

Richard Nixon Presidential Library
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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
48	48	1/13/1972	<input type="checkbox"/>	Campaign	Other Document	RE: Tentative press schedule- New Hampshire/Maine. 3pgs.
48	48	1/13/1972	<input type="checkbox"/>	Campaign	Memo	From Khachigian To Buchanan RE: Muskie's television announcement for the presidency. 2pgs.

MUSKIE News



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TENTATIVE PRESS SCHEDULE

NEW HAMPSHIRE/MAINE

JANUARY 13 - 14, 1972

THURSDAY, JANUARY 13

8:30 a.m. DEPARTURE: Washington/National for Berlin, N. H. via Electra Turboprop. (Northwest Airlines, Gate H).

10:30 a.m. ARRIVAL: Berlin/Municipal Airport.

10:35 a. m. Berlin, N.H Union Hall to meet group of local shop stewards.

11:40 a. m. Converse Rubber Company cafeteria Plant I. (CLOSED TO PRESS, ONE POOL REPORTER)

12:10 p. m. Converse Rubber Company cafeteria Plant II for visit with employees. (OPEN TO PRESS)

2:20 p. m. Visit Muskie Headquarters for meeting with staff and Youth Coalition workers.

3:00 p. m. Brown Paper Company, Cascade Mill, to meet workers in Time Room.

7:00 p. m. Le Chalet for reception with townspeople. (BRIEF SPEECH)

8:30 p. m. DEPARTURE: Berlin/Municipal for Concord/Municipal.

9:10 p. m. ARRIVAL: Concord/Municipal.

RON: Concord, N. H. New Hampshire Highway Hotel.

FRIDAY, JANUARY 14

8:45 a. m. Concord, N.H. Public event.

9:30 a. m. Executive Council Chambers, State House, for discussion session with New Hampshire press corps. (TRAVELING PRESS POOL LIMITED TO THREE)

11:00 a. m. DEPARTURE: Concord/Municipal for Waterville/LaFleur.

11:50 a. m. ARRIVAL: Waterville/LaFleur.

1:00 p. m. Waterville, Maine. Filming of campaign spots. (CLOSED TO PRESS)

FRIDAY, JANUARY 14 (con't)

3:30 p. m. DEPARTURE: Waterville/LaFleur for Portland/
International.

4:00 p. m. ARRIVAL: Portland/International.

5:45 p. m. Portland, Maine. Sheraton-Eastland reception.

7:45 p. m. Fund-raising dinner. (SPEECH)

10:00 p. m. DEPARTURE: Portland/International for
Washington/ National

11:30 p. m.

TENTATIVE STATE-BY-STATE SCHEDULE FOR JANUARY/EARLY FEBRUARY.

MONDAY, JANUARY 17

am/pm Cleveland, Ohio Columbus, Ohio

RON: Columbus, Ohio

TUESDAY, JANUARY 18

Des Moines, Iowa, Cedar Rapids,
Iowa, Milwaukee, Wisconsin

RON: D. C.

WEDNESDAY, JANUARY 19

D. C.

RON: D. C.

THURSDAY, JANUARY 20

Philadelphia, Pennsylvania

RON: New Hampshire

FRIDAY, JANUARY 21

New Hampshire

RON: D. C.

TUESDAY, JANUARY 25

Illinois

RON: Illinois

WEDNESDAY, JANUARY 26

Florida

RON: Florida

THURSDAY, JANUARY 27

Florida

RON: Florida

FRIDAY, JANUARY 28

Florida

RON:

Florida

SATURDAY, JANUARY 29

Florida

RON:

Florida

SUNDAY, JANUARY 30

Florida

RON:

Florida

MONDAY, JANUARY 31

Florida

RON:

Florida

TUESDAY, FEBRUARY 1

Florida

RON:

D. C.

WEDNESDAY, FEBRUARY 2

Pennsylvania

RON:

Wisconsin

THURSDAY, FEBRUARY 3

Wisconsin/Illinois

RON:

Wisconsin

FRIDAY, FEBRUARY 4

Wisconsin

RON:

Illinois

SATURDAY, FEBRUARY 5

Illinois/Missouri

RON:

Missouri

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THE WHITE HOUSE
WASHINGTON

January 13, 1972

MEMORANDUM FOR PATRICK J. BUCHANAN

FROM: KENNETH L. KHACHIGIAN 

Concerning Muskie's television announcement for the Presidency last week, a few observations.

From a great many news accounts and by my own measuring sticks, Muskie's announcement was somewhat a digression from the Muskie image so favorably created in November, 1970. The appearance was wooden, mechanical, virtually devoid of expression and generally will pale in comparison to his effective riposte to RN last year.

My friend who rides the bus with me (a Democrat who works as an officer with a national labor union) thought the performance laughable -- "all he needed was a shawl on his shoulders and blanket over his knees."

However, we should learn from the performance as well. It is not new to observe the presence that Muskie will seek in his public announcements -- measured, calming, trust-invoking and all the rest. It is not so much what Muskie will say in the campaign but more how he will say it. I feel that to a great extent, Muskie as an opponent will make issues in the 1972 campaign somewhat peripheral. He will specialize in high-minded rhetoric searching for the contrast that he hopes will have trust triumph over trickery.

And here is where we have Ed. Whether or not they do, my guess is that the American public wants to trust their President. Thus, we must once again make use of -- in the Nixon presence -- the commodity which we monopolize in the campaign -- the Presidency.

Muskie being presidential is no match for the President being Presidential. Virtually every minute of air time we purchase for serious RN statements should be televised in the White House --

the Oval Office, the Lincoln sitting room, the Roosevelt room, the Cabinet room. Every effort must be made to identify the White House with Richard Nixon -- pressing the dignity and even the majesty of a political ambience that Edmund Muskie couldn't match in a million campaigns. What do you want -- Big Ed in Kennebunk, Maine or President Nixon in the room in which he made plans to de-ice Chairman Mao.

Let the stump speech be solely for network news consumption. Where we can control the surroundings, it has got to be the Presidency -- over and over again.

I will add this -- I think we need to take a long look at different rhetorical devices. The campaign will demand a change in the approach, and I suggest that we need to lay before the President a whole raft of ideas on campaign pronouncements. Just as we give him options for making policy, I am quite serious in thinking he needs a great many more options in approaching the campaign. We ought to get the best staff minds putting together some of this stuff and perhaps have RN's direct guidance throughout some of the process.