

file - ~~TT~~ TT  
Scheduling

THE WHITE HOUSE  
WASHINGTON

January 7, 1976

MEMORANDUM FOR: RICHARD CHENEY  
FROM: WILLIAM NICHOLSON  
THROUGH: JERRY H. JONES  
SUBJECT: Proposed New Hampshire Travel

Before addressing specific travel options for New Hampshire we feel it is important to review the premises that have guided the recommendations.

1. The President has stated on several occasions that he intends to run on his record and restrict travel so that he can focus on Presidential business.
2. Teeter's polling indicates the key issue is the public's perception of the President as a forceful and competent leader.
3. Some primary campaign activity is essential to show that the President cares about the election, takes the primaries seriously, and without doubt wants to be elected.

Therefore, our conclusion is that a heavy campaign schedule does not help the President demonstrate leadership ability. Also, a high level of campaign activity increases the likelihood of too many events of less than Presidential quality creeping into the schedule.

Thus, as of now we recommend the following number of campaign trips:

- New Hampshire - one (plus an optional one late in the campaign if needed)
- Florida - two
- Illinois - two
- North Carolina - one (in conjunction with a Florida trip)
- California - one (previously approved PFC fundraisers)



Teeter's survey update in New Hampshire and Florida may require a change in plans. We recommend that campaigning be restricted to weekends whenever possible to dampen any criticism of "not minding the nation's business".

We recommend the total involvement of First Family members during the early primaries. For example, Susan should accompany the President and Mrs. Ford on the initial New Hampshire trip.

In addition, maximum efforts will be made to ensure comprehensive spokesmen coverage.

Following is a proposed two day trip to New Hampshire that has the concurrence of Stu Spencer -- the specific events and times are subject to change pursuant to Red Cavaney's survey trip to New Hampshire.

Saturday, February 7

7:30 a. m.

Depart South Lawn for Manchester, N. H.

10:00 a. m.

Regional Press Conference to be held at the Manchester Sheraton. This early time is necessary to ensure coverage in the afternoon papers and the majority of New Hampshire papers do not have Sunday editions.

12:30 p. m. ---  
(90 mins)

Luncheon Conference with Republican Members of the State Legislature. This meeting could attract up to 200 attendees; it would be a springboard for many of the attendees to speak later in support of the President. Following this meeting, selected members would be available to brief the press. The President would deliver brief remarks and then take questions from the floor during the luncheon conference. There would be no press coverage.

3:00 p. m.



Accept the Sherman Adams Award from the Eastern Ski Areas Association. This group represents 436 ski areas from North Carolina to Maine and would provide an opportunity to offset the earlier criticism of New Hampshire ski conditions by Ron Nessen.

3:30 p. m.  
(3 1/2 hrs.)

Staff time.

8:00 p. m.

Address Nashua Chamber of Commerce annual dinner meeting. Attendance is expected to be between 1200 to 1400. Previously approved.

RON Manchester.

Sunday, February 8

a. m.

Attend Church Service. Location to be determined.

12:30 p. m.

Attend brunch for volunteers of the New Hampshire President Ford Committee. Stu Spencer feels this early morale boost is vital to ensure full volunteer participation during the final weeks of the campaign. Celebrities such as Boston Red Sox Carlton Fisk will be invited to join the President at this event.

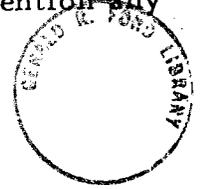
3:00 p. m.

Depart New Hampshire for Washington.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

FOLLOW-UP TRIP

Thursday, February 19th, will be reserved in case an additional trip becomes necessary. A final determination will be made following a review of the success of this trip on February 10 or 11. The PFC would announce that a follow-up trip is possible but not mention any dates.



\*\*\*

Originally, the PFC recommended a three day trip beginning on a Friday morning and continuing through the day Sunday. This trip included skiing on parts of both Saturday and Sunday as well as a major speech at Dartmouth College. The Friday start time was thought to be important because the pro-Ford papers in New Hampshire are afternoon papers and we needed coverage in the Friday p. m. editions since the Saturday p. m. papers did not receive wide readership. After a long and detailed

discussion with Stu Spencer yesterday afternoon, Stu now agrees with us that maintaining Presidential focus on the Presidency during the week is more important than hitting the p. m. papers in New Hampshire on Friday. Stu also agrees with us that skiing would not be helpful in establishing the President's leadership perception and that accepting the award from the Eastern Ski Areas Association would make the symbolic point that the President is interested in New England skiing. Finally, as we began to put together a three day package it was clear that there simply were not enough Presidential quality events to fill three days. We were faced with the option of having a great deal of down time during the three day period or having a number of low quality campaign-type events which would create a very negative Presidential leadership perception.

Frankly, if the in-house group had its way, the trip would be limited to one day with four Presidential quality events; however, Stu did not think he could sell a one day trip to Cleveland and thus felt that a day and a half plus a possible additional stop would be the minimum acceptable time in the state.

Since early November we have pursued a strategy of maintaining the President as President and not travelling extensively outside of Washington. This strategy is beginning to work. The media has now stopped commenting on the President's frenetic campaign travelling and have begun to focus on him as President and on his Presidential decisions. I can't recommend strongly enough that we continue this strategy and not break over into a campaign type posture once again.

