

Richard Nixon Presidential Library  
Contested Materials Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
9	10	8/16/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Kathy Bachman RE: tasks for Bachman to complete while Higby is in California. 1 pg.
9	10	8/12/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Butterfield RE: RN's desire for Frank Leonard to accompany PN on a trip. 1 pg.
9	10	8/10/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to Chapin RE: request for "Connie" and Chapin to analyze RN's idea of sending Leonard along with PN on her trip. 1 pg.
9	10	8/19/1971	<input type="checkbox"/>	Personal	Memo	From Higby to Bachman RE: request that Bachman remind him of his dinner with the Magruders. 1 pg.

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9	10	8/11/1971	<input type="checkbox"/>	Personal	Memo	From Higby to Buchanan RE: calls to Sinicorpia and a "wall paper man" named Prentis. 1 pg.
9	10	8/5/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Bachman RE: tasks for Bachman to complete for Higby as incentive for her to come to work. 1 pg.
9	10	8/2/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Bachman asking her to remind him to pay \$3.00 to Haldeman. 1 pg.
9	10	8/2/1971	<input type="checkbox"/>	Personal	Memo	From Higby to Bachman RE: making room for dinners with Strachan and the Noes in his schedule. 1 pg.
9	10	8/12/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Colson to Higby RE: following up a conversation involving the creation of establishments to monitor the media in different communities. 1 pg.

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9	10		<input checked="" type="checkbox"/>	Campaign	Other Document	"Notes Regarding the New Media Book" authored by Haldeman. Handwritten notes added by unknown. 2 pgs.
9	10	8/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Colson RE: development of a "Conservatives for the President" group. 1 pg.
9	10	8/13/1971	<input type="checkbox"/>	White House Staff	Memo	Copy of a memo from Higby to Dent RE: political calls made by RN during trips. 1 pg.
9	10	8/16/1971	<input type="checkbox"/>	Economy	Other Document	Telephone call recommended by Dent and Peter Millsbaugh to H.A. True of Casper, Wyoming. A call to him would look to gather information on the political climate of the state and reaction to recent economic policy announcements. 1 pg.
9	10	8/16/1971	<input type="checkbox"/>	Economy	Other Document	Telephone call recommended by Dent and Peter Millsbaugh to Harold Helbaum of Chugwater, Wyoming. The purpose of this call would be to gather information on the political situation in the state and reaction to economic policy announcements. 1 pg.

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9	10	8/16/1971	<input type="checkbox"/>	Economy	Other Document	Telephone call recommended by Dent and Peter Millspaugh to Homer A. Scott of Sheridan, Wyoming. The purpose of this call would be to gather information on the political situation in the state and reaction to economic policy announcements. 1 pg.
9	10	8/16/1971	<input type="checkbox"/>	Economy	Other Document	Telephone call recommended by Dent and Peter Millspaugh to A.G. Andrikopoulos of Cheyenne, Wyoming. The purpose of this call would be to gather information on the political situation in the state and reaction to economic policy announcements. 1 pg.
9	10	8/16/1971	<input type="checkbox"/>	Economy	Other Document	Telephone call recommended by Dent and Peter Millspaugh to John A. Love, Jr. of Sheridan, Wyoming to gather information on the political situation in the state and reaction to RN's speech on investment tax credit. 1 pg.
9	10	8/5/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Strachan RE: plans by the "YF" to have a mock Convention in September 1971. 1 pg.
9	10	8/31/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: making sure to receive campaign material from Malek. 1 pg.

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9	10	8/31/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to "Follow-Up" RE: call from Senator Gordon Allot asking for RN to appear at a fundraising dinner. 1 pg.
9	10	8/15/1971	<input type="checkbox"/>	Personal	Memo	From Higby to "Follow-Up" RE: putting \$50.00 in "Dolores' account." 1 pg.
9	10	8/16/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: John Dean's request for a vacation. 1 pg.
9	10	8/11/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: Magruder's request to bring his family to California on the next trip to the state by the White House staff. 1 pg.
9	10	8/10/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: release of a "list of 400 key businessmen" by George Bell to the Citizen's Committee. 1 pg.

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9	10	8/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: debate over whether or not to have an insert involving travel across the country by the Nixon Administration to the periodical "Monday." 1 pg.
9	10	8/3/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: a recent announcement made by Reagan. 1 pg.
9	10	8/3/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: Frank Leonard's support for Haldeman's idea to have an insert in "Monday," and Nofziger's suggestions on the same subject. 2 pgs.
9	10	8/10/1971	<input type="checkbox"/>	Personal	Letter	From Higby to Jack Lorenz RE: thanks for use of a sailboat on a recent trip to California. 1 pg.
9	10	8/27/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Malek RE: arrangements for organizing campaign figures and finances in California. 1 pg.

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9	10	8/17/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to McKee RE: arrangements for the California trip. 1 pg.
9	10	8/11/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to McKee RE: establishment of a weekly slot for Haldeman's haircut. 1 pg.
9	10	8/10/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to McKee RE: obtaining "cracked or uncracked whole wheat bread for Haldeman." 1 pg.
9	10	8/2/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to McKee RE: getting grapefruit for Haldeman. 1 pg.
9	10	8/2/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to McKee RE: Haldeman's suggestion to check health food stores for his bread. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
9	10	8/2/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to McKee RE: making sure that Haldeman's sunglasses are taken on the next White House trip. 1 pg.
9	10	8/11/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: a recent study by the "Los Angeles Times" analyzing voters under age 21. 1 pg.
9	10	8/11/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: creation of a "Convention Task Force." 1 pg.
9	10	8/11/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: ways of improving polling methods and reporting the results. 2 pgs.
9	10	8/10/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: critique of an attached memo involving campaign arrangements. 1 pg.

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9	10	8/9/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: upcoming polls and Haldeman's recommendations. 1 pg.

August 16, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: KATHY BACHMAN  
FROM: L. HIGBY

Several odds and ends that I need to get cleared up here before I take off -- first of all the laundry. I'd like you to see me on that. Secondly, I want you to cancel the Evening Star while I am out in California. I want you to start up our papers when I return, which I think is around the 3rd of September.

I want to get in touch with Marshall Wood. He is the young man who cuts our yard. The way to do this is to call Dolores sometime around noon out in California. She has his number and then you put the call through to him so I can speak to him.

Next, I need to make arrangements to make sure the chairs are put inside the house when they are delivered. I guess the best thing to do here would be for you to be in touch with my neighbors across the street, the Hollawells and perhaps I should call them and let them know that whenever the chairs arrive, they should get in touch with you.

In fact, I may just give them a key to the house. That is probably really the best thing to do.

Next, tell Pat that there will not be a Monday night dinner tonight for the key staff members.

Finally, as you know, we need to get some wallpapering done while we are gone. Mr. Prentis is supposedly going to do this on Tuesday and maybe I should talk with him today and then follow-up with giving you the key.

LH:kbh

August 12, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

ALEX BUTTERFIELD

FROM:

L. HIGBY

The President suggested that Frank Leonard go along on Mrs. Nixon's trip next week to do some coverage and build up a piece on her tour for insertion in MONDAY at some point; or at least for background material for some public use.

After this thought came in, Frank Leonard called and suggested that maybe it would be a good idea for his wife, Ada, to go on the trip with Mrs. Nixon for the same purpose as that above (Frank did not then, nor does he know now that he was being considered for the trip).

Would you explore the idea with Connie of Ada, and see if we can work something out. Obviously if Mrs. Nixon's trip gets good play, she will do more; especially, if she feels that she is being effective. Mrs. Leonard should be helpful in this regard.

Bob believes that Mrs. Nixon had a favorable reaction to Leonard during the Campaign and this might be a very good move at this time.

You might want to check Frank first to see what the depth of the relationship is between Mrs. Nixon and Mrs. Leonard.

If Connie doesn't like the Mrs. Leonard idea, try the Frank Leonard idea on her.

cc: Dwight Chapin

LH:kb

THE WHITE HOUSE  
WASHINGTON

ADMINISTRATIVELY  
CONFIDENTIAL

*Mrs. Leonard*

August 10, 1971

HIGH PRIORITY

MEMORANDUM FOR : DWIGHT CHAPIN  
FROM : H.R. HALDEMAN *18*

The President has suggested that we should have Frank Leonard go along on Mrs. Nixon's trip next week to do some coverage and build up a piece on her tour for insertion in MONDAY at some point; or at least for background material for some public use.

Explore this with Connie and see if we can work something out. Obviously, if her trip gets a good play, she'll do more; especially if she feels that ~~it~~ *she* is being effective and Frank ought to be very helpful in this regard.

As I recall, Mrs. Nixon had a favorable reaction to Leonard during the campaign and this might be a very good move at this time.

August 10, 1971

MEMORANDUM FOR:

KATHY BACHMAN

FROM:

L. HIGBY

Make sure that you remind me of the fact that I am going to the Magraders for dinner this evening and should be there by 8:00 p.m.

LH:kb

August 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

KATHY BACHMAN

FROM:

L. HIGBY

Put in a call for me to Mr. Sinicorpia this morning and also the Wall paper man -- Prentis.

LH:kb

August 5, 1971

MEMORANDUM FOR:

KATHY BACHEMAN

FROM:

L. HIGBY

You have two reasons for coming to work today. The first is to give you the opportunity to get me some Gillette techmatic razor blades. The second is so you can get my shirts at the cleaners. Please do not fail in these two missions.

A BONUS!!!!

Two more things -- sour lemon drops and two cans of tennis balls.

LH:kb

August 2, 1971

MEMORANDUM FOR: KATHY BACHMAN  
FROM: L. HIGBY

Remind me that I need to give Haldeman \$3.00.

LH:kb

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August 2, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: KATHY BACHMAN  
FROM: L. HIGBY

Kathy, I think I gave you some information regarding my schedule earlier. If so, let me change it. I'm going to Gordon Strachan's for dinner tomorrow evening and will go out with the Noes for dinner Wednesday evening.

LH:kb

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By B. J. [unclear] NARS, Date 5-24-82 August 12, 1971

ADMINISTRATIVELY  
CONFIDENTIAL

~~CONFIDENTIAL -- EYES ONLY~~

MEMORANDUM FOR:

CHUCK COLSON

FROM:

L. NIGBY

To follow-up on our conversation this morning regarding the idea of setting up media reaction facilities in various communities that would monitor media in every key state and monitor media reaction -- this should be directed by a professional.

What we should do here is monitor all of the major local T.V. activity and set up an automatic reaction system for follow-up on both good and bad things. This would include powerful local or regional people calling the affiliate when something took place.

These people should also be programmed to provide material to State Chairmen and other officials for responding.

While we should concentrate on television, we should also cover major papers in the area.

An idea that comes to mind would be to set up some sort of an independent organization that constantly is grading media much like Ralph Nader grades manufacturers.

I'm not sure if this is too feasible, but it may be something worth considering. The same would be true of perhaps trying to get the FCC to set up something like this, although, I guess we get into all sorts of censorship problems. Let's talk about this a bit tomorrow morning before the 10:00 a.m. meeting.

LH:kb

NOTES REGARDING THE NEW MEDIA BOOK

In 1960, we had a worse job done on us than we did in 1968, but we never corrected any of it, whereas, JFK kicked them on every bad shot they gave him.

In 1962, we had the same deal in California.

In 1968, despite the overwhelming pounding we got from the media, we survived. As a matter of fact, both 1960 and 1968 were stand-offs as far as the elections were concerned, despite the pounding that the media gave Nixon.

One point that has to be gotten across is that the public distrusts a lot of the press so that the press has a credibility problem.

We need to set up a team to game plan this whole thing - get a crew of listeners, run by a pro in the key states on the local shows - not just the networks, and then decide how to get at them - have powerful people call the stations, etc. This has got to be carefully worked out for the 1972 effort. We must realize the importance of TV.

We need to work on every broadcast from now on and the jumpoff point will be the publication of the book.

2

We need to start people talking about the book ~~+~~  
Get it out to everyone who counts and kill the networks  
with it.

We need to get that study to all key advertisers - to the  
Board of Directors of the networks, to station owners  
around the country, and all other influential types.

*HRH*

HRH: pm

August 4, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: CHUCK COLSON  
FROM: L. HIGBY  
SUBJECT: Group of Conservatives

We need to set up an organization of Conservatives -- a group initially of eight to ten people including Hobe Lewis, Jeff Hart, Clare Luce, Billy Graham, etc.

The purpose of the group would be to develop a "Conservatives for the President" group that would support the President down the line from a Conservative viewpoint. They would develop letter-writing activities, etc., to counter-balance the offensive now being launched in the other direction; i.e., the Conservative publications.

Hobe Lewis should probably be used in getting the group together and launching it.

Please work this out and submit a report on your progress to Bob by August 11th.

Due  
August 11

LH:kb

*Heinrich*

THE WHITE HOUSE

WASHINGTON

August 18, 1971

MEMORANDUM FOR:

HARRY DENT

FROM:

LARRY HIGBY

SUBJECT:

Political Telephone  
Calls on Trips

In preparing the telephone calls for the trips, you should be aware that the President will never make a telephone call merely to check out the general political situation or see what the atmosphere is politically. This was suggested on several of the calls and simply is not an appropriate briefing. The information needs to be more specific than that.

cc: Jon Huntsman  
Dwight Chapin

RECOMMENDED TELEPHONE CALL

TO: H. A. (Dave) True  
Casper, Wyoming  
307/237-9310 (office)

RECOMMENDED BY: Harry Dent  
Peter Millsbaugh

PURPOSE: To establish contact and show interest.

BACKGROUND: True is President of True Oil Company;  
is a member of the Petroleum Council.

TALKING POINTS:

1. How the political climate is in the state generally -- Mr. True is a supporter of the President and good party worker.
2. Reaction to the announcement of the new economic policies.

Date: August 16, 1971

RECOMMENDED TELEPHONE CALL

TO: Harold Helbaum  
Chugwater, Wyoming  
307/422-2411

RECOMMENDED BY: Harry Dent  
Peter Millsbaugh

PURPOSE: To establish contact.

BACKGROUND: Was Nixon Chairman in the state  
in 1968. A consistent donor to the  
party.

TALKING POINTS:

1. How the political climate is in the  
state generally.
2. Reaction to the announcement of  
the new economic policies.

Date: August 16, 1971

RECOMMENDED TELEPHONE CALL

TO: Homer A. Scott  
Sheridan, Wyoming  
307/674-7411 (office)  
307/655-2570 (residence)

RECOMMENDED BY: Harry Dent  
Peter Millspaugh

PURPOSE: To establish contact.

BACKGROUND: Scott is Past Vice President of Peter Kewitt Construction Company (one of the biggest in the area); is Chairman of the Board of the Bank of Commerce in Sheridan. He is owner of the Padlock Ranch Company; is a consistent donor to the party and good supporter of the President.

TALKING POINTS:

1. How the political climate is in the state generally.
2. Reaction to the announcement of the new economic policies.

Date: August 16, 1971

RECOMMENDED TELEPHONE CALL

TO: A. G. Andrikopoulos  
Cheyenne, Wyoming  
307/634-4441

RECOMMENDED BY: Harry Dent  
Peter Millspaugh

PURPOSE: To establish contact.

BACKGROUND: Andrikopoulos is an oil lease broker;  
consistent donor to the party; good  
supporter of the President.

TALKING POINTS:

1. How the political climate is in the state generally.
2. Reaction to the announcement of the new economic policies.

Date: August 16, 1971

RECOMMENDED  
TELEPHONE CALL

TO: John A. Love, Jr.  
Sheridan, Wyoming  
307/672-2313

RECOMMENDED BY: Harry Dent  
Peter Millspaugh

PURPOSE: Establish contact and show interest.

BACKGROUND: Love is President of Love Oil Company,  
and financial supporter of the party.

TALKING POINTS:

1. How the political climate is in the state generally.
2. Love would be interested in the investment tax credit portion of the President's speech on August 15.

Date: August 16, 1971

August 5, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY

I learned today that YF is planning on having a Mock Convention this September.

Dean raised the subject of whether or not we have anybody who is working with YFs since they've pulled out their backing of the President as a result of the China policy. Dean, I believe, is to get to Mitchell and see that he in turn gets to Reagan so that he can tell the people (the YFs) what to do. I'm not sure if this is on track or not. You may want to talk it over with Dean.

LH:kb

August 31, 1971

MEMORANDUM FOR FOLLOW-UP :

FROM: L. HIGBY

Follow-up on Wednesday in making sure that the campaign stuff is in from Malek.

NOT COMPLETED

August 31, 1971

MEMORANDUM FOR FOLLOW-UP on September 11th

FROM: L. HIGBY

Senator Gordon Allott called Haldeman regarding the desire to have the President appear at a fund raising dinner that is being given for Allott.

Allott's call was returned apparently by Bruce Kehrli as well as Clark MacGregor. Allott will be out of the country until September 11th but we should make sure we're ready for this one when the call comes back to us.

LH:dg

August 15, 1971

MEMORANDUM FOR:

FOLLOW-UP

FROM:

L. HIGBY

You need to put a \$50.00 check in addition to one  
in Dolores' account.

LH:kb

876  
August 16, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: John Dean/Vacation

John Dean has put in a request for a vacation while we are in California. His plan is to go to Europe. He will depart on the 17th and be back before we return.

I don't see any problem with this, but want to check with you. Dean has not put in a request for a vacation since he has been here.

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

LH:kb

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August 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

L. HIGBY

SUBJECT:

Jeb Magruder's Family/  
Flight to California

Jeb Magruder has informed both Steve Bull and me orally that you authorized transportation for Jeb's family out to California one time this Summer. Jeb indicates that you made this agreement with him when he was getting ready to leave last Fall and has mentioned it frequently on occasion.

Apparently Jeb would like to have his family go out to California on the next trip and wants to confirm the fact that they can go. Any problem here? Bull reports that there is sufficient room on the back-up plane and that they are apparently sending it straight to California.

Approve flight \_\_\_\_\_

No \_\_\_\_\_

LH:kb

August 10, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

L. HIGBY

SUBJECT:

Release of Business List  
to Citizen's Committee

George Bell called requesting your okay to release the list of 400 key businessmen that his office has to the Citizen's Committee for use by Don Kendall (Chairman of the Businessmen for the Reelection of Nixon) for his activities.

Bell feels that there is no problem in releasing the list to Kendall, together with a brief description of why an individual is on the list and his area of influence. He does not, however, feel that the information about the number of White House events that a particular individual has attended plus some of the other sensitive information should be given to Kendall.

I agree with him.

RECOMMENDATION: I recommend you okay Bell releasing his basic list as indicated above.

Agree \_\_\_\_\_

Disagree \_\_\_\_\_

LH:kb

August 4, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: MONDAY Insert

I know it sounds like I'm betting a dead horse, but Leonard and Nofziger are now both in agreement that we should not put in an insert for this issue of MONDAY. They base this on the following reasons:

1. there simply is not that much good material to use from Ohio and Iowa;
2. it will not have a lasting effect;
3. there has been so much news this week that people have forgotten about this one trip;
4. the President is going to be doing so much traveling in the next couple of weeks that they would prefer to do a montage of all the travel up to the time he takes a vacation, i.e., Knights of Columbus, Ohio, Iowa and New Hampshire, Maine, and anythingelse he does.

RECOMMENDATION:

I recommend that you tell Nofziger to do an insert that covers the next two weeks of travel rather than one that only covers the Ohio/Iowa trip.

Agree \_\_\_\_\_

Disagree \_\_\_\_\_

Incidentally, if you disapprove, Nofziger would like to talk with you before proceeding.

August 3, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Reagan

I was talking to Lyn Hofsiger last evening and he indicated that the Reagan announcements which you saw yesterday and that on the wire was a result of Hofsiger's call to Reagan on that subject.

He thought you might be interested.

LH:kb

August 3, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: MONDAY Insert

I talked to Frank Leonard about your idea of doing the weekly insert in MONDAY and he was very enthusiastic.

I also talked to Lyn Nofziger and he was not that enthusiastic. He listed several reasons:

1. To do an insert on a weekly basis would change the basic character of MONDAY -- something that he feels is very adequate and quite appropriate now.
2. To put Leonard working on a weekly insert takes up at least three days per week. The result would be Nofziger would have to hire someone else.
3. One-page inserts as you suggested are not practical and two-page inserts will become fairly expensive if done on a weekly basis. (Nofziger did not have the exact cost figures here nor did Leonard, but they did make this point.)
4. To do the same basic thing week after week will result in the insert losing its effectiveness.

Nofziger came up with a counter-proposal that he felt might be more satisfactory for all concerned. This would be to do a monthly insert that is put each month in the First MONDAY edition. This is, as you know, the mailing piece that goes to a much broader group -- five times that of the regular MONDAY. He feels that it will maintain a fresh appeal this way and also will allow us time to pick out the best Presidential events and activities that occur during the preceding month and put them into a well-done piece.

He also points out that we are now on a weekly basis doing some Presidential promotion; for example, the covers of many of the regular MONDAY issues do contain a picture of the President in some major activity.

What Nefziger says makes good sense to me and I am sure that he would have no objection going beyond the only once a month concept if we did some really spectacular things.

RECOMMENDATION:

I recommend that we agree to Lyn's concept of regularly doing a Presidential promotion insert in the first MONDAY issues and back this up with special requests as appropriate.

Agree \_\_\_\_\_

Disagree \_\_\_\_\_

LH:kb:LH:kb

August 10, 1971

Dear Jack:

Thanks again for the use of your Hobie  
Cat while we were in California. It  
was great to be able to get in a little  
time for sailing.

Best wishes,

Sincerely,

Lawrence M. Higby  
Administrative Assistant  
to H.R. Haldeman

Mr. Jack Lorenz  
Coast Catamaran  
San Juan Capistrano  
California

LH:pm

Chron

August 27, 1971

MEMORANDUM FOR : FRED MALEK  
FROM : L. HIGBY

To follow up on several points I gave Judy Licata the other day during your absence. Bob has requested that you submit to him a list of candidates for Northern and Southern California chairmen for the campaign and also a list of candidates for campaign manager-type positions. This position should be filled by somebody like Magruder.

Also, from now on, on a private, personal, basis - you are to clear all California patronage and appointments with the Attorney General - not just Bob Finch.

This is something that must be strictly adhered to.

LH:pm

August 17, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

PAT MC KEE

FROM:

L. HIGBY

Pat -- raise every day while we are in California --

Follow-up on making sure we get Susie Haldeman's stuff up  
at Stanford and get it down to Newport.

LH:kb

August 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

PAT MC KEE

F

FROM:

L. HIGBY

SOOnce again there is no misunderstanding from now on Haldeman's haircut appointment is to be set at 2:00 p.m. every week -- 2:00 -- please leave no room for error or misunderstanding of this. Add it to your giant book of rules of when you set haircut appointments.

LH:kb

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August 10, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

PAT MC KEE

FROM:

L. HIGBY

Whatever happened on the cracked or uncracked whole wheat  
bread for Haldeman?

LH: kb

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August 2, 1971

MEMORANDUM FOR: PAT MC KEE  
FROM: L. HIGBY

Haldeman was told there were no grapefruits available;  
only section grapefruit. Will you check this out. It  
seems kind of hard to believe.

LH:kb

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August 2, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

PAT MC KEE

FROM:

L. HIGBY

With regard to the bread -- at Sam's Bakery -- Haldeman said that most good health food stores also sell this kind of bread. He would like you to find one this afternoon.

Check Sam's Bakery also. I'm not sure if it is cracked wheat or whole wheat bread that we are talking about.

LH:kb

August 2, 1971

MEMORANDUM FOR: PAT MC REE  
FROM: L. HIGBY

Once again we blew one on the trip; namely, Haldeman's sunglasses weren't along. Will you please make sure this is added to one of your check lists somewhere and get the glasses next time.

Thank you.

*cc: Baerman*

LH:kb

August 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY

You might want to note page 1 part 2 of the Tuesday August 10, Los Angeles Times study on 21 and under voters.

LH:kb

August 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Where do we stand with regard to the Convention Task Force. Is there a report in on this?

LH:kb

August 11, 1971 HIGH PRIORITY

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY  
SUBJECT: Odds and Ends

I went over to Magruder's last night for dinner and got into a rather lengthy discussion about the whole polling apparatus and what is going to be happening there and in particular, the concept of being able to reach the ambivalent voter or swing voter by identifying him.

Do we have any definitive literature on exactly what Magruder is proposing and how he proposes this will be done. I have sat through Marik's conceptualization of these things, and while they seem nice, do we have any hard statistics or proof that something like this can be done?

Also, what's happening on youth now? Reitz is apparently cranking a lot, but so far I haven't seen any proposals for setting up a massive registration drive this Fall or anything else. Is anything happening there? In addition what's happening with Colson's great youth program. As you know, this was sent back to Colson to be reworked; so far we haven't seen anything.

On a different subject, you will recall that Gallup just ran some polls about prosperity and the likelihood of war, and whether or not people thought they would be more prosperous under a Democratic or Republican Administration. This is an interesting point no doubt, but hardly valid, since over half the country or somewhere near that, identifies itself as being Democratic anyway.

A more feasible question and one we might want to ask on our next poll (that would be the one done at the end of August) is do people think they would be more prosperous, or is there less chance of war, etc., under Richard Nixon than under Muskie or Kennedy and Nixon. This way we are getting at the man rather than at the party affiliation, as which you know, gives a biased result.

We might get some interesting readings here that we might want to go back to Gallup on.

Speaking of Gallup, what is Rumsfeld doing in terms of talking to the Gallup organization. As you will recall, he was going to visit them and try and turn them around on a couple of issues. Has anything been done here?

Also, Benham was going to be talking to them. Has anything been done here? If not, you may want to tell Benham that we are going to ask Derge to talk to them.

Just so there is no further misunderstanding, you should be out of your office whenever it is advantageous. Get out and mix with the people who are doing the work in all these different areas, since that is the only way we can stay plugged into what is really happening, rather than being spoon fed reports that let us know only what they want us to know.

My concern is that you stayed very well plugged not only in the polling area, but all political areas. Has Mitchell held another political meeting yet? We probably should begin to take a hard look at what is happening politically.

Also, will you check Jay Wilkinson to see whether or not he ever received his 1,500 bucks or whatever the amount of money was that he needed.

Also, when we get together this afternoon or tomorrow at the latest, let's discuss the whole intelligence operation, not in terms of your writing any formal paper, but just an analysis of what is being developed here.

Finally, we've got to develop a better method for you to keep plugged in with Haldeman. The weekly report is a good step in this direction, but there should be other items too.

LH:kb

August 10, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY

I should have caught the attached memo, but obviously I am just as guilty as you, since I signed it also. Nevertheless, there are some problems that we need to get straightened out. First of all, while we go ahead and mention the 48 State Chairman, we don't say why we aren't doing Hawaii and Alaska. Are phone calls that much more difficult there?

Secondly, we don't really explain what we are trying to do in the manner in which we are trying to do it. Thirdly, while we don't say anything about State Committeemen in the discussion, we then have in the recommendations the fact that State Committeemen not be interviewed because of the high cost. What high cost? Is it a perfectly valid question for Haldeman to ask and one that you or I should have caught. Let's redo this polling proposal today -- have it in by today -- and have it right.

Thank you. Also, are we really going to have any questions answered here that will give us a better feel or that we can use publicly in writing a release. What would you plan the release to be as a result of the questions answered in your poll proposal here?

LH:kb

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August 9, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY

Bob talked some more on the way back from Maine about the upcoming polls. He indicated that the August poll should be a clean-up poll that gets rid of a lot of questions we have had hanging around. Also, I think it would be a good time to do another reading on issue ranking, if we can fit it in.

For our next poll in September, he wants to do a four-way trial heat that includes McCarthy. He wants to do this in relation to Humphrey, Muskie and I would imagine also Kennedy. Make sure that this is included in your follow-up file in that area.

LH:kb