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THE WHITE HOUSE
WASHINGTON

BDM -

Purpose - of Meeting

K- Speech themes

June 30 - Des Moines

Pres. Club

① What shd. he talk about?

- Farm belt: BAD in pers.
- Iowa poll

BDM - Setting is bad
WR. Shd. include foreign
aspects of farm policy

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H M: P: Needs to talk about
Peace

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July 5- 11 a.m.

50 Governors

Public talk

K → Rel. bet. Fed. Gov't
+ States.

R - Needs to speak on
Viet.

Rost - Could do that
Need to tie ALL TOGETHER

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*with Asia - Changes
in China - Movement
to regionalism.*

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BDM: Needs to take
regional problems in
to act. Needs to be
educated in Iowa.
on isolation. Show
them what type of
dirty little war out
there
K - Must talk on
agriculture.

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McP. Theme: Peace - Focus
on Domestic issues
Need dinner for 150
farmers.

W. Rostow
Calif. worries about
ASIA.

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Themes =

Doug. CATER
WAY
Peace

K-
Inflation is against
him

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K- Needs to go on
TV. - Reaches
people. -
Fireside chat

CATEY -
Need to humanize
him - More Ray S.
More well

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BDM - THE WHITE HOUSE
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- 1- Press Conf every 10 day
- 2- Brief in office each am
3. Fireside chat this
Summer

HMP-

- 1- No humor, no wit
- 2- Too much search
for consensus.

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Pres. choosing to ignore
what he obviously desires
~~to do~~

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M = P - No whip. available - gop

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K - Could we not make it
Asia - make it all TONGKIA
FORMOSA -

WR - People think
Pass. is in a
corner. Don't have
initiative.

The Un. is last stand
of old hacks.

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need more candor.
forget consensus.

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There is a real side of
Good sense.

WR- There is
no consistent
image that he
shares with.
His theme is

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that we're doing
right at home.
Future lies with
peace + civilization.
Must be this.
Don't change it

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Cate
Time to say something
about success of
Dominion Rep!

Cate -
Use of globe to
show the success
around the world.

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Careful

BDM. Don't mislead
people that all is
OK

BDM told
Rosen - No a draft

Don't waste it in
Rose garden -

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MR = R

Aug. American aren't
going to buy it. That
they are trying to
pass something at him
Think he's loved
in.

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BDM Press conference
keeps him from being
boxed in.

WR - Need central theme
for LBJ for campaign

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SERVICE SET

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Califano:

Need TV conference
Need taped shows on dinner
Type a couple days'
activity -

BDM =

- He's in a rut.
- Same meetings each
week + meals in Rose
Garden -

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BDM - We've been
pressing him to do
some of these things.

Will - Need P/R campaign
Need 1-2-3 thing.

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Rhetoric is for
ahead of our credibility.

HMEP:

BDM- ~~and~~ Mexico
was big success
but we didn't get
the mileage out of it.

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BDM-

Need movement -

Need momentum

► Need to get him moving
we can take care of
everything after it.

Let's get a theme
BDM. Go to be for him

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All should try to convince
him -

A - Press Conf. Req.

B - TV Press Conf.

C - Major inside chat.

Need to get him moving
Europe^{try} would have more impact
on election than anything else.