

GENERAL NOTES

RE: PR MAN

Even though Chapin, Finch and Rumsfeld are guiding Carruthers, we still need one guy who is just thinking PR, who reads the polls and who does all the planning.

Moore can't develop a long-range plan. He is good for a single shot and color, but he's not good for developing the PR program for television. His views are based too much on what he hears.

We need a younger guy who is quick, who moves fast, who is full of vinegar and who can work exclusively on schedule planning.

We need a top PR man on this whose judgment the President will take.

Hallett comes closest to this because he is thinking about these things.

HRH
2/9/71

2/9

10/15

✓ write down from prints - one-liners
for K. before briefings.

✓ Jameson for NASA. (H. Ford)

→ ✓ chart for tomorrow -
that Rogers used. at sub-Cab.
Also one on
casualties, in + out - from 65

✓ Ch. tape on P. last night
how did it look?
analyze technically.

— ✓ Rukeyser - have 5 or econ. sit in.
or McC or Stein not KL

✓ do Legion banquet.

press conf late as possible

✓ have VP at Cab - P. will open + move out.
Mel take 5 to brief on facts
Then health - + Pleas

2.

N. doesn't make the case
or sum up.

will give dinners for
Europeans & Asians in fall -
Oct. Nov
Latin this spring - Africans done.

FL can't do NAB twice -
P do luncheon
VP give the dinner -

A is Colombo white tie
P says will use round tables
Cab. officers at each table.
P. has round table - usual protocol
8 people N + Rogers & opps.

A. trouble w/ state dinners bringing people up.
use Macomber - and State Dept types
to do this
Give them the list & have them handle it.

EL get us that ORC poll NBC used last week

3.

Prob. of Cambodia
have not gotten over success to people
have to make it very simple
use this thing to get it over - new chance
& get some on TV -
don't worry about columnists
get it to TV + to Congress.

Have to estab. success of Cambodia
public doesn't see it as success
they've only heard TV -
& it's all unfavorable

all out program on Cambodia success
casualties were 4x as high before
cut casual. 75%
W. Paul not only insured to stop reds

Card. Cooke says Cambodia but we've been done
everyone in VN says.
We've got to get this out.

2/9

1320

How did Rogers come out

King P's office

re Caruthers -

working C-F-R re ideas

don't you need one guy just taking PR.
leads polls etc.

TV man shld tell P. what to do -

Not Bull or the aide

let him read the Hallstatt stuff

that deals w/ TV

forget substance - only got presentation

Moore can't develop long-range plan

good single-shot + color

but not the PR program on TV

based too much on what he hears

need a younger guy - quick - movers

full of piss + vinegar

work intimately on sched x

need a top P.R. guy for this

whose judgement P. will take

2.

✓ Hallett comes closest -
cause his thing about these things

✓ Put one man on railing "Muskie moderate myth"
publy has to be Colson -
keep at it.

destroy this myth

ETs - editorials - commentary - etc.

Maybe K. Cant do the briefings.
Have not been a success

in getting across our pts
re for pol. success =

a cold man who understands

& sees all in terms of news leads

✓ H. - mtg Caruthers - Mon - Food - C
discuss all this

be sure Rogers understands re file.

✓ try in sched. -

instead of Weds aft open

try Weds AM open

3.

called VP - re Calif earthquake

Hughes - lay on a helo for VP.

re earthquake -

go to Van Nuys airport.

Mac work out a way

2/9



1750

B-
mtg Z-A-C-D-S-L-Good

I can't get it on TV anyway at 5:00.
shldnt have had TV for Freedom Film
P. shld not have shaken hands.

shldnt have had reception - just office app

if press there - shld have been there

This one was volunteers -

we missed the point.

shld always make one point.

was Goode there?

re Allen Drury pix =

P. will try to dictate Drury answers
does he live in Fla? - P. might see him.

A. for lunch - P. will not do rery line

2/9

1940 phone

wondered about sched situation tomorrow

re environment -

has to be done -

but is not worth a damn

* have uneasy feeling -

we're doing too much.

* knows it's not a good political issue

only a good defensive issue

* we're catering to the left in all of this

* don't play up idea of destroying system

* P. called Putnam - he taped it
"need reporters like you."

best thing today is laundry of reception

Z/CS Isabelle Shelton + Judith Martin
both banned from WH.

off the list + all family agree
not allowed to any function - P. orders it.
also Maxine Chesnie + no one talk to her.

2.

w/c Finch

who's charge of budget?

2/9 *

2030 phone home

? Consider Calif. instead of Fla.

ck this evening

help around a little - ck it out
disaster - shld