

NIXON TAPES, MONDAY, 14 JUNE 1971
TELEPHONE CONVERSATION WITH BOB HALDEMAN, 7:56 P.M.
SOURCE: NIXON PRESIDENTIAL MATERIALS PROJECT, WHT-5-78
TRANSCRIBED BY EDDIE MEADOWS, NATIONAL SECURITY ARCHIVE, THE GEORGE WASHINGTON UNIVERSITY

NIXON: Hello

HALDEMAN: Yes sir

NIXON: Uh, I had an idea that - uh, you perhaps have already thought of - but - uh, it occurred to me that this is something we might pull off, if you get Colson, Magruder and all the rest really to - uh, zero in on it
Why don't you start a campaign, through letters and - and - at the - at the highest levels too - like Don Kendall and others could call people to have - maybe have NBC have a rerun of the wedding in prime time - what do you think?

HALDEMAN: I think they've already started doing it, because we were

NIXON: Have they?
But what I meant is - if you could have a fellow like Kendall, and - uh, some of their big advertisers call -
Pick one network; zero in on them; have the big adver- say 'gee this was a fantastic thing; everybody's talking about it; you ought to rerun it; we urge you to rerun it - just that - don't you think so?

HALDEMAN: Yep

NIXON: Because - uh, from all accounts everybody - uh, George Schultz was saying even Mrs. George Meany said she sat up and listened - saw it three times, you know

HALDEMAN: I'll be darned

NIXON: ABC, NBC, CBS
But I can't em - emphasize Bob that if it were the Kennedys it'd be re- rerun every night for three weeks, you know
But - uh, I really think this ought to be done - uh, and - uh
Who - who else could we put on this - who could - who could we recommend - and we ought to try to get a major network to do it - just pick one, one major network - that uh - maybe NBC, they are the ones that're a little goosey at the moment

HALDEMAN: Yeah [unclear] makes sense

NIXON: And they did the - they were the pool camera, and so forth - and - and just let NBC run it
But they've got to be - they've got to get letters; they've got to hear from top people; they - uh, fellow like Colson can -uh, you know, stick it to 'em - what do you think?

HALDEMAN: I think it's a very good idea

NIXON: And - uh, run it about Tuesday or Wednesday of next week - uh, because I - I really think a helluva a lot of people - the women all want to see the damn thing

HALDEMAN: Yeah, yeah
Good, we will do it

NIXON: And nothing really is negative about it - uh, in terms - don't you agree?

HALDEMAN: Absolutely, oh yeah

NIXON: 'Cause we - uh, the reactions I had during the day are really rather astonishing

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HALDEMAN: It's a total plus - all the way

NIXON: People [unclear] you would least expect it from
Well, put it to Colson - he'll figure out some devious way to get at it

HALDEMAN: Right, OK, [unclear]

[TAPE RECORDED FROM NPMP COPY, 30 MAY 2001, TRANSCRIBED 11 JUNE 2001]