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Lyndon B. Johnson Televised Press Conferences

2/1/64	26 min.	15 sec.	3 pm (for delayed broadcast)
2/29/64	31 min.	42 sec.	11 am
3/2/64	30 min.*		11 am
4/16/64	30 min.	23 sec.	4:30 pm
5/6/64	29 min.	20 sec.	4:30 pm
7/24/64	32 min.	04 sec.	3:30 pm
2/4/65	35 min.	40 sec.	11:20 am
3/13/65	29 min.		3:51 pm
3/20/65	36 min.	15 sec.	11:02 am
4/1/65	25 min.	30 sec.	4:40 pm
4/27/65	33 min.	30 sec.	4:00 pm
6/1/65	33 min.	30 sec.	4:00 pm
7/13/65	30 min.	48 sec.	1:01 pm
7/28/65	40 min.	34 sec.	12:30 pm
8/29/65	25 min.	52 sec.	12:30 pm
7/20/66	32 min.	46 sec.	4:00 pm
10/6/66	29 min.	38 sec.	3:00 pm
10/13/66	38 min.	15 sec.	3:31 pm
11/4/66	32 min.	57 sec.	10:00 am
12/31/66	23 min.	03 sec.	10:00 am
2/2/67	23 min.	58 sec.	3:00 pm
3/9/67	29 min.	54 sec.	3:30 pm



8/18/67	30 min.*		3:02 p.m.
11/17/67	36 min.	51 sec.	11:01 a.m.
5/3/68	29 min.	28 sec.	10:01 a.m.
5/30/68	24 min.	44 sec.	1:33 p.m.

*Estimated Time



Lyndon B. Johnson
Televised Addresses and Other Appearances

11/22/63	Remarks upon arrival at Andrews AFB from Dallas, Texas		38 sec.	6:10 pm
11/27/63	Address Joint Session of the Congress ✓	20 min.*		12:00 Noon
11/28/63	Radio/TV address to Nation on Thanksgiving Day ✓	3 min.		6:15 pm
12/17/63	Remarks to UN General Assembly ✓	15 min.*		11:00 am
12/22/63	Memorial Service for John F. Kennedy	4 min.	8 sec.	4:00 pm
	Lighting National Xmas Tree	7 min.	14 sec.	5:30 pm
1/8/64	State of the Union ✓	40 min.	54 sec.	8:00 pm
1/21/64	Radio/TV Address on Resumption of Geneva Disarmament Talks ✓	7 min.	30 sec.	11:30 am
2/26/64	Radio/TV remarks after signing tax reduction bill ✓	11 min.	27 sec.	6:30 pm
3/15/64	Radio/TV interview with representatives of major broadcast services ✓	30 min.		9:00 pm
4/9/64	Remarks on railroad dispute	1 min.	48 sec.	11:05 am
4/22/64	Resolution of railroad dispute	5 min.	35 sec.	6:55 pm
8/26/64	Recommendation of Vice Presidential candidate to Democratic Convention	11 min.	37 sec.	9:45 pm
8/27/64	Acceptance Speech Democratic Convention ✓		38 min.	11:00 pm
8/28/64	Remarks before Democratic National Convention ✓	30 min.*		10:00 am



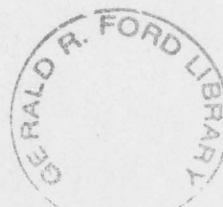
10/18/64	Report on recent events in Russia, China ✓ and Great Britain	17 min.	51 sec.	8:30 pm
10/19/64	Report on the situation in Russia	3 min.	10 sec.	5:30 pm
10/20/64	Death of President Hoover	1 min.	54 sec.	12:35 pm
12/18/64	Lighting National Xmas Tree	3 min.*		6:40 pm
1/4/65	State of the Union ✓	47 min.	15 sec.	9:00 pm
1/20/65	Inaugural Address ✓	21 min.	47 sec.	12 Noon
3/26/65	Radio/TV Address announcing arrest ✓ of KKK members in Mississippi	3 min.*		12:40 pm
4/30/65	Radio/TV report on Dominican ✓ Republic	5 min.*		7:07 pm
5/2/65	Radio/TV remarks on Dominican ✓ Republic	29 min.	42 sec.	10:00 pm
7/14/65	Death of Adlai Stevenson	4 min.	45 sec.	3:15 pm
8/30/65	Radio/TV statement on postponement of steel industry shutdown	4 min.*		9:00 pm
9/3/65	Settlement of steel strike ✓	7 min.	13 sec.	6:32 pm
12/15/65	National Xmas Tree	4 min.	9 sec.	5:15 pm
1/12/66	State of the Union	50 min.	48 sec.	9:04 pm
1/31/66	Remarks on the resumption of bombing in North Vietnam	7 min.	33 sec.	10:00 am
2/8/66	Remarks at Los Angeles International Airport following return from Honolulu	15 min.*		9:40 pm
6/7/66	Remarks in response to Emergency Board Report on the airline labor dispute	2 min.*		5:40 pm
7/12/66	Remarks to the American Alumni Council: U.S. Asian Policy	28 min.*		8:32 pm



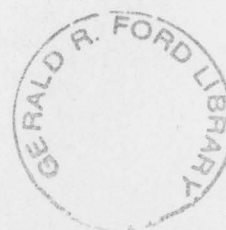
7/29/66	Remarks announcing an agreement in the airline strike	3 min.*		9:52 pm
8/10/66	Civil rights legislation	3 min.	6 sec.	2:00 pm
11/2/66	Remarks at Dulles International Airport upon returning from Asian-Pacific trip	15 min.*		8:35 pm
12/15/66	Lighting National Xmas Tree	4 min.	9 sec.	5:15 pm
1/10/67	State of the Union	69 min.	10 sec.	9:34 pm
3/15/67	Remarks to Tenn. General Assembly on Vietnam policy	32 min.	5 sec.	12:05 pm
3/21/67	Remarks at Andrews AFB upon returning from the Guam Conference	5 min.*		6:53 pm
5/8/67	OEO conference	14 min.	40 sec.	5:57 pm
5/27/67	Remarks prior to christening JFK carrier	4 min.	15 sec.	5:57 pm
6/6/67	UN cease fire proposal in Arab-Israeli dispute		45 sec.	8:00 pm
6/19/67	National Foreign Policy Conference for Educators	23 min.	40 sec.	9:31 am
6/23/67	Remarks following the President's first meeting with Chr. Kosygin at Glassboro, New Jersey	1 min.	56 sec.	4:40 pm
6/25/67	Remarks following the President's second meeting with Chrm. Kosygin at Glassboro, New Jersey	2 min.	20 sec.	6:20 pm
	Remarks upon arrival at the White House following Glassboro meetings	4 min.	9 sec.	7:43 pm
6/27/67	Remarks to Jaycees Convention	33 min.	13 sec.	12:10 pm
7/24/67	Remarks concerning Detroit riots	6 min.	41 sec.	11:58 pm



7/27/67	Address to the Nation on civil disorders	17 min.	36 sec.	10:30 pm
9/29/67	Address on Vietnam before the National Legislative Conference, San Antonio, Texas	27 min.	10 sec.	8:35 pm
10/28/67	Remarks at the Chamizal Ceremony	5 min.	9 sec.	1:11 pm
12/12/67	Remarks at AFL/CIO Convention	27 min.		7:03 pm
12/15/67	Lighting Xmas Tree	7 min.*		5:50 pm
12/19/67	"Conversation with the President" Joint interview by TV networks	30 min.		10:00 pm
12/24/67	President's Xmas message upon returning from a round-the-world trip	15 min.*		#
1/17/68	State of the Union	50 min.	44 sec.	9:00 pm
1/26/68	Address to Nation: Situation with North Korea	3 min.	52 sec.	3:58 pm
3/1/68	Remarks at NASA Manned Space Flight Center, Houston	11 min.	28 sec.	5:12 pm
3/31/68	Address to Nation announcing steps to limit Vietnam War and decision not to seek reelection	40 min.	20 sec.	9:00 pm
4/1/68	Remarks to the National Association of Broadcasters Convention	26 min.	47 sec.	11:00 am
4/3/68	Remarks to Foreign Editors on Vietnam peace talks	2 min.	20 sec.	5:09 pm
4/4/68	Statement on the assassination of Dr. Martin Luther King, Jr.	1 min.	42 sec.	9:07 pm
4/5/68	Address to Nation proclaiming Day of Mourning for Dr. King	9 min.	35 sec.	1:22 pm

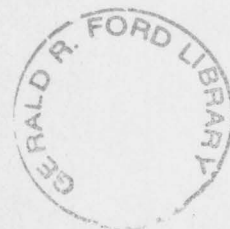


4/7/68	Remarks to the press with General Westmoreland on Vietnam	1 min.	32 sec.	4:10 pm
4/10/68	Broadcast statement following passage of the Civil Rights Act	3 min.*		5:15 pm
4/11/68	Remarks on signing the Civil Rights Act	6 min.	33 sec.	5:00 pm
4/15/68	Remarks upon arrival at Honolulu	2 min.	15 sec.	1:10 pm
	Remarks upon arrival Iolani Palace	6 min.	26 sec.	1:49 pm
6/5/68	Address to Nation following attack on Senator Kennedy	7 min.	42 sec.	10:07 pm
6/6/68	Statement following death of Senator Kennedy	3 min.		#
6/12/68	Remarks to UN General Assembly	12 min.	16 sec.	5:09 pm
7/1/68	Remarks on signing the Nuclear Non-Proliferation Treaty	11 min.	52 sec.	11:45 am
7/4/68	Remarks at HemisFair	6 min.	45 sec.	10:55 am
7/17/68	Taped remarks in support of Foreign Aid Bill	3 min.*		#
10/22/68	Remarks to Apollo 7 astronauts on their return	3 min.*		8:55 am
10/31/68	Address to Nation on decision to halt bombing of North Vietnam	30 min.*		8:00 pm
11/11/68	Remarks to press following meeting with President-Elect Nixon	1 min.*		4:58 pm
12/16/68	National Xmas Tree Lighting	3 min.	25 sec.	5:48
12/27/68	Remarks to Apollo 8 crew	8 min.	53 sec.	12:44 pm
1/14/68	State of the Union	44 min.		9:05 pm



Lyndon B. Johnson
Major Television Addresses to the Nation

11/27/63	Address Joint Session of the Congress
11/28/63	Radio/TV Address to Nation on Thanksgiving Day
12/17/63	Remarks to the UN General Assembly
1/8/64	State of the Union
1/21/64	Radio/TV Address on Resumption of Geneva Disarmament Talks
2/26/64	Radio/TV remarks after Signing Tax Reduction Bill
3/15/64	Radio/TV Interview with Representatives of Major Broadcast Services
8/27/64	Acceptance Speech Democratic Convention
8/28/64	Remarks before Democratic National Convention
10/18/64	Report on Recent Events in Russia, China and Great Britain
1/4/65	State of the Union
1/20/65	Inaugural Address
3/26/65	Radio/TV Address announcing arrest of KKK members in Mississippi
4/30/65	Radio/TV Report on Dominican Republic
5/2/65	Radio/TV Remarks on Dominican Republic
9/3/65	Settlement of Steel Strike



JFK

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6/14/63	Radio/TV Report to the American People on Civil Rights
7/26/63	Radio/TV Address on Nuclear Test Ban Treaty
9/2/63	TV Interview with Walter Cronkite
9/9/63	TV Interview with Huntley-Brinkley
9/18/63	Radio/TV Address to Nation on Test Ban Treaty and Tax Reduction Bill



John F. Kennedy
Major Television Addresses to the Nation

1/20/61	Inaugural Address
1/30/61	State of the Union
5/25/61	Address Joint Session of Congress
6/6/61	Address to Nation on Return from Europe
7/25/61	Address on Berlin Crisis
9/25/61	UN General Assembly
1/11/62	State of the Union
3/2/62	Address to Nation on Nuclear Testing and Disarmament
5/20/62	Rally in Support of Medical Care for the Aged
7/14/62	Address, Independence Hall
8/13/62	Address to the Nation on the Economy
9/30/62	Radio/TV Report to Nation on the Situation at the University of Mississippi
10/22/62	Address to the Nation, Cuban Missile Crisis
11/2/62	Radio/TV Report on the Dismantling of Soviet Missile Bases in Cuba
11/17/62	Radio/TV Interview with Major Network Representatives "After Two Years: A Conversation with the President"
1/11/63	State of the Union
5/12/63	Radio/TV Remarks following Racial Strife in Birmingham



Richard Nixon
Major Television Addresses to the Nation

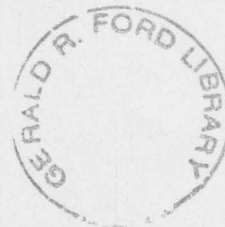
1/20/69	Inaugural Address
3/30/69	Eisenhower Eulogy
5/14/69	Report to the Nation on Vietnam
8/8/69	Address to the Nation on Welfare System
9/9/69	Dirksen Eulogy
9/18/69	UN General Assembly Address
10/17/69	Address to the Nation on the rising cost of living
11/3/69	Address to the Nation on Vietnam
12/15/69	Report to the Nation on Vietnam
1/22/70	State of the Union Address
1/26/70	Veto of the HEW-Labor-OEO Appropriations Bill
3/23/70	Postal Strike
4/20/70	Report to the Nation on Vietnam (announce- ment of withdrawal of 150,000)
4/30/70	Address to the Nation on Cambodia
6/3/70	Report to the Nation on Cambodian sanctuary operation
6/17/70	Address to the Nation on the Economy
7/1/70	Conversation with the President - 3 Networks



RN

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9/16/70	The President's Address at Kansas State University
10/7/70	The President's Address to the Nation On the "New Initiative for Peace in Southeast Asia"
10/23/70	The President's Address to the UN General Assembly



December 10, 1970

MEMORANDUM FOR: THE PRESIDENT
FROM: RONALD L. ZIEGLER
SUBJECT: Range in Number of Questions
at News Conferences

LOW

President Johnson	7	August 29, 1966
President Kennedy	12	September 26, 1962
President Nixon	15	January 27, 1969

HIGH

President Kennedy	35	February 1, 1961
President Nixon	28	December 8, 1969
President Johnson	27	March 7, 1964

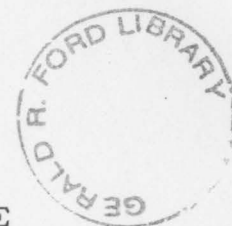


RICHARD NIXON
TELEVISED ADDRESSES AND OTHER APPEARANCES
1971



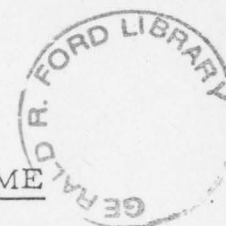
<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
✓ Conversation with Four Television Networks	January 4, 1971	9:00-9:58 p.m.
State of the Union Address to the Nation	January 22, 1971	9:00-9:35 p.m.
State Visit on "60 Minutes"	March 2, 1971	10:00-11:00 p.m. segments
✓ Press Conference	March 4, 1971	9:00-9:29 p.m.
✓ Interview on "Today Show"	March 15, 1971	7:00-9:00 a.m. segments
Eulogy for Whitney M. Young, Jr.	March 17, 1971	12 noon-1:00 p.m.
✓ ABC Howard K. Smith Interview	March 22, 1971	9:30-10:30 p.m.
Southeast Asia Address	April 7, 1971	9:01-9:21 p.m.
✓ Press Conference	April 29, 1971	9:00-9:35 p.m.
The Strategic Arms Limitation Talks	May 20, 1971	12 noon
✓ Press Conference	June 1, 1971	8:30-9:00 p.m.
Marriage of Trica Nixon to Edward Cox	June 12, 1971	Various
Bicentennial Speech	July 3, 1971	10:30-11:00 p.m.
Remarks to the Nation Announcing Acceptance of Invitation to Visit Peoples Republic of China	July 15, 1971	10:30-10:33 p.m.
<i>February</i>	<i>Aug. 15, 1971</i>	<i>9:00 - 9:20 p.m.</i>

RICHARD NIXON
TELEVISED ADDRESSES AND OTHER APPEARANCES
1970



<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
State of the Union Address to the Nation	January 22, 1970	12:30-1:11 p.m.
HEW Appropriations Veto	January 26, 1970	9:00-9:10 p.m.
✓ Press Conference	January 30, 1970	6:30-7:00 p.m.
Postal Strike	March 23, 1970	2:15-2:22 p.m.
Presentation of Medal of Freedom to Apollo 13 Ground Crew	April 18, 1970	12 noon-12:10 p.m.
Presentation of Medal of Freedom to Apollo 13 Astronauts	April 18, 1970	10:00-10:07 p.m.
Vietnam Address to the Nation	April 20, 1970	6:00-6:15 p.m.
Cambodia Address to the Nation	April 30, 1970	9:00-9:23 p.m.
✓ Press Conference	May 8, 1970	10:00-10:33 p.m.
Cambodia Address to the Nation	June 3, 1970	9:00-9:15 p.m.
State of the Economy Address to the Nation	June 17, 1970	12 noon-12:30 p.m.
✓ Conversation with Three Television Networks	July 1, 1970	10:00-11:00 p.m.
✓ Press Conference	July 30, 1970	11:00- 12 midnight
✓ CBS Morning News Interview	August 31, 1970	7:40-7:50 a.m.
Kansas State Speech	September 16, 1970	12:30-1:00 p.m.
Southeast Asia Report	October 7, 1970	9:00-9:15 p.m.
United Nations Speech	October 23, 1970	3:00-3:30 p.m.
Anaheim Speech	October 30, 1970	10:30-10:55 p.m.
Remarks at Sky Harbor Airport, Phoenix	November 2, 1970	15 minutes-various times
✓ Press Conference	December 10, 1970	7:00-7:35 p.m.
Lighting of National Christmas Tree	December 16, 1970	5:30-6:00 p.m.

RICHARD NIXON
TELEVISED ADDRESSES AND OTHER APPEARANCES
1969



<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
Inaugural Address	January 20, 1969	12:16-12:35 p.m.
✓ Press Conference	January 27, 1969	11:00 a.m. -12 Noon
✓ Press Conference	February 6, 1969	11:00 a.m. -12 Noon
Return to Adrews AFB from European Trip	March 2, 1969	10:00-10:03 p.m.
✓ Press Conference	March 4, 1969	9:00-9:56 p.m.
✓ Press Conference	March 14, 1969	12 noon- 12:30 p.m.
Eulogy for General Eisenhower	March 30, 1969	5:25-5:40 p.m.
✓ Press Conference	April 18, 1969	11:30 a.m. -12:30 p.m.
Report to the Nation on Vietnam	May 14, 1969	10:00-10:27 p.m.
Nomination of Warren Burger as Chief Justice	May 21, 1969	7:01-7:04 p.m.
Air Force Academy Commencement Address	June 4, 1969	9:51-10:17 p.m.
Return to the White House after meeting with President Thieu on Midway Island	June 10, 1969	4:51-4:55 p.m.
✓ Press Conference	June 19, 1969	7:00-8:00 p.m.
Conversation with Apollo 11 Astronauts on the Moon	July 20, 1969	11:49-11:50 p.m.
Remarks on USS Hornet as Splashdown of Apollo 11	July 24, 1969	7:50-7:56 a.m.
Return from Asian Trip	August 3, 1969	11:20-11:24 p.m.
Address to the Nation on Welfare Reform	August 8, 1969	10:00-10:34 p.m.
Dinner in Los Angeles for Apollo 11 Astronauts	August 13, 1969	10:32-10:44 p.m.
Dirksen Eulogy	September 9, 1969	12:15-12:26 p.m.
Address to the United Nations General Assembly	September 18, 1969	11:23-11:52 a.m.
✓ Press Conference	September 26, 1969	12 noon- 12:30 p.m.
Vietnam Address to the Nation	November 3, 1969	9:30-10:02 p.m.
Interview on "Today Show"	November 5, 1969	8:42-8:49 p.m.
University of Texas and University of Arkansas	December 6, 1969	1:35-1:44 p.m.
Football Game - Half time and Post game remarks	December 6, 1969	3:07 p.m.
✓ Press Conference	December 8, 1969	9:00-9:30 p.m.
Vietnam Address to the Nation	December 15, 1969	6:02-6:12 p.m.
Lighting of National Christmas Tree	December 16, 1969	5:30-5:37 p.m.

MEMORANDUM FOR: THE PRESIDENT

FROM: RONALD L. ZIEGLER

SUBJECT: Comparison on the Ways in which Presidents Nixon, Johnson and Kennedy communicated with the people during their first 23 months in office

John F. Kennedy

During his first 23 months in office he had 46 news conferences - all televised, all announced in advance. During this period he answered 1,128 questions - an average of 25 questions per conference. He regularly anticipated questions that would be asked by making a short prepared statement at the beginning. On only four occasions did he go directly to questions. In addition, President Kennedy made 22 TV major addresses to the people. (List attached).

Lyndon B. Johnson

President Johnson held 51 news conferences during his first 23 months in office but only 14 of these were televised. President Johnson always began his news conferences with a string of lengthy announcements that allowed very little time for questioning. As a result in his 14 televised conferences he answered a total of 238 questions or an average of 17 questions per conference. On one occasion, after he finished with nine statements and announcements, he answered only seven questions. During this same period, President Johnson made 16 major TV addresses to the Nation. (List attached).



Richard Nixon

During your 23 months in office, you have held 17 news conferences, 11 of them announced in advance and televised. In the 11 televised conferences you answered a total of 222 questions or an average of 20 questions each session. During this same period, you also delivered 18 major addresses on radio and TV and three on radio only. (List attached). You have, of course, avoided the obvious filibustering that President Johnson indulged in by refraining, for the most part, from making announcements. But this technique, as used by President Kennedy, has advantages in that it often answers questions that are certain to come up, thus allowing time for more questions. It is also a method for calling attention to important announcements.

News Conferences During Election Periods

In 1962 President Kennedy had two news conferences on September 13, 1962 and September 26, 1962. His next conference was held November 20, 1962.

President Johnson held eight news conferences between September 1 and November 8 election day in 1966. Two of the eight were televised.

SUMMARY

	JFK	LBJ	RN
News Conferences:	46	51	17
Televised:	46	14	11
Total Number Qs:	1128	238	222
Mean Average Number of Questions:	25	17	20
Major Addresses:	22	16	21

