

GAME PLAN FOR THE PRESIDENT'S
NOVEMBER 3RD SPEECH ON VIETNAM

*What about last
Nov 11
Nov 9*

Game Plan in Four Phases --

- Phase: I. Let the basic plan be known by all those we feel we can trust.
- II. Fully prepare for "D-Day".
- III. Implement immediate (first 48 hours) pre-planned actions.
- IV. Implement follow-on pre-planned actions.
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Phase I.

1. John Whitaker -- Get word to Cabinet and sub-Cabinet personnel that the President's November 3rd address will be a key policy speech and that it must be enthusiastically followed by strong supporting statements at every opportunity ... at least through Sunday, November 16th.
2. Herb Klein -- Carefully and thoroughly brief the "public information" personnel assigned to each major department and agency. It should be made clear to these people that the November 3rd speech is a launching platform from which this nation rallies as one behind the President. They should be directed to begin now analyzing audiences scheduled to be addressed by their departments' officials, and preparing appropriate comments in support of the President.
3. Harry Dent (in coordination with the Vice President and Governor Boe) -- Personally contact every state governor and advise as to the importance of his rallying statewide support for the President's Vietnam position as announced on November 3rd. Suggest that he in turn suggest revival of the "World War II"

type display of patriotism . . . display of the American flag for the two weeks following the President's talk . . . the wearing of American flag lapel buttons . . . etc.

4. Nils Boe -- Personally contact all individuals on his list of "mayors and county officials", and inform them of the significance of the President's coming November 3rd speech and the importance of doing all possible within their communities and areas to generate enthusiastic and continuous support.
5. Jim Allison and Dick Garbett (in coordination with Harry Dent) -- Personally contact every GOP state chairman and inform him of all information described in the paragraphs above. Make certain that each understands that the rallying of support for the President immediately following his speech is to be wholly non-partisan and that the more help and participation they can get from the Democratic side the better.
6. Ken Belieu and Charles West -- Personally contact the representatives of the 12 "veteran and patriotic" organizations which have worked with us frequently in the past. Contact in addition the Citizens Committee for Peace with Security, the Citizens Committee for Peace with Freedom in Vietnam, the Center for Strategic and International Studies, and the U. S. Chamber of Commerce. Brief representatives on the information cited above and encourage their individual planning for demonstrating immediate post-address support via newspaper advertisements; speeches by officials, national commanders, etc; community rallies; resolutions; etc.
7. Herb Klein -- Carefully brief on the above information all completely trustworthy editors, publishers, columnists, etc. Line up as many guarantees for immediate column and editorial support as possible.
8. Pat Buchanan -- Make personal contact with known trusted columnists and inform each of items listed below and try to obtain guarantees of immediate and follow-up support for the President's talk.

9. Ken BeLieu, Bill Timmons and Lyn Nofziger -- Talk to and brief trustworthy GOP members of Congress as to the information above ... i. e. the importance of the November 3rd talk and its serving as a launching pad for a nationwide show of support for the President. It is important that they understand what we have in mind for the talk so that they can use the interim period for thinking out and planning their own actions.

Phase II.

1. Ken BeLieu and Bill Timmons (in conjunction with Lyn Nofziger) -- Review the entire list of U. S. Representatives and Senators and place beside each name a +, -, or ? indicating our assessment of the individual's willingness to support the President's course of action for achieving an honorable settlement in Vietnam.
2. Herb Klein -- Review newspapers throughout the country and designate the 100 which by their advertisements, editorials, columns, etc. will provide the greatest impact on the nation. This list should be prepared in typewritten form so that it can be used by those who are financially backing our advertisements and columns.
3. Charles West -- Have the Casey-Mulcahy committee analyze the mail which has come in thus far in response to its "Tell It to Hanoi" ad and determine approximate percentages from the various regions of the country; and more importantly, devise a mailing list from the letters received.
4. Game Plan Committee -- Settle on a simple slogan which, unlike the "Tell It to Hanoi" line, gives loud and clear evidence of solid backing of the President on Vietnam ... something like "We Support the President", but perhaps catchier, with a little more dash.
5. Bill Safire -- Prepare an appropriate newspaper advertisement to play up the "We Support the President" slogan ... or whatever slogan is forthcoming.

6. Charles West -- Have the Casey-Mulcahy committee agree to go ahead with the manufacture and distribution of "Tell It to Hanoi" lapel buttons.
7. Charles West -- Have the Washburn committee, the veteran and patriotic groups, the US/CC and others go ahead with the manufacture of American flag lapel buttons and red, white and blue bumper stickers featuring whatever slogan is arrived at re supporting the President (above).
8. Charles West -- Have both Committees plan now to place in Herb Klein's "100 best-coverage" newspapers the new Safire ad re supporting the President. The best days for these ads across the country are November 5 and November 13.
9. Jeb Magruder -- Alert our letters-to-the-editors apparatus and all participants to the support-the-President effort beginning November 4th and running for the subsequent 10-day period.
10. Dick Garbett -- Prepare a skeleton supporting statement for Rog Morton to make immediately following the President's talk.
11. Jim Allison and Dick Garbett -- Plan to advertise support of the President in the October 31st issue of "Monday", and set aside plenty of space to feature the salient points of the President's November 3rd talk in the November 7th and 14th issues of "Monday".
12. Harry Dent -- Make plans, possibly through Dave Derge, to implement a private nationwide telephone poll (perhaps 1500 or 2000 calls) re individual responses to the President's talk.
13. Lyn Nofziger -- Make a careful study of the chances of a Congressional resolution of support for the President. This single action would go far toward serving as proof positive, to the nation and the world, that the American people are united behind their President. If it could be done it should be ready for public announcement by November 12th.

*re before - Better yet on
Nov 4-5*

14. Herb Klein -- Make arrangements now for a joint press conference, with Laird and Rogers participating, on the day after the President's talk ... or possibly on November 5th.
15. Herb Klein -- Make arrangements for a televised panel discussion to be held on the night of the President's talk ... immediately after the talk. Participants should be well chosen ... perhaps John P. Roche, the columnist who supported the President on ABM and who is supporting the President on Vietnam; Leo Chern; Paul Douglas; etc.
16. Peter Flanigan -- Look carefully at business community leaders and Business Council members to see who among them might be helpful in leading segments of our planned national "Support the President" rally.
17. Alex Butterfield -- Contact Hobe Lewis and insure that his "editorial" ad is printed in the next issue of the Readers Digest. *What about in papers?*
18. Herb Klein -- Make contacts now for an appropriate article in a national magazine ... to be published if at all possible closely on the heels of the President's November 3rd talk.
19. Alex Butterfield -- Make contact with Sybil Stockdale (who represents prisoner-of-war wives) and check discretely to see if her group would speak out publicly in support of the President's announced Vietnam policy.
20. Alex Butterfield -- Before Wednesday, October 29th, devise plans for Sunday, November 9th, Tuesday, November 11th (Veterans Day), and November 14-15 as follow-on portions of the November 3rd game plan.
21. Jim Keogh -- Prepare numerous one-liners, a one-page fact sheet, and a short "speaker's guide" (in that order) ... to be distributed to key Congressmen, the governors, business leaders, veteran and patriotic organizations, etc. at the appropriate time.
22. Game Plan Committee -- Settle on the best plan for the quickest and widest distribution of bumper stickers and lapel buttons ... perhaps through the "veteran and patriotic" organizations to service stations nationwide.

23. Game Plan Committee -- Settle on the best plan for announcing to the nation that those supporting the President should display automobile lights during daylight hours, wear lapel buttons, and fly the American flag daily from November 4 through November 16.
24. Nofziger -- Designate key Congressmen to give supporting talks on the floors of the House and Senate during the 10-day period following the November 3rd talk.
25. Herb Klein -- Work out a plan whereby members of the press will be sent for comment to persons such as HHH, Dean Acheson, Nelson Rockefeller, etc. immediately after the President's talk.
26. Game Plan Committee -- Determine prior to Friday, October 24th, what "lines", phrases, etc. might be inserted into the President's November 3rd speech... things which will challenge responsibility and in various other ways be advantageous to the total PR effort.

Is this feasible?

Phase III.

1. Televised panel discussion ... after speech, same night.
2. Speakers speak ... Cabinet and sub-Cabinet members, governors, mayors and county officials, business leaders, officials of veteran and patriotic organizations, etc.
3. Rog Morton make supporting statement.
4. Key Congressmen stand on the floors of the House and Senate and give support.
5. Columns and editorials by those who guaranteed immediate support
6. Comments to the press by HHH, Dean Acheson, Governor Rockefeller, etc.
7. Press conferences by key Congressmen, and business and organization leaders.

8. Accelerated distribution of bumper stickers and lapel buttons.
9. "We Support the President" ad in 100 newspapers across the country (November 5th).
10. Encouragement given by leaders through the country to daily display of the American flag and wearing of American flag or "Tell It to Hanoi" lapel buttons.
11. Letters to the editors.
12. Implement private nationwide telephone poll.
13. Continue work on possible Congressional resolution of support for the President.
14. Joint press conference with Laird and Rogers participating.
15. Re-check status of article to be published in national magazine.
16. If required by the content of the President's speech, amend one-liners, one-page fact sheets, and speaker's guide appropriately and complete distribution to Congressmen, governors, business leaders, veteran and patriotic organizations, etc.

Phase IV.

1. Careful assessment by Game Plan Committee of how plans are going ... complete status, degree of resistance, etc.
2. Publicize results of private nationwide telephone poll.
3. Continue feeding varied one-liners and fact sheets to key Congressmen, business leaders, and other spokesmen.
4. Publication of the November 7th issue of "Monday".
5. Continued monitoring of speeches by Administration spokesmen (Cabinet and sub-Cabinet members).
6. Personal calls of encouragement to governors, mayors and county officials.

7. Implementation of November 9th plan and November 11th plan.
8. Announcement of passage of Congressional resolution supporting the President ... and much publicity ... (November 12th, if it passes).
9. Second publication of full-page ad in 100 newspapers throughout the country (November 13th).
10. Implementation of the November 14-15 plan.
11. Stimulation of letters-to-the-editors process.
12. Continued public statements of support by the Washburn committee, the Casey-Mulcahy committee, and other organized groups.

Project Manager - Butterfield