SUGGESTIONS AND COMMENTS ON WESTERN TRIP

1. Trip not properly reported in eastern papers.
   a. Size of crowds and degree of enthusiasm materially toned down.
   b. Mistakes and minor incidents highly overstated.
   c. Steadily developing trend of enthusiasm underrated.

2. Crowds reacted enthusiastically to fighting spirit in speeches.

3. Smiles and anecdotes, particularly those bringing out the human side of the President, reacted favorably on the crowds.

4. Fine response to back-platform technique.

5. Too little attention paid to spotting of train for platform talks.

6. Public address system was inadequate on train. In future, preparation should be made for covering both sides and overflow.

7. Staff too frequently blocked public view of President.

8. Staff work improved during course of trip, but considerable improvement still desirable.
9. Reception and channeling of visitors through train could be improved; number of visitors left train feeling that the President had not received their name correctly. Better system of introducing desirable.

10. Better liaison with local groups imperative.

11. Greater attention to details of advance preparation important.
   a. Better to choose smaller auditoriums to insure overflow crowds.
   b. Counter-attractions should be checked in advance.
   c. Full information on special appearance requests should be obtained and weighed before appearances made.

12. Newspapermen badly located in parades. Since publicity is of primary importance on such trips, protocol should be ignored in many instances in order to bring press closer to President so that crowd reaction will register.

13. Correspondents not furnished with sufficient material to work on while en route and therefore were left to their own devices which frequently led to mischief.

14. Such items as periodic reports describing conferences being held by the President, mail received, and so forth - give steady impression that the President is carrying on routine office work at all times. Statements by President regarding scenes along the route, excerpts from discussions about current matters and such items will furnish newspapermen material to
build up constructive reports to their papers. Efforts should be made constantly to create news items to feed back to the press ears. Recognition of hostile press should emphasise the importance of furnishing as much constructive material as is possible.

15. Too much irritation shown by staff when asked unfavorable questions.

16. Reliance should not be placed on telling two or three newspapermen about matters and depending upon them to pass the word along to colleagues.