presidential Events -  
Tuesday, February 23, 1971

You are requested to serve as color reporter for the following  
Presidential events on Tuesday, February 23, 1971:

|                    |                                                                                                              |
|--------------------|--------------------------------------------------------------------------------------------------------------|
| <u>D. Rumsfeld</u> | - 3:30 p.m. - Remarks to Governors<br>Conference - Washington Hilton Hotel -<br>International Ballroom East. |
| <u>J. Andrews</u>  | - Governors Dinner - 8:00 p.m. -<br>State Dining Room                                                        |

Thank you.

cc: A. Butterfield  
J. Huntsman  
R. Ziegler

February 18, 1971

FOR: W. SAFIRE  
L. HUEBNER  
J. ANDREWS

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Meetings -  
Friday, February 19, 1971

You are requested to serve as color reporter for the following  
Presidential meetings on Friday, February 19:

q W. Safire - Meeting with Editors of Fortune Magazine -  
10:00 a.m. - President's Office

L. Huebner - Open Door Hour - 12:30 p.m. - President's Office

J. Andrews - Reception for Members of President's Council  
on Physical Fitness - 11:30 a.m. - East Room

Remarks to Attendees of Young Republican  
Leadership Training School - 4:00 p.m. -  
East Room

Thank you.

cc: J. Brown  
A. Butterfield  
R. Ziegler

February 17, 1971

FOR: WILLIAM SAFIRE  
NOEL KOCH

FROM: STEPHEN BULL

RE: Color Reports of Presidential Events -  
Thursday, February 18, 1971

You are requested to serve as color reporter for the following  
Presidential events on Thursday, February 18:

Noel Koch - Dem. Congressional Breakfast -  
The State Dining Room - 8:00 a.m.

William Safire - Dedication of Woodrow Wilson  
Center for International Scholars -  
Old Smithsonian Institution - 5:30 p.m.

Thank you.

cc: J. Brown  
A. Butterfield  
R. Ziegler

February 16, 1971

FOR: JOHN ANDREWS  
FROM: STEPHEN BULL  
RE: Color Reporter - Military Reception  
8:30 p.m. - Wed., Feb. 17, 1971

You are requested to serve as color reporter for the Military Reception to be held in the Residence on Wednesday evening, February 17, at 8:30 p.m.

Thank you.

cc: J. Brown  
A. Butterfield  
R. Ziegler

February 15, 1971

FOR: J. ANDREWS  
N. KOCH  
W. SAFIRE

FROM: STEPHEN BULL

RE: Color Reporters for Presidential Meetings -  
Tuesday, February 16, 1971 -

You are requested to serve as color reporter for the following  
Presidential events:

W. Safire - Cabinet Meeting - Cabinet Room  
8:00 A.M.

N. Koch - Medals of Honor Presentation (Posthumous) -  
The East Room - 11:00 A.M.

J. Andrews - Presidential Remarks at American Legion  
Banquet, Sheraton Park Hotel - 8:50 P.M.

cc: J. Brown  
A. Butterfield  
R. Ziegler

February 15, 1971

MEMORANDUM FOR: MR. JOHN R. BROWN, III  
Staff Secretary

FROM: ALEXANDER P. BUTTERFIELD A/

SUBJECT: Addition to List of Outlets  
(in Anecdotalists Program)

Please add Bob Haldeman and Dwight Chapin to your list of officially designated outlets in the anecdotalists program.

Thank you.

cc: Stephen B. Bull ✓

February 10, 1971

FOR: WILLIAM SAFIRE  
RICHARD MOORE

FROM: STEPHEN BULL

RE: Color Reports for Presidential Meetings -  
Thursday, February 11, 1971

You are requested to serve as color reporter for the following  
Presidential meetings on Thursday, February 11:

|                       |                                                                                                       |
|-----------------------|-------------------------------------------------------------------------------------------------------|
| <u>William Safire</u> | - Swearing-In of Ambassador-At-Large<br>David Kennedy, 11:15 a.m., President's<br>Oval Office         |
| <u>Richard Moore</u>  | - Swearing-In of Governor John Connally<br>as Secretary of the Treasury, 11:30 a.m.,<br>The East Room |

cc: J. Brown  
A. Butterfield  
R. Ziegler

February 9, 1971

FOR: WILLIAM SAFIRE  
JOHN WHITAKER

FROM: STEPHEN BULL

RE: Color Reports for Presidential Events -  
Wednesday, February 10, 1971

You are requested to sit in on the following Presidential meetings  
on Wednesday, February 10:

|                       |   |                                                                                                    |
|-----------------------|---|----------------------------------------------------------------------------------------------------|
| <u>William Safire</u> | - | Democratic Congressional Breakfast -<br>8:00 a.m. - State Dining Room                              |
|                       | - | Reception for Members of Business Council -<br>6:00 p.m. - The Residence                           |
| <u>John Whitaker</u>  | - | Reception for National Industrial<br>Pollution Control Council - 11:00 a.m. -<br>State Dining Room |

cc: J. Brown  
A. Buttersfield  
R. Ziegler

February 8, 1971

FOR: WILLIAM SAFIRE  
RICHARD MOORE

FROM: STEPHEN BULL

RE: Presidential Schedule  
Tuesday, February 9, 1971

You are requested to serve as color reporter for the following  
Presidential events on Tuesday, February 9:

William Safire - Republican Congressional  
Leadership Meeting, 8:00 a.m.,  
The Cabinet Room

Richard Moore - Open Door Hour, 12:00 - 1:00 p.m.,  
The President's Oval Office

cc: J. Brown  
A. Butterfield  
R. Ziegler

THE WHITE HOUSE

WASHINGTON

February 6, 1971

PERSONAL/CONFIDENTIAL

MEMORANDUM FOR: MR. ROBERT H. FINCH  
MR. DONALD RUMSFELD  
MR. HERBERT G. KLEIN  
MR. RONALD L. ZIEGLER  
MR. PATRICK J. BUCHANAN  
MR. WILLIAM L. SAFIRE  
MR. RICHARD A. MOORE  
MR. NOEL C. KOCH  
MR. LEE W. HUEBNER  
MR. DE VAN L. SHUMWAY

FROM: ALEXANDER P. BUTTERFIELD

SUBJECT: Anecdotal Reports of Presidential Activities

Over the past 2-week period we have been experimenting with various schemes for picking up and getting to the attention of the public in anecdotal form the humorous, the colorful, and the otherwise interesting and different extra things which so often occur during Presidential ceremonies, conferences and meetings. Whereas a number of people have spoken up on the matter, and in so doing stated a variety of opinions, all have agreed that the idea is a good one and that putting it into effect is an absolute must.

The purpose of this memorandum, therefore, is to set before you a few relatively simple procedures which we believe to be essential to the maintenance of a really effective anecdotal reporting program revolving around the daily activities of the President.

But first a point or two by way of clarification:

- (1) The mission of the "anecdotalist" is quite different from that of the writer of a "Memorandum for the President's File". A memo writer is assigned to sit in on each event which is not public ... that is, each event at which the proceedings are

not recorded by the White House Communications Agency or covered by the press. An anecdotalist is assigned to every meeting, public and private, at which there might occur a newsworthy item relating to the human side of the President.

- (2) The memo writer is almost always a staff member of the office having prime interest in the particular Presidential meeting or event. More often than not, he is the individual who prepared the briefing paper for the President and who is most familiar with the purpose and background, and with the subject to be discussed. Although it is true that he too should be alert to color, tone and mood, his chief concern is substance . . . and in mentally noting commitments made by either the President or his visitors so that he can take whatever follow-up action might be necessary. The anecdotalist, on the other hand, is somewhat special. He is one who has the ability to observe more closely than most, and to instantly recognize "the little things" -- the witticisms and catch-phrases, the expressions, the poignant moments . . . all of which when occurring in the Presidential environment reveal in a variety of ways the warm and generous and human side of the man who serves as President. And what he captures, the anecdotalist can tell and write about descriptively.
- (3) It is important for both the memo writers and the anecdotalists to get their reports on paper immediately (while events are still fresh in their minds) so that little or nothing of significance is lost. The report of the memo writer is then sent through the Staff Secretary to the President's Personal File where in all probability it will remain unseen until the end of the Administration when historical records are reviewed and pieced together. The color report of the anecdotalist is destined also for its chronological niche in the President's Personal File, but in almost all cases the information which it bears must be moved without delay by way of our news media outlets (Messrs. Safire, Buchanan and Shumway . . . and in press conferences and speeches of their own, Messrs. Finch, Rumsfeld, Klein and Ziegler) to the eyes and ears of the American public.

- (4) Finally, I should list the names of currently designated "anecdotalists" and "outlets".

Anecdotalists (or Color Writers)

Mr. Finch  
Mr. Rumsfeld  
Mr. Klein  
Mr. Safire  
Mr. Buchanan  
Mr. Koch  
Mr. Moore.  
Mr. Huebner

Outlets to the News Media

Mr. Finch  
Mr. Rumsfeld  
Mr. Klein  
Mr. Ziegler  
Mr. Safire  
Mr. Buchanan  
Mr. Shumway

Each anecdotalist, or color writer, will receive advance notice from the appointments office informing him of the times and dates of the meetings, conferences, ceremonies and social functions he is to attend. If it will be impossible for him to attend because of a higher priority commitment, he need only make that fact known to the appointments office (usually Steve Bull or Mrs. Beverly Kaye) right away so that another member of the "anecdotalist pool" can be assigned to cover the activity.

Here then are the procedures to be followed:

- (1) At the termination of the event being covered -- assuming something occurred worth reporting -- the anecdotalist should go directly to the office of either the Press Secretary or the Deputy Press Secretary and describe orally what happened or what was said. This person-to-person report should be made by the anecdotalist enroute back to his own office, not at a later time. This is the first step, and one of the most important.

- (2) Again, assuming that an anecdote or two are picked up, the anecdotalist must next record it (or them) on paper. He should do this in his own style, being as brief or as elaborate as he, himself, thinks appropriate.
- (3) Then, on that same sheet of paper, he should add these two bits of information:
- a) What he plans to do with the item to help get it out (if he feels that he can contribute).
  - b) What he thinks others might be able to do with the particular item(s), i. e. what special actions he recommends ... if any.

NOTE: It may well be that what occurred in the meeting or at the ceremony, or whatever, is something which should not be disseminated right away, but saved -- perhaps for insertion later in a speech or a book. In most cases, however, the anecdotes should be moved out to the attention of the public that very day, or the next, via news reporters, TV commentators and columnists.

- (4) Before the close of business on that same day, the "color report" -- typewritten or in longhand -- should be sent to the office of the Staff Secretary. He (the Staff Secretary) will get confidential copies to the seven persons listed above as "outlets", and they will take whatever actions they deem appropriate.

The setting forth of these procedures is not meant to preclude the application of changes at a later date. It would seem best, however, to work with this system, complying as best we can with these instructions, for at least 4-6 weeks before considering any sort of major modification.

Thank you.

PERSONAL/CONFIDENTIAL

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 1, 1971

FOR: WILLIAM SAFIRE  
NOEL KOCH  
RICHARD MOORE

FROM: STEPHEN BULL *AB*

RE: Color Reports for Presidential Meetings -  
Tuesday, February 2, 1971

You are requested to sit in on the following Presidential events  
scheduled for Tuesday, February 2:

Noel Koch - Prayer Breakfast - Washington Hilton -  
8:00 a.m.

W. Safire - Cabinet Meeting - 10:00 a.m.  
Sub-Cabinet Meeting - East Room -

Richard Moore - Open Door Hour - 12:00-1:00 p.m.  
  
Evening at the White House -  
8:30 p.m.

cc: J. Brown  
A. Butterfield  
R. Ziegler

January 20, 1971

MEMORANDUM FOR:

MR. ALEX BUTTERFIELD  
MR. DWIGHT CHAPIN

FROM:

H. R. HALDEMAN

✓  
Steve  
FYI  
C

I agree with Bull's basic procedural memorandum regarding the assignment of anecdotalists. I would, however, like to make a few points clear so that there is no confusion in the future:

1. Alex Butterfield is to assume final responsibility for the assignment of anecdotalists for all upcoming meetings. The suggestions that Steve makes with regard to reviewing the assignments in your 2:00 p.m. meeting is fine but there has to be one person in charge and that person is to be Alex.
2. In addition to Safire, Dick Moore, and the speech writers, we should also try to use Rumsfeld, Finch and Klein in the role of anecdotalist. Please make sure that in appropriate meetings they are included - particularly where we want someone talking to the press afterward.
3. Since Alex is in charge of the anecdotalist, he should probably follow up in notifying the anecdotalist. However, if he wants to delegate this responsibility to Bull - fine.
4. Make sure that the Staff Secretary is used in following up on getting the information and report of the meetings.

Garnard

The primary purpose of the whole anecdotalist program is to get the line out on what has happened in meetings. Therefore, the anecdotalist's responsibility is not only to brief Ziegler or Warren, but also to get the people who are in the meeting talking about the

✓

meeting to members of the press and the groups that they represent. In order to do this, much more active follow up is needed by the anecdotalist.

After the meeting, the anecdotalist should get together with the Cabinet or staff member(s) if one sits in and decide on some possible ways of getting out what has happened in the meeting. The specific approach will vary with the type of meeting that is being held but there should be an aggressive attempt on the part of all our staff members to talk up what happened and to get the line out.

In this regard Chaplin should play a key role and when big meetings are held he should probably meet with the people afterward and see if we can't come up with some sort of an almost instant game plan that we can put into effect to try and sell the line. Even better, of course, would be to have a planned program before the meeting occurs so that we can immediately swing into action.

We should try some new techniques in getting the line out. Examples would include, (1) calling one or two of the network commentators in and giving them an exclusive on what took place at the meeting (2) calling particular columnists in or (3) having Ziegler or the individual involved, stand up and brief.

✓ The success of the program depends on what we are able to do in getting the line out. One person needs to be responsible for coordinating this. Give me your recommendation as to whom that person should be and how he intends to follow up.

THE WHITE HOUSE

WASHINGTON

February 2, 1971

FOR: P. BUCHANAN  
D. HERSHFIELD  
L. HUEBNER  
N. KOCH  
W. SAFIRE  
R. MOORE

FROM: ALEXANDER BUTTERFIELD

RE: Anecdotal Reports of Presidential Activities

It is standard procedure for a staff member to sit in on a Presidential meeting or event and take notes for a subsequent report that he will prepare on the content of the event. This "Memorandum for the President's Files" is usually limited to the substance of the meeting and serves as an aid for the staff member to follow up on items that came under discussion.

Because the staff member limits himself mainly to substance, some extremely interesting and important non-substantive aspects that would be very valuable were they known to the public, have gone unreported. Consequently, it was recommended that the best way to fill this gap would be to have an additional person sit in on most Presidential events for the sole purpose of noting the human side of the meeting. During the few weeks that we have been operating this program, we have referred to the person sitting in as an "anecdotalist". However, "anecdotalist" is somewhat misleading since it connotes only humor and suggests that the individual should be looking only for humorous items. The objective is to identify the human side, which would include humor, but also the off-beat, the attitudes, tone, color and these other rather nebulous concepts that contribute to a better understanding of the President and Presidential activities. There will be meetings when the color reporter (anecdotalist) will emerge with the conclusion that there is nothing of significance to report. This is fine and should be reported exactly like that. However, we will have covered the meeting thoroughly.

As with any program, a certain procedure will have to be established, but in the case of color reporting the attempt is to keep it as simple as possible. Underlying the procedure are three basic premises:

1. Persons qualified to act as color reporters are a special breed who have not only the ability to recognize a "nugget" of significant interest but can articulate it in a succinct and relevant manner after the event.
2. The nugget is of value only when it is released through a workable outlet.
3. The nugget may be equally, if not more, valuable to another outlet on the staff as it is to the individual who identified it during the event.

In view of the above, the following is the procedure we would like to institute:

1. Report orally and immediately to the Press Secretary or Deputy Press Secretary on what transpired as interpreted by an anecdotalist. This report to the Press Secretary will reveal specifically what it is that the anecdotalist will be releasing.
2. Prepare a brief report (typewritten or handwritten) outlining, explaining, or identifying the following:
  - (a) The anecdote (nugget) (item) (etc.).
  - (b) What you have done to date with this item, e.g., told the Press Secretary.
  - (c) What you plan to do, e.g., drop it casually to a reporter at lunch the next day. Perhaps you plan to do nothing at all.
  - (d) Special instructions, e.g., hold for exclusive use.

5. Submit this report to the Staff Secretary by the close of business on the same day for a morning meeting, and by noon the next day for an afternoon meeting or evening event. He in turn will distribute copies to the other color reporters and outlets so that they may make use of the nuggets you have uncovered and, provided that you have not placed restrictions on them under "special instructions", will feel free to release, plug, or push the item in whatever manner they may choose.

#### Assignment of Color Reporters

The addressees of this memorandum are considered to be qualified "color reporters", and will be called upon from time to time to sit in on meetings and perform the duties described above. The following individuals are considered to be appropriate "outlets" and, although their regular duties prohibit their functioning as color reporters, color reports will be channeled to them by the Staff Secretary for their use:

Herbert Klein  
Ronald Ziegler  
De Van Shumway

Assignment of the color reporter to a meeting or event will be made by the Appointments Office, and every effort will be made to make the assignment as well in advance as possible. For those public events in which the President delivers formal remarks, the color reporter will usually be the individual who has worked on the preparation of the suggested remarks. Other assignments will be made in accordance with the nature of the meeting, the availability of the color reporter, etc.

January 19, 1971

*Koch*

FOR: P. BUCHANAN  
D. HERSHFELD  
L. HUEDNER  
W. SAVIRE  
R. MOORE

FROM: DWIGHT L. CHAPIN

RE: Anecdotal Reports of Presidential Activities

It is standard procedure for a staff member to sit in on a Presidential meeting or event and take notes for a subsequent report that he will prepare on the content of the event. This "Memorandum for the President's Files" is usually limited to the substance of the meeting and serves as an aid for the staff member to follow up on items that came under discussion.

Because the staff member limits himself mainly to substance, some extremely interesting and important non-substantive aspects that would be very valuable were they known to the public, have gone unreported. Consequently, it was recommended that the best way to fill this gap would be to have an additional person sit in on most Presidential events for the sole purpose of noting the human side of the meeting. The anecdotalist would concern himself generally with ~~tone~~ <sup>tone</sup>, color, background, and substance ~~and~~ <sup>and</sup> relates to the first three. *noted* At the conclusion of the meeting, it is the responsibility of the anecdotalist to do a number of things:

1. *rally +* Report immediately to the Press Secretary or Deputy Press Secretary on what transpired as interpreted by an anecdotalist. This report to the Press Secretary will reveal specifically what it is that the anecdotalist will be releasing.
2. It is the personal and immediate responsibility of the anecdotalist to insure that those items of interest are appropriately disseminated to the public. The anecdotalist may use a variety of means, including contacting columnists directly, requesting an administration spokesman to include the event in a public speech or appearance he is about to make, or something of this nature. The Press Secretary and the Office of

the Director of Communications can provide information with regard to what members of the Administration or party are participating in outside events.

3. A report should be written immediately and submitted to Alex Butterfield within 24 hours on what transpired during the meeting from an anecdotalist point of view. These reports serve not only as a historical record, but frequently are requested by the President for his perusal.

As a general course, the anecdotalists will be limited to the addressees of this memorandum because recognizing good anecdotes and disseminating them to the public requires a special skill possessed by very few people. For the most part, Bill Safire and Dick Moore will carry the great burden of this anecdotal program, but on occasions the speechwriter responsible for preparing suggested remarks for the President will serve in the anecdotalist capacity. Every effort will be made by the Appointments Office to notify the anecdotalist well in advance so that he may plan his schedule accordingly. Additionally, every effort will be made to notify the anecdotalist by memorandum of the event he is expected to cover.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

January 16, 1971

MEMORANDUM FOR: H. R. HALDEMAN  
VIA: DWIGHT L. CHAPIN  
FROM: STEPHEN BULL *SB*  
RE: Procedure for Assignment of Anecdotalist

There is currently in effect a system operated by Alex Butterfield whereby a staff member is assigned to each meeting to sit in and then write a memorandum for the President's files regarding what transpired. Mr. Butterfield's office keeps records of those meetings requiring a memorandum and follows up to insure that the memos are received. The Staff Secretary, through use of the Action Memo, is the initiator for requesting the memo for the President's files.

Presumably, the anecdotalist's report should be something separate from the staff member's substantive report, and there are only a limited number of people on the staff qualified to write a good anecdotalist's report.

1. Eligible Anecdotalists

The people to be used as anecdotalists are as follows:

Bill Safire - large meetings such as Cabinet Meetings, meetings with outside groups, and all economic meetings (where an anecdotalist is permitted) because of Bill's expertise in the area of economics.

Dick Moore - smaller type meetings in the President's office and such events as visits to the Washington Home for the Incurables.

Speechwriters - any public event for which the individual speechwriter wrote the Presidential remarks.

Alex Butterfield - a substitute or backup anecdotalist who would fill in when the assigned anecdotalist fails to show up.

## 2. Method of Assignment

There are three variations of the President's schedule. The most complete one has an extremely limited distribution and is given to the following:

President's EOB Office  
Manolo Sanchez  
Stephen Bull  
Alex Butterfield  
John Brown  
Dwight Chapin  
H. R. Haldeman  
Larry Higby  
Hugh Sloan  
Rose Woods  
Ron Ziegler

The extreme left-hand column indicates the starting time for each meeting. Immediately below the starting time will be listed the name of the anecdotalist. When there is to be no anecdotalist, the word "None" will be inserted in place of the name. As is generally the procedure, the daily schedule is submitted to Dwight Chapin for approval. One of the items that he will review is the assignment of an anecdotalist. He will not be making the assignment, however, but insuring that the anecdotalists have been properly assigned.

## 3. Selection of Anecdotalists

At the 2:00 p.m. meeting held each day in Mr. Butterfield's office, one of the items to be reviewed will be the anecdotalists. In addition to receiving Mr. Butterfield's guidance on the assignment of an anecdotalist, this discussion will serve as a second backstop to insure that an anecdotalist has been assigned. As a general guideline, an anecdotalist will be assigned in accordance with the areas of expertise listed above, and for all meetings except those of a very confidential nature, staff meetings, and ones in which the President does not wish to have anyone present.

4. Indication to President of Anecdotalist

On the President's desk calendar, right below the starting time of the meeting, the name of the anecdotalist will be indicated. If the President should decide that he does not wish to have an anecdotalist, or the assigned anecdotalist present, we will be flexible enough to make appropriate changes on a last minute basis.

5. Notification of Assignment for Anecdotalist

As much in advance as possible, I will give verbal notification to the principal anecdotalist (Bill Safire and Dick Moore) of the possibility of assignments to a specific meeting. Following the 2:00 p.m. meeting with Mr. Butterfield, and upon receiving approval of the specific assignment of the anecdotalist on the limited distribution schedule submitted to Mr. Chapin, I will send a brief memo to each anecdotalist advising him of the meeting to which he is assigned the following day. A carbon copy of the assignment will be sent to John Brown for Staff Secretary follow-up, Alex Butterfield for information, and Ron Ziegler for notification of the identity of the anecdotalist.

6. Appropriate Follow-Up by the Anecdotalist

Following any meeting attended by an anecdotalist, it will be the responsibility of the assigned anecdotalist to report to the Press Secretary or the Deputy Press Secretary on what transpired during the meeting. If something of significance or public interest occurred, the Press Secretary has the option of taking a verbal report immediately from the anecdotalist and relaying it to the Press, or waiting for the written report submitted to the Staff Secretary not more than 24 hours after the meeting. Should for some reason the anecdotalist fail to report to the Press Office, the Press Secretary, having been previously notified by copy of the memorandum assigning the anecdotalist, can contact the anecdotalist himself to check if anything happened of particular interest or significance. However, emphasis will have to be placed on the responsibility of the anecdotalist to contact the Press Secretary rather than the opposite.

cc: Alexander Butterfield

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

December 31, 1970

MEMORANDUM FOR: MR. STEPHEN B. BULL  
FROM: DWIGHT L. CHAPIN 

We are not covering ourselves well on the anecdotalist. For example, the other day there was no one in at the time that the President had the young men from Boys Town. We also slipped up by not having an anecdotalist in when the President met with the Jewish leaders yesterday.

Without fail, we must have someone in acting as the anecdotalist at all times. The two men who are to be used most extensively are Safire and Moore. Safire is to be used more for group-type meetings and not for individual-type meetings. Moore is okay for individual-type meetings and so is Alex Butterfield.

When a group comes in at the last minute as the Jewish leaders did yesterday, then I guess our best course of action is to get in touch with Alex immediately and just have him step in and act as the anecdotalist.

As you know, every day Harriet prepares a draft schedule for me which you review and then I approve. From now on, I am going to ask Harriet to make a xerox copy of the draft schedule to be sent to you for review. When you are reviewing it, please indicate by each meeting or appointment who the anecdotalist will be. That way I can look over how you have them assigned and what events are being covered or are not being covered. This may act as some insurance against the slip-ups which we have encountered recently.

If at any time the anecdotalist assigned does not show up for the particular meeting, then Alex should be told immediately so that he can step in and fill the void.

CC: Mr. Butterfield  
Miss Elam

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

December 30, 1970

MEMORANDUM FOR: ~~MR.~~ JOHN R. BROWN, III  
~~MR.~~ STEPHEN B. BULL

FROM: ALEXANDER P. BUTTERFIELD A/

SUBJECT: Selecting Anecdotalists for Presidential Meetings

The President said today that Bill Safire should serve as an anecdotalist only in the fairly large meetings -- never in those which involve only one, two or three guests.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 15, 1970

*Pl. 100 N*  
*on file in office*

MEMORANDUM FOR:

STEVE BULL

FROM:

DWIGHT CHAPIN *DC*

Attached you will find a memorandum to Bill Safire.

Bill, Dick Moore, and one or two others will be sitting in on all meetings which the President has in the future per the attached memorandum.

It is your responsibility to see that we have an anecdotalist assigned for every meeting. I will have to work closely with you on this. Once you've read these memoes, let's sit down and discuss the procedure which we can follow.

Thank you.

THE WHITE HOUSE

WASHINGTON

December 15, 1970

MEMORANDUM FOR: BILL SAFIRE

FROM: DWIGHT CHAPIN

The President has stated that for virtually all meetings which he holds, except naturally those that are private head-to-head sessions, and absolutely for all public functions, all dinners, etc., there is to be an assigned anecdotalist in attendance. We will be using you for this assignment, as well as Dick Moore when available, and as time moves on, one or two others.

You should plan on sitting in on the meetings to which you are assigned as a participant but obviously should not speak up unless called upon. The President has asked that you not take notes but should be very alert to the opportunities for a warm human interest story coming out of the meeting, and then should move on your own initiative afterwards to get that story planted in a good place. Obviously, Ron Ziegler and Herb Klein should be kept posted on what you are planting and who you are planting it with.

Another purpose of your sitting in on the meeting will be to work with Ron Ziegler immediately after the session to see that the proper line is established. This would include your spending two or three minutes briefing whoever it may be that would be appearing before the press corps or whoever is assigned to talk to some reporters. I am sure you get the point.

In addition to the above, it will also be your responsibility to write up a brief memo for the President's file regarding the human interest angle, not the substantive part of the meeting.

As we discussed this morning, my office will see that you are notified as to what meetings you should sit in on. Steve Bull will be charged with the responsibility of alerting you as far in advance as possible so that you can adjust your schedule accordingly. Alex Butterfield will be working with you to insure that we get the followup memo for the President's file.

CC: Alex Butterfield  
Steve Bull