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MEMORANDUM**To: Powell****CC: Bonnie
Bobbie
Emily
Harvey****From: Bob D****Re: New Hampshire events
August 30-31****Date: September 7**

Last weeks trip to New Hampshire went very well and I believe was good exposure for FDT. Of course our main objective was to show support for Senator McCain and assist his campaign accordingly, mission accomplished. McCain's campaign team was certainly very appreciative of FDT's time.

Folks in New Hampshire recognized FDT at every stop and without a doubt FDT gives McCain's campaign added credibility with his support and endorsement. McCain and FDT mix well together. I believe FDT keeps McCain loose, relaxed. If I were McCain's campaign leadership I would have FDT around as much as possible.

From our perspective, this trip couldn't have gone much better and we can learn a great deal from future trips. The contacts are certainly good, but you also can pick up other details of campaigning that will be helpful down the road. It also gave FDT a chance to rub elbows with the national media like CNN, US News & World Reports, Time, etc., in a campaign type setting. I believe we can also offer suggestions to McCain's campaign team on how to improve on retail campaigning. They haven't asked, and I don't know if we need to offer, but just something for us to possibly suggest.

Scheduling

Once we had the final schedule in place both days went pretty smooth. We did our part from our end, but they had changes up until the day we arrived. Of course this is always typical in most campaigns.

Briefing material

Our briefing material was very good. McCain's staff provided a briefing book as well, but not as detailed as some of our background material on the state.

FDT remarks

FDT was excellent at each stop. He talked up the war hero/expert on defense issues angle and at one stop answered several questions regarding China. At the majority of the events, FDT would speak for a couple of minutes, and then McCain would follow.

Other things learned

At almost every stop, the campaign was scheduled to stay for over an hour. Our rule of 45 minutes at an event is perfect and McCain's people should consider shortening their events.

On any kind of bus tour, an advance team should run ahead of the bus, case the crowd, stir up one if needed, check the sound system, media, etc.. I couldn't really tell if this was going on.

They need to do a better job of taking care of McCain. Close doors for him when he's speaking and the crowd is loud in the hall. Turn off music, fans, etc. when he's speaking. At one point McCain had to ask "how are we doing on time", which was a clue to get him the hell out of the event. Get drinks for him after he speaks. I don't think he has one specific "body man". Maybe he doesn't want one.

Regardless, all of these are little things that may seem petty, but important to the candidate. It can change the candidate's whole demeanor for the rest of the day and most importantly make him look better to the voters.