

PRESIDENTIAL SCHEDULING

General Philosophy

The focal point for the President's scheduling is August of 1972. Primarily we are concerned with the manner in which the President should be perceived by the public by that date. The events in which the President participates are the means for achieving the goal of what the President is in August of 1972.

There is an interim stop along this 20-month path -- January 20 of 1972, almost exactly one year away from now. January of 1972 is significant for three reasons:

1. It will represent the third and complete year of President Nixon's administration of the Executive Branch of the Government.
2. January of 1972 will signal the kickoff of "campaign '72".
3. It will represent the passage of four years since the campaign of '68 began. Therefore, it will be viewed as Richard Nixon's four years. The emphasis will very likely be on what Richard Nixon criticized, proposed, and advocated in 1968 versus what he has accomplished four years later as President.

The significance, then, of January 1972 is that the date will provide the opportunity for the media to capsulize the President's three years in the Administration, and four years as a Presidential figure (one full year being taken up being either Presidential candidate or President-elect). To sum, as of January 1st 1972, the last Presidential year of the first term will have ended since the fourth year of the Administration will be interpreted as, and expected to be, purely a political year.

In order to prepare for this period, there should be heavy activity in October, November, and December, hopefully with a good deal of substantive results accompanying the activity. The foundation for the late fall wrapup activity should be laid in August and September, perhaps with an international trip during that time and extensive follow-up upon the return. Possible follow-up activities from the foreign trip would include a Press Conference, NSC meeting, Cabinet meeting, etc. Following this trip in the fall, we should consider doing events in spurts, such as a heavy emphasis on Congressional activity for one to two weeks, and then transferring over to the economy for a week, and then on to another subject, etc.

1. Cabinet Contacts

The main purpose of Cabinet contact is negative insofar as the contacts are maintained in order to eliminate any potential problems. The assumption is that not a great deal is accomplished with individual Cabinet members, but if there is a regular program throughout the year, the Cabinet members will feel that they have individual and personal importance to the President.

2. Press Conferences

There are two basic reasons for holding Press Conferences:

- (a) To build equity with the public.
- (b) To eliminate problems with the Press.

Our philosophy towards Press events is to do a variety of things with the Press, but do them in such a way as to make them qualify as a Press Conference. For example, if the President should attend a banquet of the American Society of Newspaper Editors, rather than merely giving a speech he would hold a question and answer session for a certain period of time and permit this to be covered on live TV. On trips, we will develop opportunities for the President to meet with regional Press in various areas of the country. It is not necessary to have a full dress Press Conference just for the sake of having one. The President's previous pronouncements on this subject, and his philosophy that he will explore a number of means of communication with the public through the Press, will be encouraged and carried forth. Such forums as meetings with regional Press on a trip, occasionally inviting White House Press into his office on a Saturday morning, holding a limited briefing on a certain subject in the White House Press Center, and permitting questions--all will be considered and billed as Press Conferences.

3. Open Door Hours

The Open Door Hour is not merely a pot pourri of events that fit nowhere else. Rather, these hours serve to:

- (a) Provide communication and liaison with a variety of special interest groups.
- (b) Provide the setting for the President to show the human, sentimental, or color aspects of himself, the Presidency, or the visitor. For example, the President was presented with the knitted American Flag with each of the 76,000

stitches representing "something that is right about America".

- (c) It provides the opportunity for the President to reach across the entire spectrum of American life and activities. For example, it allows the President to identify with figures from the world of sports, business, labor, the aged, veterans, etc.
- (d) In a fairly short time span, and with a minimum of Presidential effort, it can show a high degree of Presidential activity because of the large and varied number of individuals and groups meeting with the President in his office.

4. Congressional Half-Hours

The Congressional Half-Hour, which frequently is consolidated into the Open Door Hour discussed above, provides the President with the opportunity for additional Congressional contacts. Congressional Half-Hours, and these types of events, should be decreased during periods of intense Congressional activity such as the beginning of a new session of Congress, the submission of many Messages to Congress, etc. By the same token, during low periods of Presidential Congressional activity of a substantive nature, the Congressional Half-Hour events can be increased. In short, the Congressional Half-Hour is used as a balancing device to maintain a continuing program throughout the year of Congressional contact.

5. Minority Events

The President was elected with but a small percentage of the black vote and is currently the object of anti-black feeling. The President will never be known as "a friend of the black" regardless of what he does.

Those referred to as "ethnics" are a more realistic target for political support to the President, and an effort to win them to our side would be profitable. Many of the ethnics are of the lower to middle class, are proud of their heritage, and have close ties to those first and second generation Americans who have yet to become complacent with the Democratic system and therefore are appalled by the violent demonstrations and applaud the uprightness of President Nixon since he represents the antithesis of the burners and destroyers. The President

should continue to cultivate the support of these ethnic groups such as the Polish Americans, Italian Americans, etc. He can meet with groups such as the Sons of Italy, or on Polaski Day meet with the Sons of Warsaw. These meetings needn't take very long, but they would have a wide benefit to the President.

On the other hand, the President should not meet with blacks merely for the sake of meeting with blacks. The philosophy for blacks is to include them in regular meetings such as meetings on revenue-sharing, welfare, and anything else which might be of interest to them or in which we could logically include one or more blacks. The emphasis is that the President views blacks, and deals with them, as people, rather than as some sort of lower animal who is to be given special treatment merely because he is a hyphenated American.

For the most part, members of the Jewish faith should be dealt with in the same way as blacks. There is no need to make a special effort to include them in events just to have a Jew present. Generally, Jews oppose Richard Nixon and no special effort to cultivate their support will be very successful.

The approach to the President's dealings with blacks must keep in mind the reality that the very most we can do is to approach the neutralization of the anti-Nixon feeling on the part of blacks and the feeling that President Nixon is anti-black. Our goal should be to achieve that neutralization so that we are not hurt by these "anti" labels. We must be careful, however, not to swing so far in our efforts for neutralization that we antagonize ethnic and southern blocks, and in doing so sacrifice one hundred times as many ethnic and southern votes in the quest for a single black vote.

6. Labor Groups

As a result of recent events, including the Cambodian demonstrations last May and the counter demonstrations by the hard hats in New York, the President has been increasingly identified with the rank-and-file groups. Rank-and-file labor people generally tend to be on the lower half of the socio-economic spectrum and often are the ethnics who most vociferously and vigorously embrace the values of America.

