

P38-7

PERSONAL AND CONFIDENTIAL

MEMORANDUM

TO : LBJ

July 28, 1962

FROM : GER

1. Eye believe you should reconsider your decision on Charley Boatner. There are a number of factors which should be weighed before anything irrevocable is done.
2. The fact that Charley moved immediately to obtain an extension of his leave indicates clearly that he wants to stay. This, of course, ^{out}is not a reason to keep him. But it means that he cannot be separated with/engendering some hard feelings. Again, this is not a compelling reason to keep him. But it is a good reason to consider carefully whether his merits outweigh his demerits.
3. Charley actually does a considerable amount of work. The difficulty is that we are now in a period where you do not see it directly. Nevertheless, it is work that must be done--and done by someone with experience. It includes:
 - a) Keeping in daily touch with the Texas press--which, from my own observation, Charley does. He has probably made a mistake in not giving you a daily list of the people he sees. But he has operated on the principle of making reports only when there is something of significance. It is an unfortunate fact that the Texas press in this town rarely has too much information of significance because their papers do not demand enough out of them to make them hustle. But we need to maintain contact.
 - b) Reading and clipping the Texas papers. This is a dull and routine job which nevertheless requires someone of experience. We have tried in the past to rely on office boys and it hasn't worked. The newspapers come in in stacks and burrowing through them takes patience and judgment. It is easy to dismiss this as of no consequence. But if Charley left and there was no replacement you would feel the difference quickly.
 - c) Editing speeches. Earlier this year, when you were making a large number of speeches, Charley turned out to be invaluable in editing the texts that were released to the press. His desk experience stood him in good stead. You are not making many right now. But if you go in for any extensive campaigning this Fall and Charley is not on the staff, the strain will be heavy.

(more)

Determined to be an
administrative marking

By TL On 4-24-81

- d) Preparing short statements and articles. These are fairly frequent and represent something of a chore which must be done. The most recent is the one for the Minneapolis newspaper on what young people should do in politics--one which you praised highly.
 - e) Mail. Charley handles 20 to 30 letters a day--all of the type which require something more than routine handling.
4. Actually, eye think the main problem right now is that you are not getting more favorable articles in the Texas press. Eye do not think it is correct to place the blame on Charley for this situation. He has produced some favorable pieces (such as the editorial on space in the Fort Worth Star Telegram.) But the problem of Texas press relations is deeper than it appears and cannot be solved through the efforts of any one individual. Eye would like to analyze it in the following paragraph.
5. Texas press relations necessarily reflect national press relations. And right now, the main factor in your national press relations is the obvious coolness of the White House. Eye do NOT agree that there is evidence that the White House is sending newsmen to see you and embarrass you or that it is "planting" unfavorable stories. But even without that, the evidence of coolness is strong. Two very recent examples will suffice: the White House released the text of the Munoz letter here--rather than allowing it to be released in Puerto Rico where it would have served to put you in the spotlight; and the announcement of your Jamaica trip was released late in the evening where nobody could possibly notice it. Eye am convinced that these two incidents are considerably more than accidentally sloppy press relations. Furthermore, the President is not making the great point of counting you in on everything that he did in the beginning of his term. Newsmen are bound to put two and two together and come up with an answer. If they are anti-Johnson, they will write stories along the Wechsler line. If they are pro-Johnson, they will write stories stating that the White House is suffering because it does not listen to you enough. Eye think you have had more of the latter than the former and that on balance, your "national image" is pretty good. But the line that the White House is suffering because it does not listen to you enough probably leads to further estrangement.
6. Eye am frankly at a loss to find a solution to the White House coolness. This is a personal matter, eye think, which can be resolved only by you. But it won't be resolved by separating a hard-working (and eye believe able) man. Somehow you have got to review your personal contacts with the top White House people and determine what is involved. If the problem of the coolness can be resolved, eye think all the other problems will fall in line and you will find that Charley can handle very good Texas press relations.

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Office of the Vice President
Washington, D.C.

OFFICIAL BUSINESS

Hyndson Johnson
VICE PRESIDENT

21.
22.

Personnel matters

July 28 memo. (GER) re. Boatner
letter to VP fr. Edgar Gregg

OFFICE OF THE VICE PRESIDENT
WASHINGTON

Mr. Vice President
I would like very much
to shake your hand
before you leave and thank
you for the things that
you have done for me
as I want be here when you
return.

At Mr. Jenkins says
He says from last Tues.
I would have a meeting
with you all

But I am still your friend
I will try to get a job
and stay in Washington
Edgar Gregg

THE VICE PRESIDENT
WASHINGTON

Edgar

P-38 file

Lyndon B. Johnson

VICE PRESIDENT

1962

Mr Vice President