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46	20	n.d.	Other Document	A Proposal to the Republican National Committee. 8 pages.
46	20	10/25/1960	Memo	Ted Rogers to Len Hall & Bob Finch, re: RN-National TV. 3 pages.

M.A.P.
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A PROPOSAL

to the

REPUBLICAN NATIONAL COMMITTEE

A PROPOSAL TO THE REPUBLICAN NATIONAL COMMITTEE

We suggest a new method of dynamic campaigning which would:

- 1. Assure personal contact between the voter and his local Republican organization;**
- 2. Create a framework within which to coordinate the efforts of local, state and national campaign organizations;**
- 3. Combine up-to-date techniques of showmanship with the spirit of the torch-light parade and the Fourth of July picnic to divorce the party image from Madison Avenue and unite it firmly with Main Street;**
- 4. Constitute a revival of the great American tradition of grass roots participation in national politics and in so doing recall the confident spirit of an earlier era in America.**

THE G.O.P. CAMPAIGN CARAVANS

DEFINITION:

Each caravan would be a unified campaign team headed by a prominent Republican speaker. Supporting the speaker would be a complete entertainment package, adaptable to indoor or outdoor locations. The Republican National Committee would assign each caravan to a crucial political area.

We anticipate that the Number One unit would accompany the Presidential candidate himself and would be augmented by special attractions.

PROMOTION and TICKET DISTRIBUTION:

The key to the success of this entire scheme is that the voter, in order to see the show, must call at his nearest Republican campaign headquarters to obtain tickets. These would be distributed on a first come, first served basis,

with a limit of two tickets per voter. Advertising should appear in all local media to announce the coming of the caravan and the method of ticket distribution. This promotion would be the coordinated effort of local, state and national committees.

SCOPE:

The number of caravans would be determined by the campaign strategy of the Republican National Committee.

The caravans would appear during four weeks in October, exclusive of the week just prior to Election Day.

Two to four performances would be scheduled per day, ^{SIX} ~~seven~~ days each week.

A conservative estimate of the audience would be ten thousand per performance, per caravan. This figure will depend upon locale and capacity of local facilities.

COMPOSITION:

The entertainment package will be headed by a nationally known show-business personality, carefully chosen for his appeal to the voters in

his sector. The rest of the show would consist of a well-known second feature, two outstanding supporting acts, and a company of nine dancers and a production singer. Providing the music for each unit would be a basic ten-piece orchestra.

An important advantage of these caravans would be their flexibility in accommodating such regional and local talent as the local Republican organization and the producer might wish to include.

Each caravan would carry its own company manager and stage manager, and would be preceded by an advance man.

A feature of this plan would be the performance of material written especially to put over the

Republican message.

FORMAT:

Following a rousing welcome by the band, the rally will kick off with a specially written opening number by the company, which would lead to the introduction of your speaker. After the speech, the program would again turn to the lighter side with a fast moving forty-five minute revue.

LOCAL ARRANGEMENTS:

The selection and rental of the site, hiring of public address system, lights, stage hands, ushers and any personnel required by local regulations would be the responsibility of the local Republican organization, subject to specifications set forth by the National Committee and the producer.

The use of Campaign Caravans will have a double impact:

1. The voter is motivated to seek a personal contact with his local committee;
2. In attending the rally, the voter will become part of a receptive crowd caught up in the enthusiasm generated by this festive occasion.

Thus, each voter becomes personally involved in the dynamism of the campaign. He is participating in a community event which renews the greatest American traditions of town meeting politics.

This double personal contact between party and voter can be accomplished at no more than the cost of a telephone call to the voter.

On the basis of just ten caravan units for only a four week period, a conservative estimate of the total audience is ten million in crucial areas.

We estimate the total price per week, per unit, at

twelve thousand (\$12,000.00) dollars, exclusive of star.

A Word About Howard Lanin Management, Inc.

As entertainment consultants, we deal constantly with the general public as well as special audiences of various geographical and socio-economic backgrounds. Each of our shows is tailored to its particular audience.

We are frequently called upon to produce shows which integrate subject matter and relate to a given objective or occasion.

Having managed the nation-wide tours of such attractions as The Gershwin Festival, The Royal Danish Ballet and, of course, Howard Lanin Orchestras, we are thoroughly experienced in these matters.

Our staff includes expert creative and technical personnel: writers, designers, directors, choreographers, etc. and America's foremost authority on community and industrial showmanship.

October 25, 1960

TO: Len Hall & Bob Finch

FROM: Ted Rogers

SUBJECT: RM-National TV

cc: Fred Scribner, Fred Seaton, Wm. F. Rogers, C. P. Newton,
Herb Klein, Jim Shepley, Jim Bassett

My concern about the course of the campaign centers about my feeling that RM is being hurt rather than helped by some of his national TV.

I start with this: people want more than just another man as their leader. They want a hero, a father image, a king. Call it what you will, I believe the American people right now want a president who is someone slightly more than human and who can be relied upon to lead us safely through the years ahead.

I would say RM has nearly achieved hero status twice in his career, discounting the secondary glory he got in Eisenhower's spotlight. One time was his return from the 1958 South American tour when Congressmen and Senators of both parties, plus the President, cheering crowds and bands greeted him at the Airport. The other time was at the Republican Convention in Chicago last July when he was greeted by a tumultuous display of enthusiasm, a chorus singing the "Battle Hymn" and great excitement generally. We could tell his Acceptance Speech was a fine oration because of the reaction shots from the crowd.

Since then, this hero image has been methodically destroyed

by each national television appearance:

- we saw RM parrying the thrusts of David Susskind and his brethren of deliberate controversialists.
- and how many folkay interviews?
- and the four debates.

We argued against four; two would have been better. But surely what has happened is clear now. Kennedy went into those debates having nothing to lose. The public had no clear image of him. But they do now. They know Kennedy as the man who can stand up to RM. RM and the Debate Platform provided the cast and stage to make Jack Kennedy a star. Some will argue RM "won" some of the later debates. This was a pyrrhic victory at best. While we've been occupied with formats, "image", and presentation, the JK group is killing off our hero.

A fifth debate may chip away still more of our hero's stature.

It may be too late. Or we may still come through. I have my doubts about the outcome now where I had no doubts just after the Convention. I don't know.

But let's have no more appearances by either Nixon or Lodge unless they are speaking to a big rally, and keep the speech a minor part of the performance. Let us use air time for the entrance and for the displays. Let the TV audiences see crowds cheering

our man again.

Cincinnati will help. November 2 will help. But something else -- big -- must also occur.

In developing Election Eve, let us keep all this in mind. The impact of the DDE-1952 Election Eve hour actually was a cumulative effect of many huge rallies around the country -- all shouting, "we like Ike". RN states this format belongs to DDE - not him. But let us not make the mistake of presenting an Election Eve which tears down the "acceptance", cheering or hero image of the candidate. He must ride a hero's white stallion -- not a debate podium -- to victory.

I propose to present format suggestions for Election Eve in the next few days which embrace the basic thought of this memo.