

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	16	1/24/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Butterfield RE: inviting Dent to a Republican Governors' Dinner. 1 pg.
9	16	1/24/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Butterfield RE: Haldeman's permission to invite Bob Dole to the Republican Governors' Dinner. 1 pg.
9	16	1/10/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Lynrae McClintock RE: tax forms for Haldeman. 1 pg.
9	16	1/4/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Buchanan RE: previous memo sent by Buchanan to Haldeman. 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	16	1/3/1972	<input checked="" type="checkbox"/>	Domestic Policy	Memo	Copy of a memo from Buchanan to Haldeman and Colson RE: charitable contributions. 1 pg.
9	16	1/24/1972	<input checked="" type="checkbox"/>	Domestic Policy	Memo	From Higby to Colson RE: the 1972 State of the Union Address. 1 pg.
9	16	1/18/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Higby to Colson RE: Muskie's television campaigning. 1 pg.
9	16	1/14/1972	<input type="checkbox"/>	Campaign	Newspaper	Article from "The New York Times" entitled "Muskie TV Campaign Stresses Credibility," written by James M. Naughton. 2 pgs.
9	16	1/14/1972	<input checked="" type="checkbox"/>	White House Staff	Memo	From Higby to Colson RE: Noel Koch. 1 pg.

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9	16	1/24/1972	<input type="checkbox"/>	Personal	Memo	From Higby to "Follow-Up" RE: obtaining a loan for Haldeman. 1 pg.
9	16	1/18/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: press views on Muskie. 1 pg.
9	16	1/14/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: a previous memo sent by Haldeman. 1 pg.
9	16	1/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: the New Hampshire primary. 1 pg.
9	16	1/28/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: an attached document. 1 pg.

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9	16	1/27/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: Bob Dole and a piece on Nancy Dickerson. 1 pg.
9	16	1/20/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: materials from Colson. 1 pg.
9	16	1/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: call from John Rollins. 1 pg.
9	16	1/17/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Bachman requesting multiple sports-related books. 1 pg.
9	16	1/14/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: using Agnew to attack Muskie. 1 pg.

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9	16	1/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: Nofziger's replacement on the Republican National Committee. 1 pg.
9	16	1/7/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: Agnew's activities. 1 pg.
9	16	1/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Colson's reports on key election states. 1 pg.

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January 24, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. ALEXANDER P. BUTTERFIELD  
FROM: L. HIGBY

Per our conversation, please make sure that Harry Dent is included in the dinner with the Republican Governors.

Thank you.

LH:kb

January 24, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. ALEXANDER P. BUTTERFIELD  
FROM: L. HIGBY  
SUBJECT: Bob Dole -- Republican Governors' Dinner

Bob has given the okay for Dole to be at the Republican Governors' Dinner -- so you can proceed with this one.

LH:kb

January 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: LYNRAE MCCLINTOCK *Kaehy*  
FROM: L. HIGBY  
SUBJECT: Tax Forms for Mr. Haldeman

Please get tax forms No. 4798-LOS and Public 17 - Your Federal Income Tax for Mr. Haldeman. Get two copies of that last document please.

LH:kmt



January 4, 1972

MEMORANDUM FOR : PAT BUCHANAN

FROM : L. HIGBY

With regard to the attached memo that you forwarded to Bob and Chuck, it is Bob's request that you and Colson get together an appropriate list of "charitable purposes" and that you give it to Pete Flanigan for him to discuss with Packard at Defense.

Will you please follow through on this?

Thank you.

cc: Chuck Colson

Attachment

LH:pm

THE WHITE HOUSE

WASHINGTON

January 3, 1972

OK

MEMORANDUM TO: H. R. HALDEMAN  
CHUCK COLSON

FROM: PAT BUCHANAN

Deputy Secretary of Defense Packard has, according to his own commitment, said he will give away some \$18 million earned by his firm, while he was in office here; any chance we can get together with him on how that money is spent, for "charitable" purposes. Paul Simpson, who runs that television project down in Nashville would like a slice of the cake. Can we get to Packard any way to indicate that Simpson's and perhaps some others are "worthwhile" causes.

Pat Buchanan

January 24, 1972

CONFIDENTIAL -- EYES ONLY

MEMORANDUM FOR: MR. CHARLES COLSON  
FROM: L. HIGBY  
SUBJECT: Odds and Ends Accumulated  
Over the Weekend

1. One item that needs to be fully and carefully explored is the fact that Larry O'Brien was on retainer by Howard Hughes and probably still is. Also, Hubert Humphrey's son-in-law worked for Hughes. We should really try and stir this up since there was such a big stink made about the Nixon loan situation.
2. Ray Price should take the last part of the State of the Union, the proration part, and smooth it out and put it together to be used as a series of quotes in the speaker's kit that is sent out to all our speakers. Also, there should be an analysis done of the last three State of the Unions taking quotes out of each of them that are usable in the speaker's kit. The speakers should be able to refer to them as, "President Nixon said . . . .",
3. We should also try and move the line out that this written State of the Union was the most comprehensive document a President has ever presented to Congress and this was made possible by the President's unique approach of delivering a brief State of the Union and also giving Congress a comprehensive written document, etc.

LH:kb

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~~CONFIDENTIAL~~

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By H. J. [unclear] NARS, Date 3-26-82

January 18, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. CHARLES COLSON  
FROM: L. HIGBY  
SUBJECT: Muskie T. V. Effort

Bob asked me to check with you to see what we are doing to hypo and get out the fact of the Muskie T. V. effort and the way it is being tailored exclusively to T. V. Isn't there more we can do here on the "plastic candidate" theme that we talked about before?

While the headline reads, "Muskie T. V. Campaign Stresses Credibility", you and I both know the very essence of non-credibility is in the way he is using T. V.

LH:kb



A CANDIDATE AT HOME: Senator Edmund S. Muskie, Democratic aspirant to the Presidency, in Kennebunk Beach, Me., with Robert D. Squier, TV consultant. Announcement of candidacy was taped. At left are TV color scales.

# Muskie TV Campaign Stresses Credibility

By JAMES M. NAUGHTON  
Special to The New York Times

WASHINGTON, Jan. 11—The first words proclaimed by Senator Edmund S. Muskie after he handed a check for \$500 to the New Hampshire Secretary of State last week to qualify as an entrant in the nation's first Democratic Presidential primary were, "Where's Squier?"

The remark hardly seemed to be the stuff of which history is made but it was highly symbolic.

Robert D. Squier is a 37-year-old television consultant to the Muskie campaign, and the invocation of his name was prompted by the sudden slide of a tiny microphone down the front of Senator Muskie's necktie.

At that moment, Mr. Squier was standing in the back of a truck parked outside the State Capitol building, but he saw and heard Mr. Muskie. Mr. Squier was scanning \$400,000 worth of rented videotape equipment linked by a long cable to a camera in the crowded second-floor office of the Secretary of State. The microphone that troubled Mr. Muskie was wired to a small, powerful battery pack in the Senator's hip pocket, transmitting his words to recording equipment

## The Electronic Age

In a real sense, the television instruments may be the dominant elements in Mr. Muskie's attempt to capture his party's nomination and the Presidency. In the age of electronics, it is not unusual for every officeholder to place increasing reliance on the medium to carry his message.

In Senator Muskie's case, however, television is being used in innovative ways that pose risks to his success and with an openness that would startle the typical politician.

Mr. Muskie's strategy is to attempt to confess Democratic support behind his candidacy by presenting it as a contrast to what he contends is President Nixon's lack of credibility. ("Believe Muskie," his posters and bumper stickers exhort.)

Only the Senator knows for certain whether he merits the image he has acquired since 1968 as a politician of unusual candor and directness, but those are the qualities he is trying to persuade voters—largely through Mr. Squier — that Americans ought to find in their President.

## Personality and Competence

It is Mr. Squier's belief that the two factors that affect the judgment of most voters are a candidate's personality and his competence. Accordingly, Mr. Squier's efforts are geared toward reinforcing the image of Mr. Muskie as "a forceful, honest guy" and toward making up for the fact that, as Mr. Squier said, the Senator "is still dimly perceived on the issues."

Mr. Muskie's stern, unsmiling, formal announcement of candidacy last Tuesday was made in a prime-time national telecast that cost \$35,000 and was videotaped at Mr. Muskie's home in Maine, with a dozen journalists listening from a bedroom.

His first day as an official contender in New Hampshire was recorded in 100 minutes of living color and telecast state-wide the same night after having been edited, with a reporter looking on, into a 30-minute package.

As the Senator campaigned in Florida and Wisconsin before returning to Washington Tuesday, his own television crew recorded virtually every public moment, and some private ones, and looked, in particular, for occasions when citizens might challenge the candidate with tough questions.

"What we really want," Mr. Squier explained, "are people who will put it to him so we can show him performing under pressure."

To Mr. Squier's delight, the Senator's first week produced such vignettes, all now on film to be edited into campaign commercials, as the following:

Mr Muskie in his shirt-

sleeves in a hot, crowded hall in conservative Manchester, N. H., declaring with evident emotion that he had been wrong in supporting American involvement in the Vietnam war and that the United States must now withdraw totally whatever the consequences.

The Senator's reply to a citizen in Florida—where the space program means jobs—that he could not support an immediate start on developing a \$5.5-billion space shuttle because transportation and other needs on earth had higher priority. Citing the problems of Newark as an example, he said "Well, what do you do about these problems, build a space shuttle?"

A heated exchange in a Miami church in which Mr. Muskie sought to convince a doubting black man that his reluctance to consider a Negro running mate was recognition of a political reality—"that blacks are not equal in this country, in education, in jobs, in housing or in political opportunity"—that he was hoping to change as President.

#### Some Observers Dubious

In all three instances, a majority of the Senator's listeners applauded his rationales. All the same, some did not and the conventional political wisdom has been that it is wiser to emphasize to constituents those points with which a candidate agrees.

Instead, the Muskie tactic is to stress his positions on sensitive issues and to widen the audience that will hear them by paying to televise them.

Mr. Squier expressed confidence as he dashed across the country with the candidate that Mr. Muskie "handles himself well in a variety of situations, so you're safe to cover him at everything."

Strategically, the use of television, with a projected budget of \$1.5 million before the nominating convention in July, is aimed at enabling Mr. Muskie to counter the decision of his rivals to concentrate their efforts in selected primaries while the man from Maine is campaigning for delegates in all 23 primaries.

In addition, the paid telecasts that will show Mr. Muskie going through a day's campaign events represent a conscious effort to avoid the slick and customarily staged glimpses of a candidate that characterize many political commercials. The program in New Hampshire the other night presented the Senator filing nominating petitions, wading into a small crowd outside the Capitol to shake hands, giving a nonpartisan talk to the Maine Legislature.

answering questions at a news conference and in a previously filmed segment in which Mr. Muskie outlined his philosophy.

Those who watched it saw much of the same, not terribly exciting, daily routine that reporters traveling with Mr. Muskie saw. Mr. Squier will commission a poll in New Hampshire to determine how many people tuned it in and stayed with it for half an hour. But he is confident it will prove to have been successful.

"I really believe Marshall McLuhan's line, 'Instant information means instant involvement,'" Mr. Squier said.

He is convinced enough to experiment with a new format and new time for the traditional election eve telecast in the primaries. Rather than present the candidate answering carefully screened questions for hours on end, Mr. Squier will produce a program similar to the networks' variety and talk shows.

The idea grew out of Senator Muskie's acceptance of an invitation to serve one morning last September as co-host on a Los Angeles variety program. He read the day's news, quoted Mark Twain about the weather, told a few homespun jokes about Maine, discussed urban problems with a black city councilman and interviewed a woman crusading for a cleaner environment in Southern California.

#### 24-Hour Interval Allowed

Instead of presenting such a telecast the night before the election, Mr. Squier will buy time two nights before the voters go to the polls to test his theory that viewers who are impressed with Mr. Muskie will have 24 hours to mention it to neighbors or relatives who did not see the program.

Mr. Squier's standing with Mr. Muskie is high because he was the producer of the election eve telecast in 1970, on which Mr. Muskie delivered a quietly dignified reply to the President's campaign criticisms, and is credited with having established him as the front-running Democratic candidate.

Some of the more traditional campaigners in the Muskie camp regarded the Los Angeles program as corny and expressed some concern privately that Mr. Squier might be overdoing the realism.

One who did not is Michael K. Casey, a 32-year-old West Virginian who is the chief advance man for Mr. Muskie. He is not hesitant to tailor the Senator's activities to Mr. Squier's philosophy. He has ruled out traditional ef-

greet the candidate each time he arrives at an airport.

In 1968, when he worked briefly on behalf of Robert F. Kennedy, and later was a more junior aide on Mr. Muskie's Vice Presidential campaign staff, Mr. Muskie became, he said, "bothered by the idea in certain campaigns that people and crowds should be manipulated. I don't think you have to manufacture crowds so you look good on the Cronkite show."

His rule, resisted by some Muskie staff members but so far adhered to, is that crowds should be drawn only to those events, such as receptions and rallies, where Mr. Muskie can chat with individuals or address groups and thus "have an opportunity for some sort of substantive exchange."

Mr. Casey said he agreed that the Muskie effort should be geared to the use of television, but with this basic caveat:

"Don't con the electorate. They're too smart. Television should do nothing more than enable more people to see him. That's where the crowds are, in the living rooms."

52  
January 14, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: CHUCK COLSON

FROM: L. HIGBY

SUBJECT: Noel Koch

Anything happening on the Noel Koch attack operation?

LH:kmt  
52

34  
January 24, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

Follow-up with Ray Delfie of Riggs National Bank in getting the loan on Haldeman's house redone.

LH:kb  
EN



44  
January 18, 1972

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

Follow-up in one week --

On page 7 of Hallett's memo, he makes the point about Muskie's public image is everything the President's is not. If the Teeter material supplies us with a valid reading in comparison of these two issues, fine. If not, it has been said, "H good items to pull in March. Compare the two on these items. This may be too much a reflection of the current liberal columns. Separate memorandums to Colson, Shultz, Bill Safire, Ray Price, Dick Moore, John Scali." From H. R. Haldeman.

LH:kb

174  
January 14, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

On Wednesday, January 19 follow-up on the Haldeman memorandum on Hallett's point. Peter believes that these have already been covered in the polls we will be receiving on the 14th but we should check against those polls to be sure.

LH:KMT  
174

7  
January 12, 1972

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

Follow-up for Friday --

Gordon make sure you hit Jeb again on the point that 50% should be our line in New Hampshire -- that we expect to get more than the other two candidates combined, but with two attractive, articulate, candidates in the state, they should easily expect to pull around 50% of the vote between the two of them.

LH:kb  
9/11

January 28, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: L. HIGBY

You might want to send a couple of copies of the attached to some of the young people you have been dealing with, i. e., Hank, Susie, and some of their friends. If so, some copies are attached.

Attachments

LH:kb

70  
January 27, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Nancy Dickerson Piece

Colson sent the attached over. I know it has been a while since you talked with Dole, but the next time you see him you may want to mention the Dickerson piece to him.

Attachment

LH:kb

47  
January 20, 1972

ADMINISTRATIVELY CONFIDENTIAL

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

The reason for the late date on the attached is that Colson indicated he was going to be sending over some more materials. He now tells me he will not be able to do this for a while. He keeps referring to some opus about the Campaign organization that he is going to write, but I'm not sure if it will materialize. Anyway, you may find the attached interesting.

Attachment

LH:kb

January 18, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM : L. HIGBY

John Rollins called you this morning. I returned the call and he said he was merely calling to follow up on the Orkin situation. I explained to him what you had relayed to me about the appointment Joe had and said I thought everything was fine. He said he just wanted to make sure that it was and was very happy that you mentioned the incident to him.

LH:pm

28  
January 17, 1972

MEMORANDUM FOR: KATHY BACHMAN  
FROM: L. HIGBY

Get me a copy of the book on skiing and how to ski -- not a real thick book -- about a hundred pages. Ask Gordon if he has any good ideas. Also, get me a copy of Bill Tilden's book on how to play tennis and also I think Sports Illustrated puts out a book on that subject.

LH:kb  
28



40  
DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By B. J. ... NARS, Date 3-26-82

January 14, 1972

CONFIDENTIAL

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

Is it really that good of an idea to turn the Vice President loose on Muskie this early in the campaign season? I know the rhetoric about the fact that we have got to stop him now if we are going to stop him at all and that Florida is our best chance, but it seems to me that we are moving quickly into the confrontation that existed in '70. I wonder if the press just isn't waiting for something like that.

For Angew to come out and blast Muskie this weekend on his bussing stand is a signal to start the old grind again. While having a Senator do this, certainly doesn't get as much play nationally, if we schedule one of our good Senators heavily into Florida, wouldn't the net effect be equally as good?

LH:kmt

20

201  
January 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: The Nofziger Replacement at the  
Republican National Committee

Per your approval, I asked Malek to begin looking for prospective candidates to fill the Nofziger position and this is under way.

You indicated, however, in a meeting before we left for San Clemente your desire to discuss this matter with the Attorney General.

As you can see from the attached memo, Colson feels that it is extremely important that we get the appropriate individual in position at the RNC and that a clear understanding be worked out as to what the operating relationships will be.

There are several ways that this can be handled, but your guidance is needed:

Malek or Colson can try and put the whole thing through if that is your desire and perhaps will be successful.

Another way, one that I would recommend, is for you to talk to the Attorney General as planned on the subject of a Nofziger replacement and that in your conversation you request that he talk with Dole. If the Attorney General agrees, we can then move Malek and his operation into high gear to secure the appropriate individual.

If you choose my recommendation, a talking paper is attached for your discussion with the Attorney General.

201

January 7, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM : L. HIGBY

SUBJECT : The Attached Memo Re: Control of V. P.  
Activities

The best way for this to be handled is for you to talk directly to the Vice President and make clear the President's desire in this matter. After that, Chapin, Colson, and Ziegler can deal directly with the Vice President in making sure proper coordination takes place and should be instructed to do so through meetings with the Vice President's staff for the appropriate areas.

Set up HRH meeting with  
the Vice President.

Other \_\_\_\_\_.

Attachment  
LH:pm

811  
January 3, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Lists of Key States

Colson stopped by to report that he will not have the lists of key people for all fifty states available when the President departs for California. He will have the lists for the top fifteen states, but says the little states where we only asked for one or two people, call for individual step-checks from several people in every state and this simply cannot be done in time.

For your information, Colson had his people working on this over the weekend, but they still are not completed.

I have told Chuck to forward the fifteen key states lists for the President's review today and he has assured me this will be done.

LH:kb

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