

July 30, 1979

RECOMMENDED APPROACH TO ADMIRAL
STOCKDALE'S INITIAL SPEAKING APPEARANCES
IN THE CHARLESTON AREA

Insofar as possible, the Admiral should restrict his off-campus public appearances until 11 October 1979. On that date his address to the Red Carpet Breakfast will be promoted as his public presentation to the community.

In view of the demand for him to speak to civic clubs and other groups and the public relations value of his getting to these groups early in his tenure, the civic club meetings normally held on campus in the spring should be scheduled in the fall as soon as possible after 11 October. This rationale is based on the fact that the same talk can be given to all the civic clubs with no overlap as long as that talk differs from the Red Carpet address. Further, it is much less debilitating for the president to go across campus and address a club than to be soired into town, into strange buildings, and then back to the office. This approach will permit the president to reach the maximum number of civic-minded Charlestonians with minimum effort on his part.

During the fall, out-of-town appearances should be minimized, especially in the case of civic clubs. The demands of the football season, the president getting read into his position, and the local speech routine suggest that out-of-town appearances should be only those he cannot gracefully escape because of extreme pressure from important alumni, valued friends, the governor, etc.

After the first of the year, he can with more validity speak directly about The Citadel job from a perspective that will be easily varied from his fall talks to civic clubs.

I believe the foregoing will gain optimum public relations effect from civic club appearances, presentations to the community, and related appearances. It should minimize the demands on the president while gaining the foregoing advantage.

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