

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN
ADMINISTRATIVE WORKING
E.O. 12958, Section 6-102
By EMP NARS, Date 11-12-82

November 10, 1969
Monday - 1:30 p.m.

CONFIDENTIAL

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN *DL*

RE: November, December, and January

The following are sure to be among the focal points of public attention and Presidential activity during the next three months:

NOVEMBER:

1. The November new Mobe activity and fallout.
2. Apollo 12 - launch, moon landing, splashdown.
3. The anniversary of Kennedy's assassination (possible).
4. Thanksgiving.

DECEMBER:

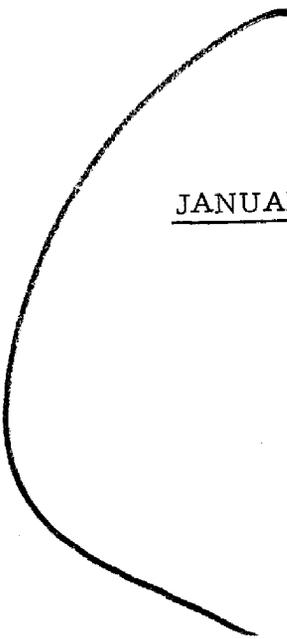
1. White House Conference on Food and Nutrition.
2. Governors' Meeting in Washington - Dope and narcotics.
3. Christmas Tree Lighting. (December 16 - a perfect time for anti-Vietnam protest -- the lighting of the "Pageant of Peace Christmas Tree.")

4. Christmas

JANUARY:

1. State of the Union - January ~~5 or 12~~
2. Budget Message - January ~~15 or 22~~
3. Economic Message - January ~~20 or 27~~
4. President's Birthday.

*Year end Analyses
Troop withdrawal*



BASIC ASSUMPTIONS:

1. The President's Vietnam speech lifted him out of the slump of criticism which he had been receiving from the press and pitted popular support on his side.
2. The momentum of the Vietnam speech can be retained through to the first of the year.
3. The President must keep the initiative and keep the public involved.

SCHEDULE THRUST:

Week of November 9

Major attention will be on the Vietnam demonstrators -- the publicity regarding the emergence of the "Silent Majority" must be used as a counter. Apollo 12 will also be a focus.

Week of November 16

A press conference at the very outset of this week. The President shouldn't wait too long after the November 3 speech to have a press conference. It would be good to follow up the demonstrations with a Presidential press conference. It would also come at the end of unity week - and the November 16 unity rally. If it were held on Monday, November 17, then the President could start his dental work on the 18th - otherwise the dental work should wait until after the Press Conference.

*moon
landing
on 1972*

The Sato visit takes up the middle of the week. However, the shift would then be domestic - with an EQC meeting and some good public tie ("public involvement") - perhaps this is one to televise part of it. On Friday (checking this out) or Saturday, the President could fly to Atlanta and address the Legislative Leaders.

3.

Week of November 23

Highlights of this week are the Apollo 12 splashdown and Thanksgiving. A press conference is feasible on Tuesday, the 25th, if one is not held the preceding week. Another possibility is a radio address on the 25th or 26th.

DECEMBER

Week of November 30

Definitely a domestic week -- the White House Conference on Food and Nutrition with Presidential Remarks. The Governors' meeting on dope and narcotics with Presidential participation -- Also White House dinner - for social news.

Week of December 7

Trip to New York for football dinner. First anniversary meeting of the Cabinet, sub-Cabinet. Work out a way for 'public involvement' in this Cabinet meeting. Can be structured so as to have strong domestic overtones.

Week of December 14

Possible visits to two agencies which haven't yet been visited by the President. Year-end meetings.

Week of December 21

Presidential Christmas message -- light schedule. To California.

Week of December 28 and
Week of January 4

Presidential personal time to work on State of the Union -- return to Washington -- birthday trip to Julie's.

Week of January 11

State of the Union Address and follow up.

Week of January 18

Budget Message and follow up.

Week of January 25

Economic Message and follow up.

We need to expand our various means of Presidential communication to the public and some of the ways in which the public gains awareness of the President. Below are some suggestions in this area, all of which need to be more thoroughly developed:

1. Being more Public: (Reason: To have the President reach the public direct - not via press interpretation; to keep the public mandate - at the grass roots level; during the holidays the climate is good for public Presidential activity)
 - A. Develop a direct TV approach (Seymour's theory) to the public. Problem by problem review - fireside chat concept.
 - B. Monthly trips - not overnight - just out for one or two stops and home.
 - C. Have at least two days per week where the President is exposed to the press at least twice during the day.
 - D. New press conference formats.
2. Interpretation of the President's Concept of his office:
 - A. A series of letters written by the President in response to White House mail. They could cover points which the President wishes to make- convey his concept of the Presidency or his stands on various issues.
 - B. Senior staff and Cabinet Members should be programed to speak about the President's concept of the Presidency. Would be especially good for end of the year analysis stories.
 - C. A story on the dignity which the President has restored to the White House and to the office of the President.
3. Involving the Public - (Other than press conferences, speeches, and normal White House activity.)
 - A. Public participation via televised cabinet meetings, UAC meetings, or special presentations (The President's thought.)

5.

- B. Involving the public at moments of crises (settlements). Applies to both foreign and domestic and cannot always be anticipated.
- C. Releasing various pieces of White House mail - increasing the importance of mail to the White House - as a measure.
- D. TV specials - the President discussing an area of the world with a friendly interviewer. Perhaps a series of four shows. Would show the President's grasp of foreign affairs - would be very educational.

4. Developing public awareness of the President's Personality
(Human interest type material, sports, religion, humor, etc.)

- A. Julie and Tricia do a major magazine piece on their Dad. Perhaps Mrs. Nixon would consent to an interview on the President.
- B. Mrs. Dwight Eisenhower could do an interview about the personal qualities which Ike admired about President Nixon.
- C. Reprint Dr. Graham's backgrounder about the President's religious beliefs in Readers' Digest.
- D. A piece on the President and his interest in space - adventure -- could be done (ghosted) by Frank Borman.
- E. Sports Illustrated piece by Wilkinson - would get across some good points.
- F. Piece on working characteristics - business-like, persistent, reasonable, unflappable -- problem by problem basis.

CC: Mr. Ron Ziegler
Mr. Ken Cole
Mr. Jeb Magruder