

THE WHITE HOUSE
WASHINGTON

July 26, 1972

MEMORANDUM TO: H. R. HALDEMAN

FROM: PAT BUCHANAN

The letters operation which we helped put together two years ago, and which has functioned well, is in danger of becoming bureaucratized over at 1701. This is one instrument both Colson and I have used to move the "negative" on McGovern -- safely -- into the media. We had planned to continue using it in this fashion -- as we should; to have our people writing letters in support of revenue sharing is, in my view, a waste of a resource. That stuff is going to be decided on the Hill. The imperative thing is to make sure that the McGovern extremist material is being constantly put before the public, as the public view on McGovern is beginning to harden.

As an example, we had that bit from Von Hoffman, where Kimmelman was telling Polish jokes in his suite -- and were moving it to all papers via letters to the editor in cities with large Polish populations. This was halted by 1701 as "too negative." The point is that a) it was totally legitimate and b) the letters don't go out on 1701 stationery. In any event, the tendency to fold the letters operation into the overall strategy is not wise, because of the nature of letters, and because this should be a negative function. Negative letters are the most needed now, the most likely to get printed now, and the most important as McGovern's impression is hardening in the public mind.

We can use other sources to praise revenue sharing. But the letters operation should go back to what it was doing. This indicates, in my view, again, a need to get some organization and structure on the anti-campaign.

Buchanan