

THE WHITE HOUSE
WASHINGTON

November 4, 1969

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EXECUTIVE
SP 3-56
WH 4-1

MEMORANDUM FOR:

Mr. Keogh


SUBJECT: Acknowledgment of the President's mail from the
November 3 speech

Incoming messages motivated by a major speech or action by the President can be acknowledged in several ways:

1. Remarks by the President of the "fireside chat" type over the news media;
2. Letters to leading regional public officials, principal news media or both, asking them to thank the citizens of their jurisdictions or their readers/listeners in the President's behalf;
3. Printed acknowledgment cards from the President;
4. Personal letters from the President;
5. Stockpile letters from the President (printed letters with facsimile signature, salutation typed in, address appears only on envelope);
6. Routine acknowledgment letters over a staff member's signature.

Because of the tacit encouragement of letters in the President's speech it may not be possible to consider choices 1 and 2 in the preceding list. The volume in consideration appears to rule out choices 4 and 5. Choice 6 is not good public relations and must be excluded because of the volume as well. This leaves us with a printed card. If there is a question of priorities, I would strongly recommend having a printed card made for these letters and acknowledging support during the next Vietnam moratorium demonstrations by means of letters to leading governors, mayors and publishers.

Various major projects, particularly the November 5 letter from the President, cleaning up after the October 18 letter (rewrites, correspondence checks, etc.), the robot letter to relatives of Vietnam servicemen who wrote after October 15, and preparations for the Christmas card list, added to the heavy current volume of ordinary mail have created growing backlogs in Correspondence. Preparation of envelopes for any new mass mailings would cause very serious delays in reply to the President's routine mail there. The Departments of Defense and State are already backlogged by the burden of typing envelopes for the cards from the President in reply to October 15 messages. Our only reasonable alternative, therefore, seems to be to contract the preparation of envelopes for cards about the November 3 speech to a commercial firm and one with facilities for recording the names and addresses on tape. The communications flowing in would make an exceptionally valuable mailing list for future use.


Noble M. Melencamp