

Richard Nixon Presidential Library
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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
45	17	10/24/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Bruce Kehrli RE: "Election Night Plan." 3pgs
45	17	10/20/1972	<input type="checkbox"/>	Campaign	Memo	To: Clark MacGregor From: Stan Anderson RE: "Election Day and Evening Activities." 7pgs
45	17	10/24/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Bruce Kehrli RE: "Election Night Plan." 3pgs
45	17	10/20/1972	<input type="checkbox"/>	Campaign	Memo	To: Clark MacGregor From: Stan Anderson RE: "Election Day and Evening Activities." 7pgs
45	17	10/20/1972	<input type="checkbox"/>	Campaign	Memo	To: Clark MacGregor From: Stan Anderson RE: "Election Day and Evening Activities." 7pgs
45	17	10/26/1972	<input type="checkbox"/>	Campaign	Memo	To: Clark MacGregor From: Stanton D. Anderson RE: "Election Night Program." 7pgs

Bruce

THE WHITE HOUSE
WASHINGTON

October 24, 1972

*X Get phone #s
for all Sen.
Candids + key House
members - to WH
board.*

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR

H. R. HALDEMAN

FROM:

BRUCE KEHRLI

SUBJECT:

Election Night Plan

*Good
start*

Attached at Tab A is the general plan for Election night activities at the Shoreham. This does not include the specifics of influencing the vote and of information retrieval at the White House. The information plan is included at Tab B and the vote influence plan is due by close of business, Wednesday.

The reason that these are being forwarded now (without the PR/voting influence plan) is that we would like to get some feedback on the type of information that you and the President will need.

You should review both plans and particularly note any changes, additions or deletions on the information plan.

In addition to the resources of the Re-election Committee and the RNC, the following will be set up in the West Wing.

1. Monitoring of all three networks, the Washington and "A" wires of UPI and AP and the Election night wire that prints out detailed results by state for Presidential, House and Senate races every 45 minutes starting at approximately 7:00 p.m.
2. A system of receiving information on standard forms similar to the system we have after speeches will be set up in Timmons' office and the Roosevelt Room. According to Chapin, the President will be in the Residence; if plans change the following apparatus will be shifted downstairs or to the EOB so as not to disturb him if he's in his office.

No need - it won't disturb him in the office. The office will be set up for TV

3. Access to the West Wing will be limited to those working on the follow-up system and people with offices here.

4. Bob Teeter will be located in the West Wing to analyze the data coming in.

5. Teeter will have information on when the nets will release their information. They may attempt to hold it for awhile trying not to influence the vote, and if so, we'll try to put someone "inside" to forward information as it comes in. Also, we are trying to get information on when the nets will project a winner.

6. We expect quite a few congratulatory phone calls and we propose to set up a system to have the following people take the calls for VIPs and close friends:

Who directs them?

Butterfield -- Cabinet, Administration

Timmons -- Senate and Congress

Dent -- Governors

Colson -- Labor, Business

Klein -- Editors, Publishers

Rose Woods -- Close friends

Finch - big Pol.

Each of the VIP calls will be noted (on standard form) along with the message so that a letter can be sent thanking them for the calls.

If you approve, a draft will be submitted.

APPROVE

[Handwritten signature]

DISAPPROVE

7. Should we "gin up" congratulatory calls from the Cabinet and friends for the President to take himself?

YES

NO

[Handwritten mark]

have a little backlog on hand

but we should be able to on short notice -

Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

October 20, 1972

MEMORANDUM FOR: CLARK MacGREGOR
FROM: STAN ANDERSON
SUBJECT: Election Day and Evening Activities

This memorandum sets forth the results of initial planning we have completed for the activities on election day and evening, and asks for your concurrence. The memo also outlines the type of programmatic activity we anticipate and outlines the various logistic and support activities necessary to carry out our plans.

PURPOSE OF ELECTION DAY AND
EVENING ACTIVITIES

The purpose of the proposed election day and evening activities at the Shoreham are threefold:

- To provide a gathering pt for the purpose*
- a) The primary purpose of the day and evening is to get out the vote in all states and to influence the vote for the President in the West. *Bad - don't want this in NE*
 - b) An auxiliary purpose is to provide a mechanism and forum to collect and display election results primarily for use in influencing the vote in the West and providing the President and you with up-to-date election results and analysis.
 - c) A third purpose is to provide a suitable public forum for the President's first public appearance after his reelection.

In essence there are three separate phases: 1) affecting the vote; 2) collecting the results and 3) providing a suitable setting for the President. Phases one and two will overlap in the early evening as the polls close in the East and the results begin to pour in and while we still attempt to influence the vote in the West. Later in the evening phases two and three may also overlap.

→ bcc: Bruce Kehrl

OVER-VIEW OF ELECTION DAY ACTIVITIES

Shoreham. We anticipate making the Shoreham the Nixon Headquarters Hotel. The Shoreham will serve as the focal point of activities throughout the day and evening. The primary emphasis in all planning and preparation will be the need for an effective "get out the vote" effort on election day. This philosophy will permeate everything we do in an effort to insure that the staff focuses on the important "get out the vote" activities of the last day and not on the celebration aspects which may also occur.

Approve _____

Disapprove _____

Discuss _____

No good unless can concentrate on our good state - So. + Ind.

Invitations. It is our feeling that election night activity should not be a mammoth show but rather an opportunity for those people here in Washington who have worked long and hard on the campaign to get together to view election returns and to hopefully have a personal opportunity to see the President in his first personal appearance after his reelection. In this regard I recommend invitations to the following groups in the number indicated.

CREP Staff - Approximately 700 (including spouses). This number includes all campaign staff except those field people having election day responsibilities who will remain in the field.

Approve _____

Disapprove _____

Discuss _____

H
C

CREP Volunteers - 500 (including spouses). We anticipate selecting the 250 volunteers who have worked the hardest in the past 18 months.

Approve _____

Disapprove _____

Discuss _____

H
C

White House Staff - Approximately 1,200 (including spouses). This number would include all White House staff including administrative people who have worked long and hard in the campaign.

Approve _____

Disapprove _____

Discuss _____

H
C - will be there

"Rose Mary Woods List" - Approximately 200 (including spouses). This list includes family members and close friends of the President who are normally invited to this type of event.

Approve _____

Disapprove _____

Discuss _____

H
C

Republican National Committee - Approximately 400 (including spouses). We feel it is important that the RNC participate fully in election day activities to further exemplify the close working relationship between our two organizations.

Approve H Disapprove _____ Discuss _____

CREP Finance Committee - Approximately 450 (including spouses). This is the maximum number that Mr. Stans anticipates attending.

Approve H Disapprove _____ Discuss _____

Surrogates - Approximately 30 (including spouses). Surrogates normally based in Washington will be invited, those who are Governors, Senators and Congressmen will be encouraged to stay in their state.

Approve H Disapprove _____ Discuss _____

Administration Appointees - Approximately 500 (including spouses). This list includes all the Agency Heads, Under Secretaries, and Assistant Secretaries.

Approve H Disapprove _____ Discuss _____

Democrats for Nixon - Approximately 100 (including spouses). This list will be supplied by Mr. Connally's office.

Approve H *don't limit them if they want more* Disapprove _____ Discuss _____

Young Voters for the President - Approximately 500 (including spouses - no dates). This number will liven-up the evening and provide an opportunity for these young workers to be involved in an exiting event.

Approve H Disapprove _____ Discuss _____

Vice President - Approximately 200 (including spouses). We are advised that this is the approximate number of invitations that will be required by the Vice President's office.

Approve H Disapprove _____ Discuss _____

in good spots only
PROGRAM ACTIVITIES

*Taylor by State
via spot masters
Radio*

Influencing the Vote. All activities on election day at the Shoreham will be aimed at influencing voters to come out and vote for the President. The development of a detailed program will be undertaken by Ed Failor. A schedule will be devised which will provide for you, and some of our major surrogates, a forum to hold press conferences and briefings for the press assembled at the Shoreham. Mixed into these formal briefings will be press coverage of the President voting in California and you voting in D.C. We will provide special spot-masters, featuring various Administration spokesmen, aimed at key western states. We will be forwarding to you shortly a detailed program to influence the vote.

Collection of Election Results. We have concluded that it is unrealistic to try and compete with the networks on the collection and projection of election results in the Presidential race. They have invested nearly two million dollars in their combined retrieval system and have developed a very sophisticated computer system to instantly analyze the results as they are received. We are informed that the networks will telecast results as they are received.

We do plan however to develop a collection system which will amplify upon the materiel collected by the networks. There are basically three types of data which in our view would be useful to the President and to you during the day and early evening hours:

- 1) Periodic information on voter turnout with comparison data on voter turnout in similar areas in prior Presidential elections.
- 2) Voting data from special target precincts in blue collar, black and Catholic areas selected by Bob Teeter.
- 3) Collection of reports from political operatives across the country who will analyze early results in their areas.

forget about black

We also plan to lease a UPI election night wire which, beginning at 7:00 p.m. will print out the complete vote count from each state for Presidential, Senate and House races. The cost for this service is \$300. I have asked Ed DeBolt of the RNC to pull together a detailed plan for the election night collection operation. Ed will combine the resources of our Committee, the White House, the RNC and the Senate and House Campaign Committees in this project. This plan will be forwarded to you shortly.

Election Night Entertainment. We feel that the entertainment aspects of election night should be simple and flexible enough to adapt to the coverage of election results. I have asked Mike Viner, producer of the Miami Beach Marine Stadium program, to produce our election night program. Mike has agreed to undertake this responsibility for no cost. He is in a position to arrange for entertainers who will blend easily into the evenings activities. The entertainment will be in individual modules interspersed around election results which will be shown on the eidaphor screen behind the podium.

HOTEL LAYOUT AND LOGISTICS

Hotel Selection and Proposal. As previously discussed, the Shoreham Hotel has been selected as the most appropriate facility in which to hold the Committee's election night activity. All necessary press facilities for excellent nationwide media coverage throughout the evening can easily be accommodated in the Ballroom and still leave sufficient space for our invited guests. All meeting rooms in the hotel are being provided at no cost to the Committee. See Tab B for a proposed layout of the ground floor rooms in the hotel.

Sleeping Rooms. We have reserved 400 sleeping rooms in the hotel. We have also reserved 40 suites. All Finance Committee invitees will pay for their own rooms or suites. Some senior staff at the White House and here at the Committee will require either sleeping rooms or suites which should be paid for by the Committee. We will determine these needs on an individual basis in the next week.

Regency Ballroom Layout. Attached at Tab C is a proposed layout of the Regency Ballroom. This layout is geared to the anticipated desires and needs of the networks. We are working closely with the networks to maximize media coverage. A detailed layout of the Ballroom will be forwarded to you as soon as negotiations for final placement of the network facilities are completed.

We will be required to install an audio system in the Ballroom to insure proper nationwide network coverage. We will also install an audio control panel with appropriate microphone inputs and speakers with the ability to feed the PA system to the Empire Room where the working press will be located.

We also plan an eidaphor screen behind the podium. The screen will serve as an electronic "tote board" throughout the evening. We will have the capability to show the various network programming on the screen or show independent results that we collect.

Cash bars are to be set up in the Ambassador Room, which is immediately across the hall from the Regency Ballroom. No food will be provided. The Committee will not bear any costs associated with these bars. Soft drinks will be provided at no cost.

Transportation. We plan to have a shuttle bus system with two 51 passenger busses operating from 5:00 p.m. until the evenings activities have concluded. The busses will run a continuous loop between the White House, 1701 and the Shoreham. Pick-up and dispatch will occur every 15 minutes at each location.

Telephones. We plan to utilize the existing 90 unused three-digit branch lines at 1730 and extend the 1730 telephone system to the Shoreham. With the addition of some seven-digit telephone numbers this will keep the telephone expenses at a minimum level. This procedure will allow users access to the WATS system at 1730 and 1701. A telephone directory will also be developed.

Food and Beverages. We have found it necessary to divide the invited guests into three separate categories, each receiving a varied degree of hospitality because of the wide range in the types of person invited to the election night activities. The first group is the Finance people who will be invited directly by Mr. Stans. In accordance with prior custom the Finance people require a separate area and top quality food and beverages for their invitees.

The second group are the VIP's who don't fit into the Finance area. This group is composed of senior White House, CREP and Administration officials and friends of the President and other high officials. We plan to have a separate area for the VIP's and provide them with good quality food and beverages.

The third group is the remainder of the invited guests. This group will be gathered in the main Ballroom and they will have cash bar facilities in the Ambassador Room adjacent to the main Ballroom.

Conclusion. In 1968 the election night activities cost approximately \$300,000 and planning for the event began in early September with full-time commitment of time on the part of several staff people. We started late on this project but I'm confident with the group now working on the event that it will be a success.

THE WHITE HOUSE

WASHINGTON

October 24, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: BRUCE KEHRLI *BK*
SUBJECT: Election Night Plan

Attached at Tab A is the general plan for Election night activities at the Shoreham. This does not include the specifics of influencing the vote and of information retrieval at the White House. The information plan is included at Tab B and the vote influence plan is due by close of business, Wednesday.

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Timmons -- Senate and Congress

Dent -- Governors

Colson -- Labor, Business

Klein -- Editors, Publishers

Rose Woods -- Close friends

Each of the VIP calls will be noted (on standard form) along with the message so that a letter can be sent thanking them for the calls.

If you approve, a draft will be submitted.

APPROVE _____ DISAPPROVE _____

7. Should we "gin up" congratulatory calls from the Cabinet and friends for the President to take himself?

YES _____ NO _____

8. Strachan, Colson, and Teeter can get comments from pollsters -- Gallup, Harris, Benham.

9. If it looks like a landslide, we should have Colson program prominent people to release statistics about the overwhelming mandate for the President.

YES _____ NO _____

10. Suggest we skip the news summary on the day after the Election. Give Mort Allin one night off to help out with the follow-up. Have Mort put together a summary of the Wednesday morning papers during the day on November 8th.

11. Will the President want to send out telegrams to Republican winners and losers in House, Senate and Governor races? If so, suggest we not send out until all results can be checked and verified which may take a couple of days.

The specific Senate and House races to be monitored, specific counties and precincts to be watched, and sample forms will be forwarded close of business, Monday, October 30, if we're on the right track.

Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

October 20, 1972

MEMORANDUM FOR: CLARK MacGREGOR
FROM: STAN ANDERSON
SUBJECT: Election Day and Evening Activities

This memorandum sets forth the results of initial planning we have completed for the activities on election day and evening, and asks for your concurrence. The memo also outlines the type of programmatic activity we anticipate and outlines the various logistic and support activities necessary to carry out our plans.

PURPOSE OF ELECTION DAY AND
EVENING ACTIVITIES

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In essence there are three separate phases: 1) affecting the vote, 2) collecting the results and 3) providing a suitable setting for the President. Phases one and two will overlap in the early evening as the polls close in the East and the results begin to pour in and while we still attempt to influence the vote in the West. Later in the evening phases two and three may also overlap.

→ bcc: Bruce Kehrl

OVER-VIEW OF ELECTION DAY ACTIVITIES

Shoreham. We anticipate making the Shoreham the Nixon Headquarters Hotel. The Shoreham will serve as the focal point of activities throughout the day and evening. The primary emphasis in all planning and preparation will be the need for an effective "get out the vote" effort on election day. This philosophy will permeate everything we do in an effort to insure that the staff focuses on the important "get out the vote" activities of the last day and not on the celebration aspects which may also occur.

Approve _____ Disapprove _____ Discuss _____

Invitations. It is our feeling that election night activity should not be a mammoth show but rather an opportunity for those people here in Washington who have worked long and hard on the campaign to get together to view election returns and to hopefully have a personal opportunity to see the President in his first personal appearance after his reelection. In this regard I recommend invitations to the following groups in the number indicated.

CREP Staff - Approximately 700 (including spouses). This number includes all campaign staff except those field people having election day responsibilities who will remain in the field.

Approve _____ Disapprove _____ Discuss _____

CREP Volunteers - 500 (including spouses). We anticipate selecting the 250 volunteers who have worked the hardest in the past 18 months.

Approve _____ Disapprove _____ Discuss _____

White House Staff - Approximately 1,200 (including spouses). This number would include all White House staff including administrative people who have worked long and hard in the campaign.

Approve _____ Disapprove _____ Discuss _____

"Rose Mary Woods List" - Approximately 200 (including spouses). This list includes family members and close friends of the President who are normally invited to this type of event.

Approve _____ Disapprove _____ Discuss _____

Republican National Committee - Approximately 400 (including spouses). We feel it is important that the RNC participate fully in election day activities to further exemplify the close working relationship between our two organizations.

Approve _____ Disapprove _____ Discuss _____

CREP Finance Committee - Approximately 450 (including spouses). This is the maximum number that Mr. Stans anticipates attending.

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Surrogates - Approximately 30 (including spouses). Surrogates normally based in Washington will be invited, those who are Governors, Senators and Congressmen will be encouraged to stay in their state.

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Administration Appointees - Approximately 500 (including spouses). This list includes all the Agency Heads, Under Secretaries, and Assistant Secretaries.

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Democrats for Nixon - Approximately 100 (including spouses). This list will be supplied by Mr. Connally's office.

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Young Voters for the President - Approximately 500 (including spouses - no dates). This number will liven-up the evening and provide an opportunity for these young workers to be involved in an exiting event.

Approve _____ Disapprove _____ Discuss _____

Vice President - Approximately 200 (including spouses). We are advised that this is the approximate number of invitations that will be required by the Vice President's office.

Approve _____ Disapprove _____ Discuss _____

Miscellaneous - Approximately 500 (including spouses). This group includes friends of senior CREP and White House staff and others who do not fit in any other category.

Approve _____ Disapprove _____ Discuss _____

D.C. Committee - I recommend that we ask the D.C. Republican Committee and the D.C. Re-election Committee to sponsor another election night event at a different hotel in Washington. There are several reasons for this recommendation. First, if we invite both of these Committees to participate in our activities it would add approximately 2,000 more people to our event which would severely over-tax our existing facilities. Secondly, the D.C. sponsored affair could be advertised locally as a public event thus directing a major portion of the "walk-in traffic" away from the Shoreham. We anticipate that this "walk-in traffic" could be substantial. We plan to provide the D.C. event with various speakers throughout the evening.

Approve _____ Disapprove _____ Discuss _____

Security. Some form of security must be undertaken at the Shoreham in order to provide proper protection for the President and in order to insure that "walk-in traffic" will not overwhelm those guests we have invited. The security will be "soft" and will not be readily apparent. There will be no uniformed security people in evidence. All security will be handled by Steve King's current staff and by volunteers from YVP.

It will be necessary for us to have some sort of security identification. We recommend a security pin which will also serve as a memento of the evening.

Approve _____ Disapprove _____ Discuss _____

Overall Budget. Attached at Tab A is the overall budget which was presented to the Budget Committee last Monday, October 16, 1972. I recommend that you approve this proposed budget.

Approve _____ Disapprove _____ Discuss _____

PROGRAM ACTIVITIES

Influencing the Vote. All activities on election day at the Shoreham will be aimed at influencing voters to come out and vote for the President. The development of a detailed program will be undertaken by Ed Faylor. A schedule will be devised which will provide for you, and some of our major surrogates, a forum to hold press conferences and briefings for the press assembled at the Shoreham. Mixed into these formal briefings will be press coverage of the President voting in California and you voting in D.C. We will provide special spot-masters, featuring various Administration spokesmen, aimed at key western states. We will be forwarding to you shortly a detailed program to influence the vote.

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→ bcc: Gordon Strachan

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Approve _____ Disapprove _____ Discuss _____

Invitations. It is our feeling that election night activity should not be a mammoth show but rather an opportunity for those people here in Washington who have worked long and hard on the campaign to get together to view election returns and to hopefully have a personal opportunity to see the President in his first personal appearance after his reelection. In this regard I recommend invitations to the following groups in the number indicated.

CREP Staff - Approximately 700 (including spouses). This number includes all campaign staff except those field people having election day responsibilities who will remain in the field.

Approve _____ Disapprove _____ Discuss _____

CREP Volunteers - 500 (including spouses). We anticipate selecting the 250 volunteers who have worked the hardest in the past 18 months.

Approve _____ Disapprove _____ Discuss _____

White House Staff - Approximately 1,200 (including spouses). This number would include all White House staff including administrative people who have worked long and hard in the campaign.

Approve _____ Disapprove _____ Discuss _____

"Rose Mary Woods List" - Approximately 200 (including spouses). This list includes family members and close friends of the President who are normally invited to this type of event.

Approve _____ Disapprove _____ Discuss _____

Republican National Committee - Approximately 400 (including spouses). We feel it is important that the RNC participate fully in election day activities to further exemplify the close working relationship between our two organizations.

Approve _____ Disapprove _____ Discuss _____

CREP Finance Committee - Approximately 450 (including spouses). This is the maximum number that Mr. Stans anticipates attending.

Approve _____ Disapprove _____ Discuss _____

Surrogates - Approximately 30 (including spouses). Surrogates normally based in Washington will be invited, those who are Governors, Senators and Congressmen will be encouraged to stay in their state.

Approve _____ Disapprove _____ Discuss _____

250

Administration Appointees - Approximately 500 (including spouses). This list includes all the Agency Heads, Under Secretaries, and Assistant Secretaries.

Approve _____ Disapprove _____ Discuss _____

Democrats for Nixon - Approximately 100 (including spouses). This list will be supplied by Mr. Connally's office.

Approve _____ Disapprove _____ Discuss _____

Young Voters for the President - Approximately 500 (including spouses - no dates). This number will liven-up the evening and provide an opportunity for these young workers to be involved in an exiting event.

Approve _____ Disapprove _____ Discuss _____

Vice President - Approximately 200 (including spouses). We are advised that this is the approximate number of invitations that will be required by the Vice President's office.

Approve _____ Disapprove _____ Discuss _____

Miscellaneous - Approximately 500 (including spouses). This group includes friends of senior CREP and White House staff and others who do not fit in any other category.

Approve _____ Disapprove _____ Discuss _____

7 D.C. Committee - I recommend that we ask the D.C. Republican Committee and the D.C. Re-election Committee to sponsor another election night event at a different hotel in Washington. There are several reasons for this recommendation. First, if we invite both of these Committees to participate in our activities it would add approximately 2,000 more people to our event which would severely over-tax our existing facilities. Secondly, the D.C. sponsored affair could be advertised locally as a public event thus directing a major portion of the "walk-in traffic" away from the Shoreham. We anticipate that this "walk-in traffic" could be substantial. We plan to provide the D.C. event with various speakers throughout the evening.

Approve _____ Disapprove _____ Discuss _____

Security. Some form of security must be undertaken at the Shoreham in order to provide proper protection for the President and in order to insure that "walk-in traffic" will not overwhelm those guests we have invited. The security will be "soft" and will not be readily apparent. There will be no uniformed security people in evidence. All security will be handled by Steve King's current staff and by volunteers from YVP.

It will be necessary for us to have some sort of security identification. We recommend a security pin which will also serve as a memento of the evening.

Approve _____ Disapprove _____ Discuss _____

Overall Budget. Attached at Tab A is the overall budget which was presented to the Budget Committee last Monday, October 16, 1972. I recommend that you approve this proposed budget.

Approve _____ Disapprove _____ Discuss _____

PROGRAM ACTIVITIES

Influencing the Vote. All activities on election day at the Shoreham will be aimed at influencing voters to come out and vote for the President. The development of a detailed program will be undertaken by Ed Failor. A schedule will be devised which will provide for you, and some of our major surrogates, a forum to hold press conferences and briefings for the press assembled at the Shoreham. Mixed into these formal briefings will be press coverage of the President voting in California and you voting in D.C. We will provide special spot-masters, featuring various Administration spokesmen, aimed at key western states. We will be forwarding to you shortly a detailed program to influence the vote.

Collection of Election Results. We have concluded that it is unrealistic to try and compete with the networks on the collection and projection of election results in the Presidential race. They have invested nearly two million dollars in their combined retrieval system and have developed a very sophisticated computer system to instantly analyze the results as they are received. We are informed that the networks will telecast results as they are received,

We do plan however to develop a collection system which will amplify upon the materiel collected by the networks. There are basically three types of data which in our view would be useful to the President and to you during the day and early evening hours:

- 1) Periodic information on voter turnout with comparison data on voter turnout in similar areas in prior Presidential elections.
- 2) Voting data from special target precincts in blue collar, black and Catholic areas selected by Bob Teeter.
- 3) Collection of reports from political operatives across the country who will analyze early results in their areas.

We also plan to lease a UPI election night wire which, beginning at 7:00 p.m. will print out the complete vote count from each state for Presidential, Senate and House races. The cost for this service is \$300. I have asked Ed DeBolt of the RNC to pull together a detailed plan for the election night collection operation. Ed will combine the resources of our Committee, the White House, the RNC and the Senate and House Campaign Committees in this project. This plan will be forwarded to you shortly.

Election Night Entertainment. We feel that the entertainment aspects of election night should be simple and flexible enough to adapt to the coverage of election results. I have asked Mike Viner, producer of the Miami Beach Marine Stadium program, to produce our election night program. Mike has agreed to undertake this responsibility for no cost. He is in a position to arrange for entertainers who will blend easily into the evenings activities. The entertainment will be in individual modules interspersed around election results which will be shown on the eidaphor screen behind the podium.

HOTEL LAYOUT AND LOGISTICS

Hotel Selection and Proposal. As previously discussed, the Shoreham Hotel has been selected as the most appropriate facility in which to hold the Committee's election night activity. All necessary press facilities for excellent nationwide media coverage throughout the evening can easily be accommodated in the Ballroom and still leave sufficient space for our invited guests. All meeting rooms in the hotel are being provided at no cost to the Committee. See Tab B for a proposed layout of the ground floor rooms in the hotel.

Sleeping Rooms. We have reserved 400 sleeping rooms in the hotel. We have also reserved 40 suites. All Finance Committee invitees will pay for their own rooms or suites. Some senior staff at the White House and here at the Committee will require either sleeping rooms or suites which should be paid for by the Committee. We will determine these needs on an individual basis in the next week.

Regency Ballroom Layout. Attached at Tab C is a proposed layout of the Regency Ballroom. This layout is geared to the anticipated desires and needs of the networks. We are working closely with the networks to maximize media coverage. A detailed layout of the Ballroom will be forwarded to you as soon as negotiations for final placement of the network facilities are completed.

We will be required to install an audio system in the Ballroom to insure proper nationwide network coverage. We will also install an audio control panel with appropriate microphone inputs and speakers with the ability to feed the PA system to the Empire Room where the working press will be located.

We also plan an eidaphor screen behind the podium. The screen will serve as an electronic "tote board" throughout the evening. We will have the capability to show the various network programing on the screen or show independent results that we collect.

JOM

Cash bars are to be set up in the Ambassador Room, which is immediately across the hall from the Regency Ballroom. No food will be provided. The Committee will not bear any costs associated with these bars. Soft drinks will be provided at no cost.

Transportation. We plan to have a shuttle bus system with two 51 passenger busses operating from 5:00 p.m. until the evenings activities have concluded. The busses will run a continuous loop between the White House, 1701 and the Shoreham. Pick-up and dispatch will occur every 15 minutes at each location.

Telephones. We plan to utilize the existing 90 unused three-digit branch lines at 1730 and extend the 1730 telephone system to the Shoreham. With the addition of some seven-digit telephone numbers this will keep the telephone expenses at a minimum level. This procedure will allow users access to the WATS system at 1730 and 1701. A telephone directory will also be developed.

Food and Beverages. We have found it necessary to divide the invited guests into three separate categories, each receiving a varied degree of hospitality because of the wide range in the types of person invited to the election night activities. The first group is the Finance people who will be invited directly by Mr. Stans. In accordance with prior custom the Finance people require a separate area and top quality food and beverages for their invitees.

The second group are the VIP's who don't fit into the Finance area. This group is composed of senior White House, CREP and Administration officials and friends of the President and other high officials. We plan to have a separate area for the VIP's and provide them with good quality food and beverages.

The third group is the remainder of the invited guests. This group will be gathered in the main Ballroom and they will have cash bar facilities in the Ambassador Room adjacent to the main Ballroom.

Conclusion. In 1968 the election night activities cost approximately \$300,000 and planning for the event began in early September with full-time commitment of time on the part of several staff people. We started late on this project but I'm confident with the group now working on the event that it will be a success.

sent to
[unclear]

REF ID: A66017

October 26, 1972

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

FROM: STANTON D. ANDERSON

SUBJECT: Election Night Program

This memorandum outlines our plans for the programmatic segment of election night activities. The program segment is designed to begin at 6:00 p.m. election night and continue through the anticipated appearance of the President at the Shoreham. This memorandum is one of four outlining the other aspects of election day and evening. You have already received a memorandum dated October 20 entitled "Election Day and Evening Activities," outlining hotel arrangements and other logistic details, a memorandum dated October 23 entitled "Retrieval of Election Results," outlining the process we propose to follow in gathering election results for the President and for you, and a third memorandum now being written, entitled "Influencing the Vote," which deals with the activity occurring on election day and the use of surrogates and other Administration spokesmen during the early evening hours.

Purpose and Tone of Election Evening

The primary purpose of our election night activity is to provide a suitable setting for the anticipated appearance of the President. An auxiliary purpose is to provide for the invited guests at the Hotel an opportunity to view election results and to participate personally in the President's first public appearance after his re-election.

The tone of the evening is designed to start off with upbeat entertainment aimed primarily at the Young Voters who will be present, and gradually throughout the evening the entertainment will become more Presidential in tone, culminating, of course, in the President's anticipated arrival.

I propose that, as Campaign Director, you be the Master of Ceremonies throughout the evening. You would introduce the

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evening and explain it's purpose, then act as interpreter, analyst and announcer of major political developments throughout the evening. You would also be Master of Ceremonies during the Presidential program segment discussed in detail below.

Entertainment

Mike Viner of MGM Records has agreed to produce the entertainment portion of election night. The entire entertainment segment will play a secondary role to the other activities that evening. However, I feel that a certain amount of entertainment is important in that it can help create enthusiasm and excitement as the evening progresses.

I think it would be appropriate to have Mike Curb, President of MGM Records, be the Master of Ceremonies for the entertainment segment. As you know, his group recorded the Nixon Rally Song and he has contributed a great deal of time and effort in helping with our Celebrities program.

We anticipate starting the entertainment at 6:00 p.m. Most of the guests at this time will be YVP's and junior staff people from the Committee, the White House and the RNC who will not have election night duties. Accordingly, for this first segment we have scheduled a rock and roll group to entertain from 6:00 to 6:30. (See Tab A for a proposed time schedule for the entire evening.)

The second entertainment segment will run from 7:15 to 7:30. We have scheduled Solomon Burke, a black rhythm and blues singer, for this segment. The third segment will run from 8:30 to 8:45 and feature the Nashville Brass, an upbeat instrumental group. The fourth segment will run from 9:30 to 9:45, and feature Pete Fountain and his group.

We have also made arrangements for Don Costa, Frank Sinatra's band leader and arranger, to form an orchestra for election evening. The Costa segment is planned for immediately before the anticipated Presidential program segment. This orchestra would also play "Ruffles and Flourishes" and "Hail to the Chief" at the President's arrival. The orchestra would also play appropriate music during the applause period for the President as he enters and departs.

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We recognize that all of the entertainment segments must necessarily be tentative since the evening's timing is dependent upon election results and on the anticipated arrival of the President. All of the entertainers have been informed of the need for flexibility and they also realize that their presentations may be interrupted if important events develop.

Election Results Segment

The primary purpose of our retrieval of election results is to provide the President and you with additional information and analysis to supplement network election results coverage. However, keeping the guests in the ballroom apprised of up-to-date election results is a secondary purpose.

As you know, we plan to locate a 9' by 12' Eidaphor Screen behind the speakers' podium. On this screen we will have the capability to carry live coverage of the three networks plus the ability to print any election information we develop. In other words, we can show the best parts of election coverage from all three networks plus any information or analysis we feel is important.

We anticipate showing election results on the Eidaphor screen during the following periods: 6:30 to 7:15, 7:30 to 8:30, 8:45 to 9:30, and 9:45 to 10:45. We also anticipate breaking into the entertainment segments to report any significant developments that occur. During these election results segments both the Eidaphor video and audio capabilities will be operating. During the entertainment segments the video portion of the Eidaphor will continue to operate, keeping the guests informed at all times.

As indicated earlier in the entertainment discussion, the time schedule for viewing election results must be flexible, and will be subject to change if McGovern concedes earlier than expected or if the anticipated appearance of the President is changed.

Presidential Program Segment

This is the single most important aspect of election night. The proposals contained herein are necessarily tentative,

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but I believe they serve as a starting point for further development. I suggest that the McGovern concession statement serve as the beginning point of the Presidential program segment. It is difficult to estimate exactly when McGovern will concede. Bob Teeter and I have been informed that the networks will not project a winner in a state until the polls in that state have closed. Based upon the poll closing times in each state, we estimate that the President will be projected the winner in states totalling 303 electoral votes by 8:30 p.m. However, these are only network projections and we feel that McGovern will not concede until the early network projections are received from California. This would be between 11:00 and 11:30 p.m. Eastern Standard Time.

After introductory remarks, you would introduce and recognize the individual members of the Committee for the Re-election of the President (Mr. Dale, Ed Nixon, Etc.). Next you would introduce Tom Evans and Anne Armstrong, Co-Chairmen of the RNC. The RNC involvement is important to show the spirit of cooperation which has existed throughout the campaign. Evans could then introduce Senator Dole for a few brief comments.

Next you would introduce the Vice President and members of the Vice President's family. The Vice President would then give his remarks.

This segment would take approximately 20 minutes, time enough for the President and the First Family to motor from the White House to the Shoreham.

After the Vice President had finished his remarks, you would return to the podium and introduce the President and the First Family. There will be a great deal of enthusiasm generated for this segment, and I would anticipate a prolonged period of applause before the President begins his remarks. The details concerning who should be on the podium during the Presidential remarks will have to be determined by the White House at a later date. The podium was constructed to be large enough to comfortably hold the President and the First Family, Mrs. Mamie Eisenhower, the Vice President and Mrs. Agnew, and members of the Vice President's family.

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Conclusion

This memo goes into some detail, but I feel that it is important for you to focus on these details since they mean so much to the tone and character of the evening. Since time is now of the essence, your comments on or approval of this proposal as quickly as possible is requested.

_____ Approve _____ Disapprove _____ Discuss

Tab A

Proposed Time Schedule for Election Night

6:00 - 6:30	The Mob
6:30 - 7:15	Election Results
7:15 - 7:30	Solomen Burke
7:30 - 8:30	Election Results
8:30 - 8:45	Nashville Brass
8:45 - 9:30	Election Results
9:30 - 9:45	Pete Fountain
9:45 - 10:45	Election Results
10:45 - 11:05	Presidential Program Segment
	-- Clark MacGregor Remarks
	-- Clark MacGregor Introduces the Committee for the Re- Election of the President
	-- Clark MacGregor Introduces Anne Armstrong and Tom Evans
	-- Tom Evans Introduces Senator Bob Dole
	-- Clark MacGregor Introduces Vice President and Mrs. Agnew and Family
	-- Clark MacGregor Introduces President and First Family