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<td>Campaign</td>
<td>Memo</td>
<td>From Khachigian To Buchanan RE: Muskie's television announcement for the presidency. 2pgs.</td>
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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, OFF 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 Hill, 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.

CONCORD:

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 (cont')

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.

HOLIDAY
JANUARY 17
am/pm
ROU:

TUESDAY, JANUARY 18

Cleveland, Ohio Columbus, Ohio
Columbus, Ohio

THURSDAY, JANUARY 20

Philadelphia, Pennsylvania
New Hampshire

THURSDAY, JANUARY 27

Florida
Florida

- more -
FRIDAY, JANUARY 28
RON: Florida

SATURDAY, JANUARY 29
RON: Florida

SUNDAY, JANUARY 30
RON: Florida

MONDAY, JANUARY 31
RON: Florida

TUESDAY, FEBRUARY 1
RON: Florida

WEDNESDAY, FEBRUARY 2
RON: Pennsylvania

THURSDAY, FEBRUARY 3
RON: Wisconsin/Illinois

FRIDAY, FEBRUARY 4
RON: Wisconsin/Illinois

SATURDAY, FEBRUARY 5
RON: Illinois/Missouri
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.