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DOCUMENT WITHDRAWAL RECORD**

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1/134	Memo	Chapin to Haldeman, re: Schedule Planning Reintegrated from Contested Files 07/06/2006	02/01/1974	C (Nixon)
N-2/135	Report/ Itinerary	Relative Issue Emphasis (20 Month Themes) Reintegrated from Contested Files 07/06/2006	n.d.	C (Nixon)

COLLECTION TITLE

WHSF: SMOF: Stephen B. Bull

BOX NUMBER

5

FOLDER TITLE

Possible Presidential Visits and Trips [Summer 1971]

PRMPA RESTRICTION CODES:

A. Release would violate a Federal statute or Agency Policy.
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E. Release would disclose trade secrets or confidential commercial or financial information.
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G. Withdrawn and return private and personal material.
H. Withdrawn and returned non-historical material.

Bull

THE WHITE HOUSE

WASHINGTON

February 1, 1971

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Schedule Planning

This memorandum:

1. Projects Presidential activity for the next twenty months in the broadest sense. It breaks down the activity by year and then for 1971 by the six month mark, quarters, months, and in some cases I've gone as far as weeks. The purpose is to give us a goal within each category for the next twenty months of Presidential activity.
2. Also attached is a plan for the next three months' activity (February through April). It is done based upon the idea of hitting one subject or subject area at a time with as much magnitude as possible. Although I have expressed some general thoughts regarding each of the three months, I have tried to be specific enough in terms of focusing on what subject area we would hit during each week of the three months.
3. On the assumption that our schedule mix has not been far off target, I am passing along some suggested changes which deal with scheduling techniques. By making an attempt from the scheduling viewpoint to restructure the schedule within your basic guidelines we can increase awareness of the President's activities; we can spotlight those occasions which need to have

2.

maximum play; and add a new dimension of interest and excitement surrounding the President's daily activities.

4. At the end of this memorandum, there are some 'basic assumptions' attached. These are included since I thought perhaps they might spark some thoughts on your part.

THE NEXT THREE MONTHS

FEBRUARY	-	GOAL SETTING MONTH
MARCH	-	PRESIDENT IN ACTION MONTH
APRIL	-	RESTATING GOALS' MONTH

PHILOSOPHY

1. During weeks when there is a major message -- build around the message for maximum impact.
2. During weeks when there is not a major message -- use events and appointments to reinforce an issue goal, i. e. Revenue Sharing, Reorganization, Welfare Reform, health, and the environment. Pound only one subject during the week and pound it hard. Gear the week to that subject.
3. Certain weeks should be set aside strategically in order to emphasize all programs (package concept) or to strike in the foreign affairs area.
4. In order to set a domination effect in the domestic area, we should take advantage of this period when our messages are being transmitted to solidify the President's leadership.

FEBRUARY - (GOAL SETTING MONTH)

The President's follow-up to the State of the Union makes February the natural month for goal setting. Messages, swearings-in, the walk on the moon, the Seabed Treaty, the Cardiology drop-by, and everything up to the State of the World Message (and including it) should be developed to bring this across to the public. Due to the messages, the primary emphasis of the month will be domestic. This works to our advantage since it sets the President up as "the Domestic Goals Setter".

FEBRUARY - 1971

Week of February 1

Subject: Revenue Sharing

Tie-ins: Message
 Rockefeller in town
 Press Conference
 Connally Swearing-In

Week of February 8

Subject: Environment

Tie-ins: Message
 Industrial Pollution Meeting
 Seabed Treaties

Week of February 15

Subject: Health

Tie-ins: Cabinet Meeting
 Message
 Live TV?
 Physical Fitness Council

Week of February 22

Subject: Foreign Affairs - State of World

Option - Lead week with domestic
 program restatement.

Governors' meetings.

MARCH - (PRESIDENT IN ACTION - ON THE MOVE MONTH)

This month the President should move out of Washington. A visit to Vietnam or Midway can best serve to illustrate the progress in Vietnam and give the opportunity for making the next troop withdrawal. (An option would be to hold this announcement until the President returned to Washington). The President should also move to the country domestically. This is the month when he puts the muscle and his prestige behind those programs he has set forth and takes his case to the people.

MARCH - 1971

Week of March 1	<u>Subject:</u>	Revenue Sharing
	Tie-ins:	(to be developed)
Week of March 8	<u>Subject:</u>	Vietnam trip
	Option:	Domestic Backgrounder
	Tie-Ins:	Domestic Backgrounder Urban Revenue Sharing
Week of March 15	<u>Subject:</u>	Health (To be developed)
	Option:	Vietnam Report to Cabinet, Country, Congressional Leaders
Week of March 22	<u>Subject:</u>	Reorganization
	-	Message
	-	Briefings
	Option:	Domestic Briefing Blockbuster Trip

Week of March 29 Subject: Status Report on Legislation

- Daily status report on all major legislation

APRIL - (RESTATEMENT MONTH)

Having set his goals and then gone to the people, it is time for the President to return to Washington and to reemphasize those goals which he has put forth legislatively. It should be a combination of prodding Congress, meeting with key groups and individuals and using "the ammunition" he found on his tour to the country.

This restatement should also carry with it an evaluation as to where the legislation which has been submitted stands currently. This should all take place prior to the Easter recess.

APRIL - 1971

Week of April 5 Subject: Completion of report on legislation

- General meetings
- Meet with citizens

Week of April 12 Subject: All Purposes

Tie-ins: ASNE
Press Conference

Week of April 19 Subject: Environment

Tie-In: One day trip event
(New England)

Week of April 26 Subject: Economy?

- Progress report.

SCHEDULE CONSIDERATIONS FOR FEBRUARY

1. Even with the Moon Walk scheduled for Friday, February 5 -- do a Press Conference in the President's office at 2:30 p.m. on Friday. Tie into the excitement of the Walk - get philosophical. This can be used to stretch the horizons and for the President to talk about challenges, men, and goals on earth.
2. The President should visit the NASA center Saturday morning before the country awakens (6:30 a.m.). Maybe even talk to the Astronauts on the moon. Then he should return to the White House and later in the morning swear-in Connally around 10:00 a.m. Not only will this be translated as upbeatness, but will show a very active and action-oriented President. During the time of the Apollo exercise, it is a time to be used to help the President's popularity along.
3. The President should consider going to the Press Room to make a statement on the Environmental Message. This would vary the pattern which we are bound to fall into of doing strictly film clips.
4. The Seabeds Treaty will give the President an opportunity to hit on accomplishments - yet still strike out for the goals of environment, SALT, and put in a plug for a generation of peace. This should be looked at as a good television opportunity.
5. The Health Message is the 17th. Having just come back from Florida, rested and tanned, it may be a good time for the President to go to the nation on television. What is envisioned is a ten-minute speech on the Health Message in prime time. This could be the evening of the 16th or perhaps the evening of the 17th by saying "Today I sent to Congress -- ". Another option would be doing daytime television (health and mothers go together) -- the evening news would carry the following, "Today the President addressed the nation on health."

6. Something offbeat should happen with Colombo to make the visit stand out. An example would be the mutual traffic problems of the two countries. Perhaps the President talks to Colombo about this at dinner -- and then invites him to go on a helicopter tour of Washington early the next morning. All the President and Colombo would have to do is spend ten to fifteen minutes up in the helicopter looking at the traffic jams. We would have a good news story. If you wanted to reach far enough, you could even tie back to the last time the two men helicoptered which was when they were in Rome and they went to visit the students who had been hijacked.
7. Socially, the Governors' Dinner is a big event and we should try to make it even bigger. We probably should bring in the various social reporters from the major papers in the big key States in order to get out the color of this event.
8. The State of the World message will be released on Thursday. I guess the idea is to have a Friday night Press Conference. In any case, we should make sure that we invite the foreign press corps and give them a prominent close-up seating section so that the President can call on them. Perhaps we should even consider the thought of using the State Department auditorium. Not only is their Auditorium bigger, but it would also help us to draw a contrast to Kennedy. Kennedy's press conferences were not nearly as substantive as President Nixon's and, as we know, President Nixon can run a better press conference. I like the idea of moving the location to the State Department.

SCHEDULE CONSIDERATIONS FOR MARCH

1. Week of March 8 make a trip to Midway or Vietnam. Hook it to troop announcements.
2. Week of March 15 - report to the nation on the trip to Vietnam or hold a Press Conference. This should probably be on the eighteenth of March.
3. The week of March 22 - do a Blockbuster Trip centered around domestic backgrounders. It seems to me that we should reconsider whether or not to hold four regional backgrounders during the first few months of 1971. I happen to think that perhaps the President should go on the road for three or four days hitting four regions and holding a domestic backgrounder in each region. We can couple the backgrounders with meetings, drop-bys, etc. I think that backgrounders are already getting old and that we should do one smashing trip and get them out of the way. We can do something else in the succeeding months in order to keep the momentum of our domestic programs.
4. The major television effort for the month would be the Press Conference or Report to the Nation on the eighteenth. Another option to the March 8 Vietnam trip or Domestic Blockbuster trip could be the BBC Interview on March 11.

SCHEDULE CONSIDERATIONS FOR APRIL

1. The week of April 5, the President should issue (perhaps use television) a report on the progress of the legislation he has sent to the Hill. This should be hit prior to the Easter recess.
2. The ASNE meeting in Washington can be used to help to reassess where the President is in terms of his legislative proposals. Using prime time television, let the President do a Q and A session with a panel of ASNE representatives. Perhaps the subject could be limited to "Goals for America" -- a very philosophical tone. This can help place the President as a visionary leader and could make Congress look not only inactive but very unresponsive.
3. We should keep an eye on the Estes Park Youth Conference and perhaps shoot out there on a spontaneous basis if the situation is right.
4. April 30 is the anniversary of the Cambodia decision. Based upon the status of things in Cambodia at that time it might be suggested that the President hold an in-office press conference. The other option, of course, would be to go to the people and state where we are one year after Cambodia.

TECHNIQUES

1. To give more importance to events of secondary importance.

Example An event scheduled for Friday should be announced early in the week. This will implant it in the Press' mind and Ziegler can make reference to it every day or so. The bigger the event, usually the further ahead of time we announce it. Therefore, we can take some secondary-type events - announce them further ahead than we now do and start building them up in the Press' mind.

The above can also be done for NSC and Cabinet Meetings. It helps to build speculation as to what is being discussed more interest in the meetings. This obviously has to be done without causing a credibility problem.

2. Why not change the time of day that we hold Press Briefings? For example, why not have Ziegler brief the Press at 9:00 or 9:30 in the morning. At this briefing, he could announce the President's anticipated schedule for the day. He can also make the point that the President has been in the office since 8:00 a.m. or whatever time he arrived. The point is to get the Press into the White House earlier and have them recognize what activity is taking place.

Along the same lines regarding this, why brief the Press only at 11 and 4:30 ? Why not bring, as appropriate, groups directly from the President's office into the Press area? The Press should know that throughout the day groups may be brought out or individuals brought out in order to talk about the meeting that they've had with the President. This would keep stories flowing out of the Press Center all through the day. It would increase the number of wire stories that could be written and it would help give more importance to secondary type events and would help to better set the line on those main meetings which we so often lose in the shuffle of everyday things.

In terms of the afternoon briefing, perhaps it is at the end of the day or perhaps we could do it at 2 p.m. and let them know that they should stick around because other things are going to be happening throughout the afternoon.

3. Mix up our way of doing things within our standard schedule framework.

Periodically we should have an Open Door Hour first thing in the morning. This could be at 10 a.m. and then some unimportant meetings could be scheduled at 11 a.m. until 12 noon. What this does is get a large group of people and activity cranked up inside the White House early. The Press would notice this.

We should run some NSC Meetings and Cabinet Meetings in the afternoon. Right now our Cabinet Meetings and NSC Meetings are always at the same time and in the Press' eye there is no mystique about them. We need to create mystique in order to create excitement. One way to create mystique is cycle the meetings differently so as to create interest/speculation/curiosity.

4. Why have one long Open Door Hour per week?

It seems it would be better to have two "Open Door Hours" of 30 minutes duration rather than one long Open Door Hour. The purpose is obvious. There are only so many events which are going to be reported out of any given Open Door Hour. However, by splitting them, we will increase the number of events that may end up being covered. It also dramatically increases the number of Open Hours which are being held and works in our favor in terms of an "Open Door Policy." It does all this, yet in actuality it can be done without taking any more time.

5. Why does the President always have meetings in the Oval Office?

Besides the President meeting in his Oval Office or the EOB Office on a selective basis, he should have meetings in the Residence. This, again, in the Press' eye will be a change. It will be different. It will raise their curiosity. It will increase the chance that the picture from the meeting will be used or the film clip used.

For example, if the President is going to meet with a group of Boy Scouts, why not greet them in the Blue Room and then walk out on to the balcony and point out the Jefferson Memorial and the Washington Monument. There you have a good film clip. If the President is going to meet with Sir Robert Thompson, why do it in the Oval Office? Why not use the Red Room or the Green Room? This, of course, should apply to secondary-type events where we want to increase the odds that they get used on the photo wire and also in film clips.

GENERAL ASSUMPTIONS

1. Try to move the President as high in the popularity polls as possible as soon as possible. We should get up there while we can and then worry about keeping the popularity.
2. We should strive to look for and to do those things which prove that the President has done something -- that we have kept a commitment -- or that as a result of Presidential action something has been accomplished.

GENERAL ASSUMPTIONS

CONGRESS

1. Pressure on Congress is to be continual.
2. Public awareness of the status of the President's legislation is necessary. Need to have legislation progress reports.
3. Congress is to be moved by going over their heads and to the people.
4. The President is to keep the highest profile possible vis-a-vis the Congress.

GENERAL ASSUMPTIONS

TRAVEL

1. Visit all the major Presidential Preference Primary States by the third quarter of 1971.
2. Visit all the key electoral States by the third quarter of 1971.
3. Visit all regions of the country by the third quarter of 1971.
4. Take a foreign trip in 1972 prior to New Hampshire.
5. Consider taking a foreign trip at the peak of Presidential domestic popularity.
6. Do all domestic backgrounders at once in a blockbuster.
7. Consider a national backgrounder in the Midwest or West in the third quarter to update that one done in the first quarter.
8. Consider fourth quarter foreign policy backgrounder.
9. All 50 States should be covered in 1971 by either the President or the Vice President.
10. Do an "Open Door Hour" on trips. It would help to tie to the locale and can be used as a very effective political tool.

RELATIVE ISSUE EMPHASIS

(20 MONTH THEMES)

Allocation by weeks
over 20 months/80 weeks

MAJOR THEMES (85%)

68 WEEKS

Foreign Policy	35%	28 weeks
Revenue Sharing	10%	8 weeks
Reorganization	10%	8 weeks
Economy	15%	12 weeks
Law and Order	15%	12 weeks

MINOR THEMES (Negative issues) (15%)

12 WEEKS

Health	5%	4 weeks
Environment	5%	4 weeks
Welfare	5%	4 weeks

NOTE: Number represents percentage of Presidential Public Advocacy
per subject.

BASIC ASSUMPTIONS

What we are doing presently is much better balanced than one would give us credit for. We have been following the objectives which are stated in the Twenty Months Plan. Our problem is one of technique of timing, of execution, and of follow-up.

DOMESTIC ASSUMPTIONS

1. Per Haldeman's 1/18/71 memorandum, thrust is to establish a domestic leadership position and maintain a foreign leadership position.

GENERAL ASSUMPTIONS



1. PRESIDENTIAL POPULARITY

- Strive for gradual increase in popularity on a consistent month-by-month basis.
- Perhaps one point per month - 20 points 20 months.
- Go slowly, build a base, and hold popularity.

2. ACCOMPLISHMENTS

- Look for and do things which prove the President has done something.
- Prove we keep commitments.
- Prove Presidential action; therefore accomplishment.

GENERAL ASSUMPTIONS



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PRESS

- Basically utilize and view the press as one means of communicating to the public.
- Use to build Presidential image of capability, strength, leadership, command.
- Means of controlling bureaucracy.
- Negatively; avoid excess criticism of "isolation" etc.
- Use a variety of approaches; unique events that qualify as press conferences, i.e., regional meetings, certain groups, various formats.

✓

CONGRESS

1. Pressure kept on a high plane, continual, and done in a "working with Congress" way. It should be pleasant, firm yet non-antagonistic.
2. Strive to keep public awareness of the President's legislative proposals.
3. Congress is to be moved by going over their heads and to the people.
4. The President should keep the highest profile possible vis-a-vis the Congress.
5. Contacts maintained through normal meetings plus social, Congressional one-half hours, etc.

CABINET

1. Main purpose is negative.
2. To eliminate potential problems.
3. To make Cabinet members feel they are important and involved.
4. And thus to have them become more effective spokesmen and advocates.

✓

LABOR

- Work for identification with rank and file.
- Rank and file tend to be ethnic to most vociferously and vigorously support the President.
- Work for support of labor leaders on international policies.
- Do not antagonize labor leaders -- include in activities but rifle shot any efforts to win support.
- Include labor leaders in social events/ and Open Door Hours.
- Promote participation by rank and file in Honor America Day type events. Also sports.
- Meet with rank and file types on trips.

MINORITIES

- Cultivate ethnic groups such as Polish Americans, Italian Americans, etc., where there is a positive potential.
- Watch for days like Pulaski Day which means something to a certain group and program them in.
- Do not meet with Blacks for the sake of meeting with Blacks. Work them into regular meetings. Keep track of when they are in -- get credit for it.
- Work for a neutralization of anti-Nixon feeling among Blacks with no illusions re-winning support.

BASIC ASSUMPTIONS

BUSINESS LEADERS

- Meet with business leaders on issue-oriented basis to give benefit of President's thinking or stimulate them with fully programmed follow-up.
- Meet with them in order to get good public story related to economy -- the President's efforts/successes in improving the economy.

✓
Our purpose
not theirs

OPEN DOOR HOURS

- Communication and liaison with a variety of special interest groups.
- For color-type events.
- To identify with wide spectrum of world leaders/sports figures/veterans, etc.
- Illustrates high degree of Presidential activity.

2/mar

1/2h



DOMESTIC TRIPS

- Constant theme - "Bring Government to the People" ✓
- Direct communications between Washington and local governments. ✓
- Send Cabinet Members and other Administration officials out a day ahead of time to crank up publicity. ✓
- Develop blockbuster trip concept and have one every six months or so. ?
- Use special event trips to keep emphasis of President on the move and in touch. ✓
- Minimize political aspects *pols at dept. not on.* - ?
- Show crowd enthusiasm in different kinds of settings ✓
- Maximize spontaneous, unplanned facets. ✓

GENERAL ASSUMPTIONS-TRAVEL

1. Visit all the major Presidential Preference Primary States by the fourth quarter of 1971.

Osceola
STATES
Florida
New Hampshire
Wisconsin
Indiana
West Virginia
Nebraska
California

May 23
1972 PRIMARY DATE
May 23
March 14, 1972
April 4, 1972
May 2, 1972
May 9, 1972
May 9, 1972
June 6, 1972

2. Visit all the key Electoral States by the fourth quarter of 1971.

KEY ELECTORAL STATES

NO. ELECTORAL VOTES

California	45	prob.	
New York	41	✓	✓ 91
Pennsylvania	27	✓	✓ 91
Illinois	26	prob.	
Texas	26	✓	
Ohio	25	prob.	
Michigan	21	X	
Florida	17	✓	✓ 60
New Jersey	17	✓	X 31
Massachusetts	14	X	
Indiana	13	✓	
North Carolina	13	✓	✓ 151

✓

General Assumptions - Travel (Continued)

3. Visit all regions of the country by the fourth quarter of 1971. ✓
4. Consider a national backgrounder in the Midwest or West in the third quarter to follow up the Blockbuster trip which will be done in the first quarter. ?
1
5. Consider a fourth quarter foreign policy backgrounder. ?
6. As a goal, strive to have all fifty States visited by the President or Vice President during the first term of office. This should be completed by December of 1971. ✓

BASIC ASSUMPTIONS

✓

STATE VISITS

- Focus on the President as world leader.
- Point up statesmanship and emphasize high regard by other leaders of the world.
- Allow opportunity for President to display expertise and command of international affairs.
- President's personal dignity and command.
- Alter ways State Visits handled to increase television coverage -- need variety.
- Hold some visits out in the country -- show President's pride in other parts of the nation.

Jackson H.H.

✓
SOCIAL EVENTS

- To maintain contact with fat cats, influentials, reward to supporters.
- Convey a sense of well-being with dignity. Radiate excitement, festive air.
- Evenings at the White House should have a broad appeal of entertainment.
- Classical and cultural type events should be saved for State Dinners.
- Occasionally a State Visitor's dinner should be very upbeat, i. e. like an Evening at the White House.
- The vehicle for relating social color out of the White House.

*is there anything gained
by showing interest in culture*



CHURCH SERVICES

- Same general purpose as social events -- a catch-all for supporters and for therapy.
- Conveys impression of President as moral and religious man.
- Like Open Door Hours, care should be taken not to use in a partisan sense.
- Principal partisan decision should be made in the selection of the minister and the choir.

*leave in the
hand-shake*

SCHEDULING OBJECTIVES

	<u>1971</u>		<u>July 1971 - August 1972</u>
	<u>1st. Qtr. Total</u>	<u>2nd Qtr. Objective</u>	<u>14-Months Objective</u>
DOMESTIC AFFAIRS			
Domestic Council	3	3	14
Economy (Quadriad/CCEP)	2	3	14
DOMESTIC TRIPS			
Domestic Backgrounders	4	0	1
Government to the People	5	1	5
One Day Special Trip	2	2	9

SCHEDULING OBJECTIVESJuly 1971 -
August 1972

<u>1971</u>		
<u>1st.</u> <u>Qtr.</u> <u>Total</u>	<u>2nd</u> <u>Qtr.</u> <u>Objective</u>	<u>14-Months</u> <u>Objective</u>

CONGRESS

GOP Leadership	5	6	28
Bipartisan Leadership	1	1	5
Congressional Open Door Hour	2	9	56
Cong. Appointments (bkfs)	13	5	42
GOP Leadership Breakfasts	0	1	3
Mansfield Breakfasts (mtgs)	1	1	4
Albert Breakfasts (mtgs)	1	1	4
Trips to Hill	1	0	1

SCHEDULING OBJECTIVES1971July 1971 -
August 19721st.
Qtr.
Total2nd
Qtr.
Objective14-Months
Objective

CABINET

Meetings	6	6	32
Individual Appointments	6	9	48
Visits to Departments	1	3	8

SCHEDULING OBJECTIVES

	<u>1971</u>		<u>July 1971 - August 1972</u>
	<u>1st. Qtr. Total</u>	<u>2nd Qtr. Objective</u>	<u>14-Months Objective</u>
FOREIGN AFFAIRS			
NSC Meetings	2	6	28
State Visits	2	3	9
Foreign Trips		1	2
Office Appointments	6	10	56

SCHEDULING OBJECTIVES

<u>1971</u>		<u>July 1971 - August 1972</u>
<u>1st. Qtr. Total</u>	<u>2nd Qtr. Objective</u>	<u>14-Months Objective</u>

PRESS RELATIONS

Televised Press Conference	1	3	14
Non-Televised Press Conference	1	3	14
Individual Appointments	4	2	14

SCHEDULING OBJECTIVES

<u>1971</u>		<u>July 1971 - August 1972</u>
<u>1st. Qtr. Total</u>	<u>2nd Qtr. Objective</u>	<u>14-Months Objective</u>

MAJOR TELEVISION APPEARANCES

Head to Head	1	1	3
Four Network Interview	1	1	2
Report to Nation (No Audience)	2	1	5
Speeches (Audiences)	2	1	3
Televised Press Conferences	1	3	14

SCHEDULING OBJECTIVES

July 1971 -
August 1972

<u>1971</u>		
<u>1st.</u> <u>Qtr.</u> <u>Total</u>	<u>2nd</u> <u>Qtr.</u> <u>Objective</u>	<u>14-Months</u> <u>Objective</u>

SOCIAL

State Dinners	2	3	7
Evenings at White House	2	3	14
Special Dinners	1	1	5
Church	2	3	14
Special Receptions	9	2	9
Private Dinners	5	3	14

SCHEDULING OBJECTIVES

	<u>1971</u>		<u>July 1971 - August 1972</u>
	<u>1st. Qtr. Total</u>	<u>2nd Qtr. Objective</u>	<u>14-Months Objective</u>
GENERAL			
OPEN DOOR HOURS	5	10	112
SPECIAL INTEREST			
General (Miscellaneous)	9	12	56
Students	4	4	14
Labor	3	18	56
Business	5	6	28
MINORITIES			
Blacks	1	6	28
Catholic Ethnics	2	9	42
Mexicans	1	6	28
Other Minorities	1	6	28
Women	-	6	28
Farm	2	9	42

Domestic Affairs

Domestic Meetings

1/4 Governor Nunn
1/4 Republican Governors
1/15 Economic Meeting
1/18 Agriculture Meeting
1/27 Connally
1/28 Signing of Economic Report
1/29 Swearing in of Secy. Morton
1/29 Signing of Budget Message

2/10 Industrial Pollution Control Board
2/11 Kennedy Swearing-in
2/11 Connally Swearing-in

2/19 Fortune Economic Group
LEAA / Revenue Sharing

Domestic Trips

Government to the People

1/5 California
1/29 Trip to Virgin Islands

2/11 Florida

One Day Special Trip

1/14 Lincoln, Nebraska
1/23 Atlanta, Georgia - Russell Funeral

Foreign Affairs

Office Appointments

1/4 Amb. Freeman
1/26 Amb. Watson
2/3 Amb. Bunker
2/8 Credentials
Bolivia
Mexico
Great Britain

Press Relations

In Office Press Conferences

1/3

Individual Appointments

1/28 ABC Executives
2/9 Louis Rukeyser
2/9 Peregrine Worsthorne
2/19 CBS Executives

Major Television Appearances

Four Network Interview

1/4

Report to Nation

1/22 State of the Union
2/25 State of the World

Speeches

1/14 Lincoln, Nebraska

Social

Special Receptions

1/15 Republican National Committee
1/28 New Members of Congress
2/8 Diplomatic Corps
2/9 Committee of One Thousand - Freedoms Foundation

2/10 Business Council
2/17 Military Reception
2/19 Physical Fitness Council
2/19 Young Republicans
3/24 Social Aides

February 16, 1971

TV - Twice Monthly - Prime Time

1. Press Conference - Monthly
2. Prime Time Speech - Monthly
 - Live Audience
 - Pres. Report to Nation
 - Fireside
 - One on One
 - Conversation
 - Promotion of Program -- on News -- not live.

PRESS - Twice Monthly

1. Televised Press Conference - Monthly
2. Non TV Press Conference - Monthly
 - In Office - no film.
 - In Press Room - filmed for news.
 - Small pool group.
 - Individual interviews - weekly.

SCHEDULE REVIEW

JANUARY, 1971

WEEK JANUARY 3, 1971

Subject: All Areas/State of Union Preparation

Tie Ins:

California - SOTU

Television: - 3 Network Conversation

WEEK JANUARY 10, 1971

Subject: State of Union/Students

Tie Ins:

California - SOTU

Nebraska University Speech

Domestic Meetings

WEEK JANUARY 17, 1971

Subject: State of Union

Television: Major TV

Coverage of SOTU

WEEK JANUARY 24, 1971

Subject: Revenue Sharing/Reorganization

Tie Ins:

Drop by WH Meetings

Congressional Breakfasts

Special Interest Meetings

SCHEDULE REVIEW

FEBRUARY, 1971

WEEK JANUARY 31, 1971 Subject: Revenue Sharing and Reorganization

Tie Ins: Revenue Sharing Message
Sub Cabinet Meeting

WEEK FEBRUARY 7, 1971 Subject: Environment
Secondly - Revenue Sharing
and Reorganization.

Tie Ins: Environment/Environment Message
Television: (film clip)
Industrial Pollution
Seabed Treaty

Revenue Sharing and Reorganization
- Connally Swearing In
- Democratic Breakfasts

WEEK FEBRUARY 14, 1971 Subject: Health

Tie Ins: Cabinet - Health Education - Families
Health Message
Press Conference ?
Television: Film Clip
Physical Fitness Council

WEEK FEBRUARY 21, 1971 Subject: Primary - State of World
Secondary - Revenue Sharing/Reorganization

Tie Ins: State of World
- Message
Television: Live - Film Clip/Live TV

Revenue - Reorganization
- National Governors Conference - Wash.

MARCH - 1971

WEEK FEB. 28, 1971 Subject: All Domestic Goals
Tie Ins: General Schedule
Television: Option: Head to Head - ABC
 or televised Press Conference

WEEK MARCH 7, 1971 Subject: All Domestic Goals
Tie Ins: Domestic Blockbuster

WEEK MARCH 14, 1971 Subject: Health
Tie Ins: General Schedule
Television: Televised Press Conference

WEEK MARCH 21, 1971 Subject: Reorganization
Tie Ins: Message
 Briefings
Television: 22 - Option for ABC
 Head to Head

WEEK MARCH 28, 1971 Subject: Status Report on Legislation
Tie Ins: Daily Status report on
 Major Legislation
Television: Possible televised speech 4/2
 in country
 OR
 Howard K. Smith - ABC
 Head to Head

APRIL - 1971

<u>WEEK OF APRIL 4, 1971</u>	<u>Subject:</u>	Revenue Sharing
	<u>Tie Ins:</u>	To be developed
<u>WEEK OF APRIL 11, 1971</u>	<u>Subject:</u>	All Domestic Goals
	<u>Tie Ins:</u>	Meetings
	<u>Major TV:</u>	ASNE - Press Conference
<u>WEEK OF APRIL 18, 1971</u>	<u>Subject:</u>	Environment/ All Domestic
	<u>Tie Ins:</u>	One Day Trip on Environment - Earth Day - GOP Governors' Meeting - Williamsburg
<u>WEEK OF APRIL 25, 1971</u>	<u>Subject:</u>	Reorganization and foreign affairs
	<u>Tie Ins:</u>	Reorganization - Natl. Chamber of Commerce - Meetings
	<u>Major TV:</u>	BBC Interview (Foreign Affairs)

MAY - 1971

(NOTE: May 1 - possible Law
Day speech - television.)

WEEK OF MAY 2, 1971

Subject: Foreign Affairs

Tie Ins: Vietnam Trip ?

OPTION:

Subject: Environment/Conservation

Tie In: Parks Tour

WEEK OF MAY 9, 1971

Subject: Foreign Affairs

Tie Ins: Tito Visit ?
Press Conference

Major TV: Press Conference

WEEK OF MAY 16, 1971

Subject: Revenue Sharing

Tie Ins: Daily Schedule

WEEK OF MAY 23, 1971

Subject: Goals/Lifting
(Domestic)

Tie Ins: Commencement
NATO Cities Conference
Conference American
Business

JUNE - 1971

WEEK OF MAY 30, 1971 Subject: Domestic Goals
 Tie In: Meetings/Daily Schedule

WEEK OF JUNE 6, 1971 Subject: Environment
 Tie In: One Day Trip
 Major TV: Social - Evening at
 the White House

WEEK OF JUNE 13, 1971 Subject: Status of Legislation
 week
 Tie In: Daily Reports on
 Legislative Status

WEEK OF JUNE 20, 1971 Subject: Reorganization
 Tie In: Daily Schedule
 Option: 3-Day Wedding Anni-
 versary Trip to Mexico

WEEK OF JUNE 27, 1971 Subject: Domestic Program
 Tie In: 3 Networks Interview
 Major TV: " " "

HIGH PRIORITY

TECHNIQUES

1. Emphasis on Events of Secondary Importance

- Announce events early in the week.
- Ziegler make reference to build interest.
- Use as a technique with NSC and Cabinet.
- Avoid credibility problem.

C
Go!

2. Change time of Press Briefings

- Ziegler brief the Press at 9:00 or 9:30 in the morning.
- Announce the President's anticipated schedule for day.
- Make point President has been in office since 8:00 a.m.
- Force Press into White House early.
- Make Press recognize what activity is taking place.

Good

- Brief Press early in morning and late in the afternoon.
- Take groups directly from President's office to Press area.

Absolutely

- Press should realize that throughout day individuals or groups will be brought to their area. ✓
- Stories will keep flowing out of Press Center all through day. ✓
- Will increase number of wire stories. ✓
- Will give more news to secondary events. ✓
- Will help us set our line better. ✓

Work on this w/ Z.

Techniques - Continued

3. Mix Up Schedule within Standard Framework

- Have an Open Door Hour first thing in the morning. *good*
- Put unimportant meetings after Open Door Hour.
- Get large group of people and activity cranked up early.
- Stagger the time for NSC Meetings and Cabinet Meetings.
- There is no mystique if meetings are always held at same time. *o*
- Cycle meetings differently to create interest, speculation, curiosity.

4. Vary Open Door Pattern

- Consider having two Open Door Hours of thirty minutes' duration. *OK*
- Will increase number of items that can be reported on.
- Dramatically increases number of Open Door Hours which will be held.
- Can be done without taking any more time.
- Some weeks have two Open Door Hours. Other weeks have only one.
- Do not fall into the routine.

Change State Visits - all events
different times, different formats. ✓

Techniques - Continued

5. Meetings Outside the Oval Office

- Use EOB Office and Residence for selective meetings in order to create press interest and guarantee film coverage.
- Helps to arouse curiosity.
- Gives us new picture locations.
- Builds secondary-type events.
- Increases odds they will be covered.

OK - look for opportunities + recommend them

TECHNIQUE

1. Stay in Washington when Congress is away.

Right

- We have the advantage and can attack/make news.
- Congress cannot attack back when they are away.
- The Government machinery can handle any Congressional attacks when we are away.
- Our Press Corps travels with us.
- Take advantage of an advantage.
- Travel before or after the Easter recess.
- Travel before or after the Lincoln Day recess.
- Travel before or after the Labor Day recess.
- We stay to dominate the news - something big in Washington every day.

Bull

February 11, 1971

MEMORANDUM FOR MR. H. R. HALDEMAN

VIA: MR. DWIGHT L. CHAPIN

FROM: RONALD H. WALKER

RE: 1971 SCHEDULING OBJECTIVES

TAB A BLOCKBUSTER - MARCH 8 - 12

Buffalo to San Francisco to St. Louis to
Williamsburg to Washington, D. C. to
Birmingham to Key Biscayne

With Rough Schedule

TAB B GOVERNMENT TO THE PEOPLE TRIPS

Proposed trips to the country with
heavy emphasis on domestic issues

TAB C SPECIAL TRIPS

Proposed trips to the country honoring or
recognizing specific people and events

TAB D 2-4 QUARTER BLOCKBUSTER

Trip to Indiana to Wisconsin and Wyoming

RUFUS O. SAN FRANCISCO, ST. LOUIS, WILLIAM J. BORG,
EDWARD A. ALDEN, ST. LOUIS

Monday, 8 March - Washington, D. C. to Buffalo

Buffalo Events:

1. Visit a factory
2. Luncheon

Options:

- A. Visit Mayor and City Council
- B. Close Civic Group Luncheon
(Rotary, Lions, Elks)
- C. Luncheon with Chamber of Commerce

3. Open hour
4. Close Media Briefing
5. Reception for Media
6. Dinner

Options:

- A. Gov. Rockefeller host dinner for
representatives of his township
- B. Dinner for representatives of
community leaders

7. Overnight

Tuesday, 9 March - Buffalo to San Francisco

San Francisco Events:

1. Meet with Board of Directors, Western
Stock Exchange
2. Open hour
3. Meet with Student Leaders
4. Close Media Briefing
5. Reception for Media
6. Options:
 - A. Dinner hosted by Gov. Reagan
 - B. Go to the Symphony
7. Overnight

Wednesday, 10 March - San Francisco - St. Louis

St. Louis Program:

1. Options:
 - A. Visit urban renewal project and
see Urban Revenue Sharing
Meeting in Congress.
 - B. Address or visit with City Council,
Mayor, and St. Albans...
2. Private - Hotel
3. Visit to the new Free (St. Louis is America's
newest free trade center)
4. City Museum
5. Reception for John
6. Overnight in St. Louis

Thursday, 11 March - St. Louis - Birmingham - Atlanta

St. Louis Program:

1. Reception for John
2. Depart for Birmingham via Tanglew Air
(to be met by helicopter to White House)

White House Program:

1. Address to the 1973 Conference
2. Reception for John in the
White House
3. Address to the 1973

Friday, 12 March - The White House to Birmingham to Key Biscayne

Birmingham Events:

1. Options:
 - A. Visit a minority enterprise
 - B. Address or visit Southern Mayor's
Conference
2. Open house
3. City Museum - City Hall
4. Reception for John
5. Depart for Key Biscayne

MONDAY, SEPTEMBER 11, 1978

Monday, Sep. 11, 1978, 11:00 AM - 12:00 PM

9:00am Arrive at the New York City Convention Center, N. Y.
 Hyattsville, Maryland
 No other changes

10:00am Arrive at the New York City Convention Center, N. Y.

11:00am Visit the New York City Convention Center, N. Y.

12:30pm Lunch at the New York City Convention Center, N. Y.

Questions: _____
 Yes _____ No _____

1. Will the New York City Convention Center be used for the event? Yes _____ No _____

2. Will the New York City Convention Center be used for the event? Yes _____ No _____

3. Will the New York City Convention Center be used for the event? Yes _____ No _____

2:00pm Questions: _____

3:00pm Questions: _____

3:30pm Reception at the New York City Convention Center, N. Y.

4:00pm Questions: _____

7:30pm Dinner

Options: _____
 A. Dinner with a group of community leaders (businessmen and labor leaders) Yes _____ No _____

B. Dinner with a group of community leaders (businessmen and labor leaders) Yes _____ No _____

OVERNIGHT

Tuesday, March 9 - San Francisco, California

9:00am Depart by plane for San Francisco
Flying time: 4 hrs., 45 min.
Time change: minus 3 hours

10:15am Arrive San Francisco

11:15am Meet with Board of Directors, Western
Stock Exchange

11:30am Lunch - private

2:00pm Open hour

3:30pm Meet with Student Leaders (1 hour)

4:15pm Check into hotel

5:15pm Reception by Mr. G.H.

6:15pm

8:00pm Conference

1. Dinner hosted by Gov. Reagan Yes_____No_____

2. Go to Symphony Yes_____No_____

OVERTIME

Wednesday, March 10 - San Francisco to St. Louis

7:30am Depart San Francisco
Flying time: 2 hrs., 35 min.
Time change: + 2 hours

12:05pm Arrive St. Louis

Wednesday, March 10 - until - St. Louis

12:30pm: On-line:

1. Visit urban renewal project and send Urban Revival-sharing Message to Congress.

Yes _____ No _____

2. Address or visit with City Council, Mayor and 35 Aldermen

Yes _____ No _____

1:30pm Lunch - private

3:00pm Visit a factory firm

4:00pm Chase Mobil Briefing

4:30 pm Mobil reception

Dinner - private

OVERNIGHT

Thursday, March 11 - St. Louis to Williamsburg to White House

10:55am Depart St. Louis for Langley Air Force Base
 Flight time: 1 hr., 45 min.
 Time change: +1 hour

1:35pm Arrive Langley Air Force Base

1:40pm Depart via helicopter for Williamsburg
 Flying time: 10 min.

1:50pm Arrive Williamsburg

2:00pm Attend Judicial Conference

11:00: Arrive at the airport, check in, and board the flight to Rome.

3:00pm: Arrive at the hotel and check in.

5:00pm: Dinner at a local restaurant, then a walk in the city.

8:00pm: Arrive at the hotel and go to bed.

11:00: Morning flight to Florence, check in, and board the flight.

6:50am: Depart for the airport, check in, and board the flight.

8:15am: Arrive at the airport, check in, and board the flight.

8:45am: Arrive at the airport, check in, and board the flight.

9:15am: Arrive at the hotel and check in.

10:00am: Arrive at the airport, check in, and board the flight.

11:00am: Arrive at the airport, check in, and board the flight.

12:00pm: Check in at the hotel.

1:00pm: Check in at the hotel.

4:00pm: Reception for the flight.

5:00pm: Depart for the airport, check in, and board the flight.

7:30pm: Arrive at the airport, check in, and board the flight.

7:50pm: Arrive at the hotel and check in.

GOVERNMENT TO THE PEOPLE

<u>Domestic Programs</u>	<u>Event/Date</u>	<u>State</u>	<u>City</u>
Environment	Strip Mines (Open)	Kentucky Ohio Pennsylvania West Virginia	Hazard Hendrysville Butler Elkins
All Issues	Economic Club (Open)	Michigan	Detroit
Revenue Sharing	Western Mayor's Conference (October 15)	Nevada	Las Vegas
Government Reorganization	Cabinet Meeting (Open)	New Hampshire	Concord
Environment	Dedicate State Park (Open)	New Jersey	Sandy Hook
Revenue Sharing	Address State Legislature (Before mid-April)	New York	Albany
Environment	Arkansas River Project (June 5)	Oklahoma	Tulsa
Health	State Dinner for Medicine (Open)	Texas	Houston
All Issues	Republican Governor's Conference (April 18 - 20)	Virginia	Williamsburg
Law & Order	Visit a Prison (Open)	Open	Open
Revenue Sharing	Visit Governor (Open)	Open	Open

February 9, 1971

TYPE: GOVERNMENT TO PEOPLE (ENVIRONMENT)
STATE: KENTUCKY, OHIO, PENNSYLVANIA, WEST VIRGINIA
CITIES: HAZARD, HENDRYSVILLE, BUTLER, ELKINS
DATE: OPEN

A Presidential visit to the strip mining areas of Appalachia will demonstrate the President's concern for the ravages of mining without reclamation and will demonstrate what can be done with Government sponsored, as well as private industry sponsored, reclamation efforts.

OPTION 1 - FOUR STATE TOUR - Presents the opportunity for maximum exposure both to bad examples of abandoned sites and examples of good reclamation. Would require approximately four hours of helicopter flying time and the movement of Air Force One from Kingsport, Tennessee, to Pittsburgh.

OPTION 2 - THREE STATE TOUR - Less helicopter flying required at the cost of missing Kentucky site. Still offers fine examples of reclamation and unreclaimed, abandoned mine sites.

ROUGH SCHEDULE
OPTION 1

Depart Andrews Air Force Base for Kingsport, Tennessee -
(Tri-cities Airport)

Arrive Tri-cities. Board helicopter for Hazard, Ky.

Arrive mine site, Hazard, Ky. Observe abandoned strip mines and resulting severe erosion and siltation of streams.

Depart Hazard, Ky., enroute Bolt Mountain, West Virginia -
(near Beckley)

Arrive Bolt Mountain. Observe abandoned surface and underground mine sites, featuring extreme high walls and severe slide conditions.

Depart Bolt Mountain enroute Hendrysville, Ohio.

Arrive Hendrysville. Observe massive mining with world's largest mining machines. Reclamation activities include building a lake and fairgrounds and area for industrial park. Proceed to Moraine State Park.

Arrive Moraine State Park (Butler County, Pa.). Observe outstanding example of reclamation of a strip mine area.

Proceed to Pittsburgh - Board Air Force One

Depart Pittsburgh

OPTION 2

Depart AAFB enroute greater Pittsburgh Municipal Airport

Arrive Pittsburgh. Board helicopter for Elkins, W. Va.

Arrive Elkins, W. Va. (Roaring Creek mining area). Observe contour mining operations, moderate slides, underground mining wastes, and corrosion and siltation of streams. Also some reclamation activities.

Proceed to Hendrysville, Ohio. Observe massive mining activities, and reclamation activities, including building of lake, fairgrounds and preparation of land for industrial park.

Proceed to Moraine State Park (Butler, Pa.) Observe outstanding example of reclamation of strip mine area.

Proceed to greater Pittsburgh Airport - Board Air Force One

Depart Pittsburgh

February 10, 1971

TYPE: GOVERNMENT TO THE PEOPLE

STATE: MICHIGAN

CITY: DETROIT

DATE: OPEN (FOURTH QUARTER)

1. The President has a standing invitation to address a luncheon meeting of the Economic Club. The members of this club are leading business, civil and industrial men in and around Detroit. A visit to this club offers an excellent opportunity to speak to business leaders regarding domestic issues.

This trip could be a one day stop or could be a stop-by on a major Presidential swing.

2. Rough schedule

- Board Air Force One for Willow Run Airport.
- Arrive Willow Run (Ypsilanti).
- Board helicopter for downtown airport (Detroit).
- Arrive downtown airport.
- Board motorcade for luncheon site.
- Arrive luncheon site. Address Economic Club.
- Depart luncheon site for downtown airport.
- Board helicopter for Willow Run Airport.
- Depart Willow Run via Air Force One.

February 9, 1971

TYPE: GOVERNMENT TO THE PEOPLE (REVENUE SHARING)
STATE: NEVADA
CITY: LAS VEGAS
TIME: OCTOBER 15, 1971

1. A speech before the Western Mayor's Conference meeting in Las Vegas would accomplish the following:
 - A. It is a scheduled event which could be done enroute to or from San Clemente.
 - B. It would provide a natural forum to publicize our welfare reform to those elected officials most directly connected with those problems.
 - C. As an option, the President could leave San Clemente (or Washington) and go to a typical small town where there is a mayor having trouble fighting the Washington bureaucracy. The President could discuss these problems with the mayor and invite him aboard Air Force One for the trip to Las Vegas.

2. ROUGH SCHEDULE

Depart Washington or San Clemente
for Las Vegas

Arrive Las Vegas and motorcade to
Sahara Hotel

Address the Western Mayor's Conference

OPTION 1 - Meet with selected
mayors for a panel discussion.

OPTION 2 - Host reception for
mayors and selected members of
the press.

Depart for San Clemente or Washington

February 9, 1971

TYPE: GOVERNMENT TO THE PEOPLE - REVENUE SHARING AND REORGANIZATION
STATE: NEW HAMPSHIRE
CITY: CONCORD
TIME: OPEN

1. Holding a Cabinet Meeting in Concord, N. H., could accomplish the following:
 - A. It could bring the President into the first primary state and close to Muskie's home state.
 - B. The State of New Hampshire went for Richard Nixon in 1968 (52.1%) and could be expected to give him a good reception.
 - C. Concord is the State Capitol and therefore is a fitting place to discuss revenue sharing and reorganization.

2. ROUGH SCHEDULE

Depart for Concord, N. H.

Arrive and motorcade (crowd situation) to City Hall

OPTION: Hold meeting in the suburbs.

Hold Cabinet Meeting

- depart enroute to airport

OPTION 1 - Drop by local press assembled in some building.

OPTION 2 - Drop by Concord town meeting or some other local event.

Depart for Washington

February 10, 1971

TYPE: GOVERNMENT TO THE PEOPLE (ENVIRONMENT)
STATE: NEW JERSEY
CITY: SANDY HOOK (FORT HANCOCK)
DATE: OPEN

1. A Presidential trip to Sandy Hook, New Jersey to dedicate Sandy Hook State Park would emphasize the turning over of excess military facilities to public use, and the Administration's concern for the environment.
2. Rough schedule
 - Air Force One arrives Newark, New Jersey Airport.
 - Board helicopters for flight to Sandy Hook.
 - Arrive dedication site. Deliver remarks.
 - Luncheon for conservationists, environmentalists, GSA and Department of the Interior officials, New Jersey Park Authority, Representatives, etc.
 - Observe demolition of military structure to demonstrate conversion.
 - Return to Newark Airport by helicopter.
 - Depart Newark Airport via Air Force One.

February 11, 1971

TYPE: GOVERNMENT TO THE PEOPLE (REVENUE SHARING)
STATE: NEW YORK
CITY: ALBANY
DATE: PRIOR TO ADJOURNMENT NEW YORK STATE
LEGISLATURE (USUALLY APRIL)

1. It is proposed that the President address a Joint Session of the New York State Legislature on the President's proposed Revenue Sharing Plan.
2. Governor Rockefeller and both branches of the New York State Legislature have endorsed the President's Revenue Sharing Plan. It is generally recognized that the New York State Legislature is the second most powerful legislative body in the country.
3. ~~AGREEMENT~~

Arrive Albany, New York

Motorcade to State Capitol Building

Address Joint Session of the Legislature

Meet with Governor Rockefeller,
Legislative Leaders and Representatives
of various citizen's groups

Lead Motorcade for airport

Return to Washington, D. C.

February 11, 1971

TYPE: GOVERNMENT TO THE PEOPLE (MEDICINE)
STATE: TEXAS
CITY: HOUSTON
DATE: OPEN

1. It is proposed that the President visit with a group of medical students and medical support personnel in Houston, Texas. That evening the President would host a State Dinner honoring the Field of Medicine.
2. While in Houston the President could visit the M. D. Anderson Cancer Research Center.
3. The above would recognize the President's concern with the shortage of doctors and medical personnel, yet honoring the progress of the past and future in the career. The Research Center visit would highlight the President's program on Cancer.
4. Rough Schedule

- Depart for Houston, Texas

- Board motorcade for downtown hotel

Option 1:

Conduct meeting with medical students at hotel.

Option 2:

Conduct meeting with medical students at M. D. Anderson Cancer Research Center.

HOUSTON, TEXAS (cont)

- Tour M. D. Anderson Cancer Research Center
- Board motorcade for return to hotel
- Host State Dinner for Medical Profession at hotel
- Overnight

SECOND DAY

- return to Washington, D. C. or San Clemente

February 10, 1971

TYPE: GOVERNMENT TO THE PEOPLE (ENVIRONMENT)

STATE: OKLAHOMA

CITY: TULSA

DATE: JUNE 5, 1971

1. The dedication of the Arkansas River Project offers a good opportunity for the President to participate in an environmental dedication type ceremony. The Arkansas River Project is aimed at clean rivers and conservation of natural resources.

2. Rough schedule

- Air Force One to Tulsa, Oklahoma.
- Motorcade to dedication site.
- President delivers remarks.
- Return to airport. Board Air Force One.
- Depart Tulsa.

February 9, 1971

TYPE: Government to the People (Revenue Sharing,
Reorganization, Welfare Reform,
Health and Environment)

STATE: Virginia

CITY: Williamsburg

DATE: April 18, 19 or 20

1. A visit to the Republican Governor's Conference in Williamsburg, Virginia would accomplish the following:
 - a. It would provide a partisan forum to publicize the positive goals of the Administration.
 - b. It would provide the opportunity for private meetings with selected Governors during this scheduled event.
2. The following is a proposed schedule:
 - Depart by helicopter for Williamsburg.
 - Arrive and proceed to the Governor's Luncheon which will be in dessert course.
 - President enters Luncheon and delivers remarks.
 - Return to Washington.

February 10, 1971

TYPE: GOVERNMENT TO THE PEOPLE (LAW AND ORDER)
STATE: OPEN
CITY: OPEN
DATE: OPEN

1. It is proposed that the President visit penal facilities and drug treatment facilities depicting the good and bad side of what is being done in these areas.

A. Penal Institutions:

Option #1: Visit examples of good and bad rehabilitation and correction (prison) facilities. Walk through facility. Talk with prisoners and prison personnel (warden, guards, etc.)

Option #2: Visit juvenile facilities having face to face dialogue with inmates during walk through of facility.

Option #3: Visit a training facility of the Federal Bureau of Prisons for training guards and other prison personnel.

Option #4: Any combination of the first three options.

B. Drug Treatment Facilities:

The President could visit an example of an excellent drug treatment facility, located in Illinois. Methadone is being used at this facility to treat hard drug abusers.

NOTE: This facility could be visited the day after a press conference which has been proposed for the Midwest.

February 11, 1971

TYPE: GOVERNMENT TO THE PEOPLE (REVENUE SHARING)
STATE: OPEN
CITY: OPEN
DATE: OPEN

1. The President would visit a Governor who has publicly backed the President's Revenue Sharing Program. The Governor would take the President on a tour of a city pointing out what improvements could be made if the Revenue Sharing Program was adopted.

2. ROUGH SCHEDULE

Airport - One hour. Speeches
by Governor.

Reception and Dinner - one hour.

Round trip return to airport.

Air to Washington.

SPECIAL TRIPS

<u>Event/Date</u>	<u>State</u>	<u>City</u>
Yale Political Union (open)	Connecticut	New Haven
Private Dinner for President of Purdue (June 24)	Indiana	Indianapolis
State Dinner for President Tito (May 11)	Michigan	Detroit
Future Farmers of America (Oct. 3 - 8)	Missouri	Kansas City
SAC 25th Anniversary (May 14)	Nebraska	Omaha
State Dinner for Prime Minister of Turkey (July)	Oregon	Portland
State Dinner - Law Day (May 1)	Pennsylvania	Philadelphia
LBJ Library Dedication (May 20)	Texas	Austin
VFW (Aug. 13 - 20)	Texas	Dallas
Patriot's Day/Medal of Freedom (April 19)	Open - New England	Open
State Dinner for President of Pakistan (Oct. 5 ?)	Open	Open
Air Traffic Control Center	Open	Open

February 10, 1971

TYPE: SPECIAL
STATE: CONNECTICUT
CITY: NEW HAVEN (YALE UNIVERSITY)
DATE: OPEN

1. The President to meet with the Yale Political Union in a "press conference" environment. This could be done in several ways.
 - A. The President answers questions from a panel ("Meet the Press" type) with the audience only observing.
 - B. The President answers questions from the general audience.
 - C. A combination of the above.
 - D. The President meets with a representative group (30 - 40 members) for questions and answers.
2. Rough schedule
 - Depart Andrews AFB.
 - Arrive New Haven, Connecticut Airport.
 - Depart airport for Yale via motorcade.
 - Arrive Yale, meet with Yale Political Union.
 - Meeting concludes. Board motorcade for airport.
 - Arrive airport.
 - Depart New Haven.
 - Arrive Andrews AFB.

February 9, 1971

TYPE: Special
STATE: Indiana
CITY: Indianapolis
DATE: June 24

1. The President is scheduled to attend a private dinner in Indianapolis at the Hilton Hotel honoring Dr. Frederick L. Hovde, President of Purdue University. An earlier trip is proposed for Indianapolis on May 28 and 29 during which the President will spend ample time in that city. Therefore, it is recommended the President make no additional public appearances during this trip.

2. Rough Schedule

- Depart Andrews Air Force Base.
- Arrive Indianapolis Airport.
- Depart airport via motorcade for Hilton Hotel.
- Arrive Hilton Hotel. Attend dinner.
- Depart for airport via motorcade.
- Arrive airport.
- Depart for Andrews Air Force Base.
- Arrive Andrews Air Force Base.

February 10, 1971

TYPE: SPECIAL (STATE DINNER)

STATE: MICHIGAN

CITY: DETROIT

DATE: MAY 11, 1971

1. It is proposed that the President host a State Dinner for President Tito.
2. The President has never visited Detroit, Michigan.
3. There is a large concentration of Slavic people in the Detroit area.
4. Len Garment suggests that a large museum would be appropriate for the dinner and politically it would be wise to involve Henry Ford.

February 9, 1971

TYPE: Special
STATE: Missouri
CITY: Kansas City
DATE: 3 - 8 October 1971

1. We haven't participated in an event emphasizing farm organizations. The Future Farmers of America (youth oriented) is holding its convention in Kansas City in October, 1971. Expected attendance is 10,000.
2. Rough Schedule
 - Depart Washington, D. C.
 - Arrive Kansas City. Board motorcade for hotel.
 - Luncheon with leaders of the convention.
 - Address full convention, possible subject -- environment.
 - Address concludes.
 - Depart convention. Motorcade to airport.
 - Depart for Andrews Air Force Base.
 - Arrive Andrews Air Force Base.

February 9, 1971

TYPE: Special
STATE: Nebraska
CITY: Omaha (Offutt Air Force Base)
DATE: May 14, 1971

1. Presidential trip to Offutt Air Force Base, Omaha, Nebraska for 25th Anniversary Celebration of the Strategic Air Command.
 2. Rough Schedule
 - Depart Andrews AFB.
 - Arrive Offutt AFB. Full arrival ceremony with honors. Large crowd anticipated.
 - Address crowd outside on:
 - a. Accomplishments of SAC
 - b. All volunteer Army
 - Speech concludes.
 - Depart Offutt AFB en route El Toro.
 - Arrive El Toro.
 - Option: President remains after address to observe SAC readiness exercise. Departs Offutt after 15 minute alert exercise is concluded.
- NOTE: 1. The President's schedule now has the President in San Clemente.
2. General Hughes and Dr. Kissinger are in favor of this visit.

February 10, 1971

TYPE: SPECIAL (STATE DINNER)

STATE: OREGON

CITY: PORTLAND

DATE: JULY

The President host a State Dinner honoring Prime Minister Demirel of Turkey in Portland, Oregon. This location is in keeping with the idea of the President going to the people and to an area he has not recently visited. The trip could be tied in with a proposed visit to Seattle to turn over Fort Lawton in Seattle to the State of Washington.

February 10, 1971

TYPE: SPECIAL (STATE DINNER)
STATE: PENNSYLVANIA
CITY: PHILADELPHIA
DATE: MAY 1, 1971 (LAW DAY)

1. It is proposed that the President host a State Dinner in Philadelphia honoring Law Day. Philadelphia is proposed because historically it is widely recognized as being where the first laws of this country were formulated. Guest of honor at the State Dinner would be U. S. Supreme Court members.

2. Rough schedule

- President and Mrs. Nixon depart South Lawn, White House via helicopter en route Philadelphia.
- Arrive helicopter landing area in Philadelphia.
- Motorcade to State Dinner site.
- Arrive at State Dinner.
- Begin receiving line.
- Receiving line ends and dinner begins.
- Dinner concludes. Depart via motorcade for helicopter landing site.
- Arrive helicopter landing site.
- Depart for South Lawn, White House.
- Arrive South Lawn, White House.

February 9, 1971

TYPE: Special
STATE: Texas
CITY: Austin
DATE: May 22, 1971 (Saturday)

1. Presidential trip to Austin, Texas for the dedication of the Lyndon Baines Johnson Library and School of Public Affairs.

2. Rough Schedule

- Board Air Force One for flight to Austin, Texas.
- Arrive Austin Municipal Airport, Austin, Texas.
- Board motorcade for dedication ceremonies at Lyndon Baines Johnson Library, University of Texas.
- Arrive ceremony site. (Nothing is known at present about planned program, but it is assumed the program involving the President would not be more than 30 minutes.)
- Ceremony concludes. The President boards motorcade for return to airport.
- Board Air Force One for flight to Andrews AFB.
Flying time: 2 + 35
Time change: plus 1 hour
- Arrive Andrews AFB.

Option: Helicopter the Johnsons back to LBJ ranch for meeting and dinner. Ride around ranch, see longhorns, deer, etc. Jet star can depart LBJ ranch for San Clemente or Key Biscayne.

February 9, 1971

TYPE: Special
STATE: Texas
CITY: Dallas
DATE: August 20, 1971 (13 - 20 August 1971)

1. Presidential trip to Dallas, Texas to address the Veterans of Foreign Wars Convention, August 13 - 20, 1971.
2. Rough Schedule

August 20, 1971 (Friday)

- Depart Andrews AFB for Dallas, Texas.
- Arrive Dallas, Love Field.
- Depart Love Field for convention site via motorcade.
- Arrive convention site. President addresses delegates. Possible subjects:
 - a. Steps being taken toward goal of all volunteer Army
 - b. Health
 - c. Welfare
- Speech concludes. Depart for Airport via motorcade.
- Arrive Love Field.
- Board Air Force One for Andrews AFB.
- Arrive Andrews AFB.

Option: May want to go to San Clemente or tie this in with another stop.

February 10, 1971

TYPE: SPECIAL
STATE: OPEN (NEW ENGLAND)
CITY: OPEN
DATE: APRIL 19, 1971

1. April 19 is Patriot's Day and is celebrated in many New England cities. If the President participates, it would offer an excellent opportunity to award the Medal of Freedom to its recipient.
2. Rough schedule
 - Depart Andrews AFB en route selected city in the New England states.
 - Arrive city and motorcade to site of Patriot's Day celebration.
 - Award Medal of Freedom.
 - Return to airport and depart on Air Force One.

February 10, 1971

TYPE: SPECIAL (STATE DINNER)

STATE: OPEN

CITY: OPEN

DATE: OPEN

1. The President host a State Dinner honoring President Yahya of Pakistan. The dinner site would be away from the Washington area, possibly in a heavily populated suburban area, near a large city. This would be a change from holding State Dinners in the cities and signify the White House being close to the people.

We should seek to find a building which contributes to the heritage of our country -- some historic landmark or one which is particularly well-known for its architectural excellence.

February 10, 1971

TYPE: SPECIAL
STATE: OPEN
CITY: OPEN
DATE: OPEN

1. A visit to an Air Traffic Control Center would accomplish the following:

- a. It could highlight the benefits which have accrued to the Controllers and the air traffic system as a result of this Administration's efforts. The most significant step is our implementation of the Airport/Airways Act.
- b. It could provide a shot-in-the-arm to the air transportation industry (which needs it), by underscoring the President's confidence in the system's safety.
- c. It would allow the President to demonstrate his concern for federal employees. (The Control Centers are manned by FAA employees.)
- d. It could be done at several locations throughout the country, thereby giving us a good "drop-by" event.

February 11, 1971

TYPE: BLOOMBUSTER (SECOND QUARTER - MAY)
STATES: INDIANA, WISCONSIN AND WYOMING
CITIES/PARK: INDIANAPOLIS, MILWAUKEE AND YELLOWSTONE
NATIONAL PARK
DATE: MAY 28 (FRIDAY) and 29 (SATURDAY)

1. INDIANA The Conference on Cities is an international meeting sponsored by the U. S. Chamber of Commerce, National League of Cities, and the U. S. Conference of Mayors. The City of Indianapolis, specifically Mayor Hoover (running up for re-election) is also participating.

The conference will deal with worldwide urban problems and present issues in specific areas of contemporary urban growth.

WISCONSIN Milwaukee will have examples of modern architecture on display. A new cultural center in downtown Milwaukee was given an ideal location for a riverfront development. Architects are given the freedom to design a city to address himself to the needs of the future and problems of the conservation of the city. In addition, the President has declared that the state of Wisconsin is a primary state.

WYOMING A visit to the Nation's first National Park to address the initial meeting of the National Park Centennial Commission and other organizations instrumental in the development of the National Park System (such as the National Park Service, the National Park Foundation, etc.). The state of Wyoming is the only state that has not been appointed at this time, but they should be appointed prior to June 1971.

2

INDIANAPOLIS, MILWAUKEE, AND YELLOWSTONE NATIONAL PARK

2. FIRST DAY
ROUGH SCHEDULE

Depart AALT for Indianapolis

- Arrive Indianapolis and proceed via motorcade to Clowes Auditorium

- Arrive NATO Conference on Cities

OPTIONS: (For address to Conference)

1. President addresses full plenary session (first session) of the Conference on Friday, May 28, 2:00pm, in Clowes Auditorium (capacity 2700). Attendees would be the 500 official delegates to the Conference (2/3 of these are European, 1/3 are North American). The rest of the audience would be observers to the Conference and special guests.

2. President speaks only to the 500 official delegates at a luncheon at 12:30pm, May 28, in Indianapolis (exact place unknown).

- Depart Indianapolis for Milwaukee

- Arrive Milwaukee and motorcade to Urban Rental Area and Greek Orthodox Church designed by Frank Lloyd Wright.

- proceed to hotel

- proceed to site of State Dinner and enter reception

- State Dinner

- return to hotel for overnight

YELLOWSTONE NATIONAL PARK3. SPECIAL DAY
YELLOWSTONE NATIONAL PARK

Depart via Air Force One for Yellowstone National Park

- arrive Yellowstone
- meet with the Centennial Commission
- visit a campground and talk to the Park visitors
- depart for San Clemente

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 3, 1971

MEMORANDUM FOR: MR. RON WALKER
FROM: DWIGHT L. CHAPIN 

There has been a great deal of thought given to the enormous effect that a Presidential visit has on a small State. It is felt that while we still have time, an attempt should be made to visit most of the small States. Perhaps we can end up with the President's having hit all fifty States. This would include Alaska.

We should work up a plan which includes every State we have not presently visited. This would mean that we should work up ways to go to Wyoming, Montana, Arkansas, etc. and that we should go back to New Mexico, Nevada, Arizona, the Dakotas and so on. We should also get into New Hampshire and Maine. In other words, we should be giving real thought to doing all fifty States.

Obviously, when we get to the campaign next year we will have to concentrate at the end on the big cities/large States but we can get a lot in the bank ahead of time by making these other visits throughout this period.

One of the key factors is that in making these visits we should look for good events in these States as a way to bring the Presidential presence in. We should not over do them in terms of a lot of activity in each place.

We should, of course, cover all the Southern States which we will have done after we do Alabama. But we should plan on going back to some of them.

Will you please get to me by March 11 a list of all the small States which we have not yet visited, ranked by their political importance to us or by electoral vote totals.

In addition, will you please include one or two event ideas for each of those States.

This whole subject is something we should talk about at your earliest convenience.

cc: ~~Mr.~~ Bull

Mr. Parker