

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>
46	52	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Kehrl to Haldeman RE: planned election night activities at the Shoreham Hotel. 3 pgs.
46	52	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: election day and evening activity planning. Budget figures and floor plan of the Regency Ballroom at the Shoreham Hotel attached. 11 pgs.
46	52	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: the retrieval of election results on election night. 4 pgs.
46	52	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: election day and evening activity planning. Budget figures and floor plan of the Regency Ballroom at the Shoreham Hotel attached. 14 pgs.

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.

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.

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:

Butterfield -- Cabinet, Administration

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

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

- 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.
- 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 Kehrli

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.

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

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"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 _____

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 _____

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.

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 those 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.

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.

PRELIMINARY BUDGET

ELECTION DAY AND EVENING -- 1972

Decorations and Supplies

- Main ballroom -- decorations	\$ 2,800	
- VIP and Finance Committee rooms -- decorations	800	
- Office supplies	950	
- Campaign supplies for crowd in main ballroom	1,500	
- Invitations and printing	<u>500</u>	\$ 6,550

Hotel

- Hotel labor -- premium overtime for room set-up	1,950	
- Sleeping rooms and suites	<u>3,750</u>	5,700

Program

- TV set rentals	1,800	
- Audio systems -- main ball room and press room. Required for potential Presidential visit	8,500	
- Eidaphor -- projector, screen and installation -- to be used for projection of elec- tion statistics and for view- ing live network coverage	10,500	
- Staging and platform for main ballroom	1,800	
- Election data collection	4,100	
- Program -- union musicians and entertainers, transportation, and rooms if required	<u>8,000</u>	34,700

Security

- Pins -- already ordered and necessary for crowd control with a possible Presidential visit; will also serve as a memento of the evening	6,600	
- Security service	1,000	
- Equipment rental	<u>1,900</u>	9,500

Food and Beverage

- Food		
Finance room	\$ 9,000	
VIP rooms	6,600	
Press	4,400	
Staff Lunch	1,220	
Staff Dinner	<u>3,300</u>	\$24,520

- Beverage		
Finance room	2,777	
VIP rooms	3,333	
Press	2,400	
Suites	1,300	
Coffee (50 gallons)	<u>500</u>	10,310

- Gratuities		<u>500</u>
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Note: All rooms where crowd activity will occur are being provided on a complimentary basis. This includes the main ballroom, the Finance Committee and VIP rooms, plus miscellaneous office space.

35,330

Transportation

- This includes shuttle busses and cars which will operate between 1701/White House and The Shoreham.		750
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Telephones

- This will be an extension of the 1730 system, which will give access to WAT's lines, existing Committee numbers, and telephone operators familiar with CREP personnel.		2,200
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Press Costs

- Wire services, printing, Xerox machine, etc.		1,400
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Miscellaneous

2,000

Total		<u>\$98,130</u>
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FOR YOUR MEETINGS, BANQUETS, & EXHIBITS

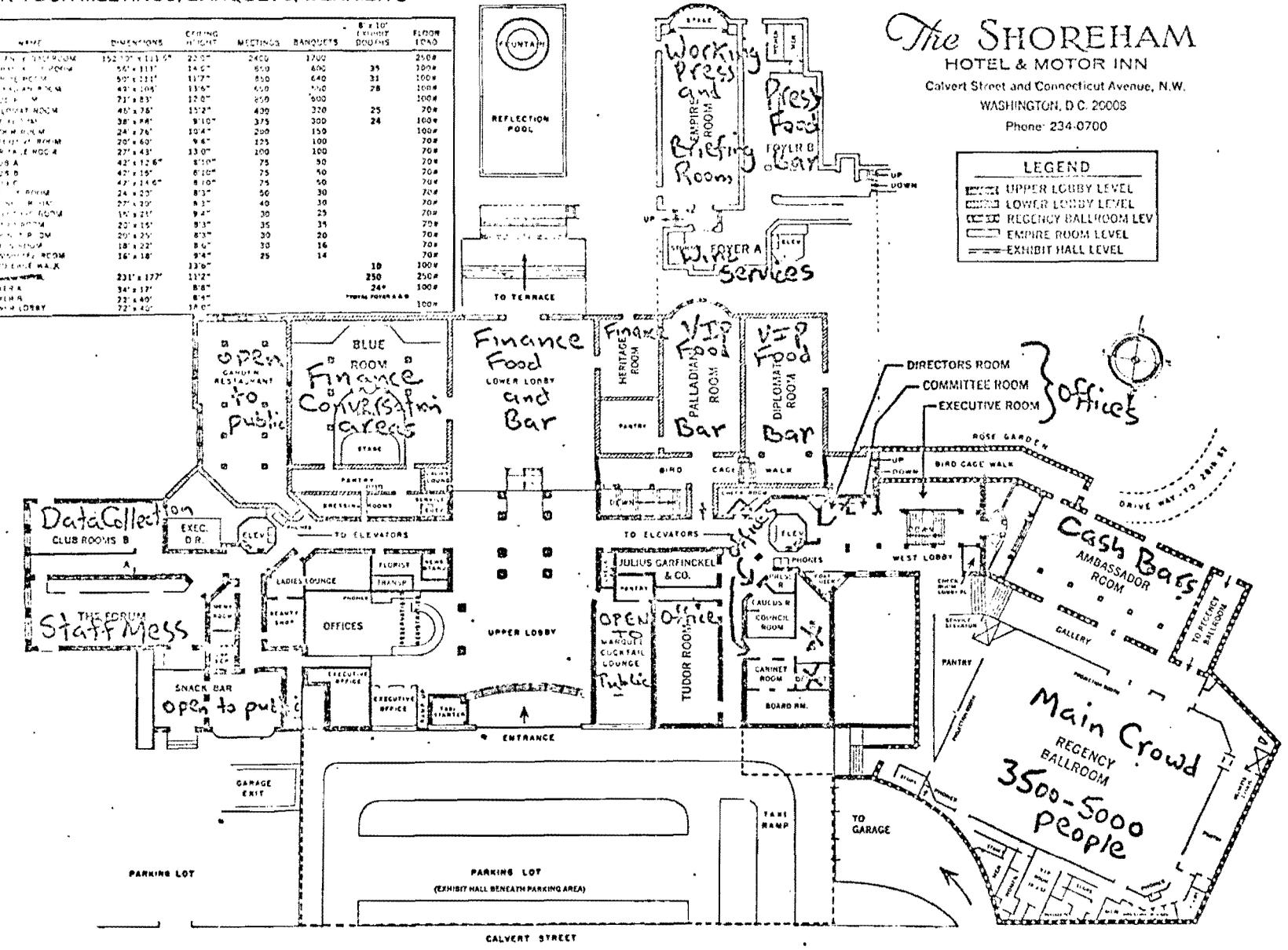
NAME	DIMENSIONS	CEILING HEIGHT	MEETINGS	BANQUETS	B. #10 ¹ EQUIPT ROOMS	FLOOR LOAD
CLUB ROOM	152' x 111' 6"	22' 0"	2400	1700		2500
AMPHITHEATRE ROOM	50' x 111'	14' 6"	850	400	35	1000
EMPIRE ROOM	50' x 111'	11' 7"	850	400	31	1000
PALLADIUM ROOM	43' x 104'	13' 6"	650	500	28	1000
EMPIRE ROOM	71' x 83'	12' 0"	850	500		1000
EMPIRE ROOM	48' x 78'	13' 0"	400	300	25	700
EMPIRE ROOM	38' x 84'	9' 10"	375	300	24	1000
EMPIRE ROOM	24' x 76'	10' 4"	200	150		1000
EMPIRE ROOM	20' x 60'	9' 6"	125	100		700
EMPIRE ROOM	27' x 43'	13' 0"	100	100		700
CLUB A	42' x 12' 6"	8' 10"	75	50		700
CLUB B	42' x 15'	8' 10"	75	50		700
CLUB C	42' x 14' 6"	8' 10"	75	50		700
CLUB D	24' x 23'	8' 3"	50	30		700
CLUB E	27' x 20'	8' 3"	40	30		700
CLUB F	15' x 21'	9' 4"	30	25		700
CLUB G	20' x 15'	9' 1"	35	35		700
CLUB H	20' x 25'	8' 10"	30	20		700
CLUB I	18' x 22'	8' 6"	30	16		700
CLUB J	16' x 18'	9' 4"	25	14		700
CLUB K		13' 6"			10	1000
CLUB L	231' x 177'	11' 2"			250	2500
CLUB M	34' x 17'	8' 8"			24	1000
CLUB N	22' x 40'	8' 4"				1000
CLUB O	72' x 40'	10' 0"				1000

CRP offices

The SHOREHAM
HOTEL & MOTOR INN
Calvert Street and Connecticut Avenue, N.W.
WASHINGTON, D.C. 20008
Phone: 234-0700

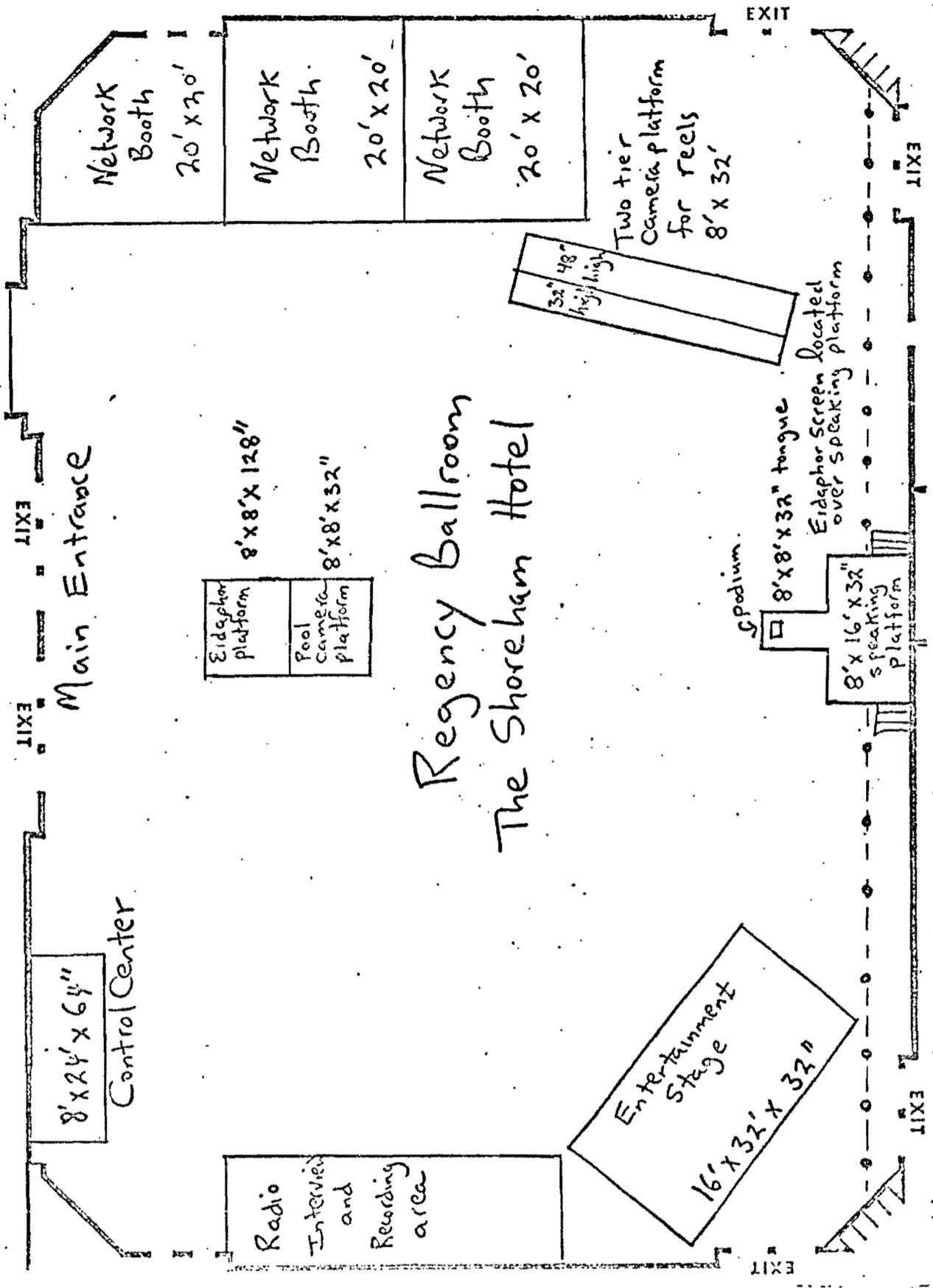
LEGEND

- UPPER LOBBY LEVEL
- LOWER LOBBY LEVEL
- REGENCY BALLROOM LEVEL
- EMPIRE ROOM LEVEL
- EXHIBIT HALL LEVEL



10/20/72 9:00 AM

Regency Ballroom The Shoreham Hotel



**Committee
for the Re-election
of the President**

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

October 23, 1972

MEMORANDUM FOR:

CLARK MacGREGOR

FROM:

STAN ANDERSON 

SUBJECT:

Retrieval of Election Results

This memo outlines our proposed plans for the retrieval of election results on election night.

INTRODUCTION

The retrieval of election results is an important aspect of our election day and evening activities. A great deal of study and thought has been given to exactly how this retrieval system should work. Members of my Working Committee including Chapin, Moore, Scali, Goode, Failor and Teeter have decided that we cannot and should not attempt to compete with the TV Networks on either the early collection of results or the projection of winners in most races and particularly the Presidential race. The networks have invested millions of dollars into their election night systems and there is no way we can put together a better system than the ones they have developed.

What we can do and plan to do however, is to develop a relatively simple system to collect certain specified types of results which will help us analyze the results compiled by the networks. We also plan to develop a system to sound out local political experts on their analysis of local results and then correlate the results into a uniform report for use by you and by the White House.

SPECIFIC ELECTION NIGHT COMPONENTS

Following is a detailed explanation of the various components which will be available on election night.

Component I. Bob Teeter will prepare an analysis by close of business Monday, November 6th. of all last minute polling results which are available to him

→ bcc: Bruce Kehrli

at that time. Many surveys are taken over the last weekend before the election and Bob will prepare this analysis to aid in interpreting election results as they are received.

Component II. Both the White House and Election Data Control at the Shoreham will constantly monitor the TV networks and the wire services. The networks will begin their election coverage at 6:30 p.m. and continue throughout the evening. The wire services, beginning at 7:00 will have special election wires which will print out results by state for the Presidential, Senate and House races.

We will monitor these election night services at the Shoreham and flash up on the Eidaphor Screen in the main Ballroom interesting results from both the networks and the wires as the evening progresses.

Component III. We will also establish a system to collect and collate the opinions of selected local political leaders. In actuality there will be three separate collection systems; one involving White House sources, one involving regular GOP sources and one involving Re-election Committee sources.

White House - Both Herb Klein and Bob Finch have in the past made calls to political leaders across the country to receive their analysis of local results. These analyses were then passed on to Mr. Nixon. Finch's calls were directed mostly to political leaders and Klein's to newspaper publishers who had reporters out in the field collecting results. I am informed that this system was effective and should be continued. Both Klein and Finch will be located in the White House and their inputs will be coordinated by Bruce Kehrli.

GOP - We will ask Tom Evans to develop a list of Republican Chairmen and other Republican leaders across the country. Evans and his staff will constantly monitor these sources throughout the evening. These calls will be made from the Shoreham and the results channelled through Ed DeBolt, our Election Data Control Chairman, to you and to Kehrli at the White House for further distribution.

Re-election Committee. Jerry Jones will coordinate a series of phone calls to Nixon Committee officials across the country. These calls will also be made from the Shoreham and the results will also be channelled to you and to the White House.

Each group will know the local sources being called by the other groups so there will be no overlap. Both DeBolt and Kehrli will use standard forms to insure that information coming to you and to the White House will be uniform in nature to aid in quick analysis.

Component IV. We also plan to have Election Data Control collect results on the Presidential race in approximately 40-45 key counties. We feel this separate system is necessary because the networks do not always carry county results from key counties such as Nausau, Westchester, Philadelphia, Cuyahoga, Cook, Orange, Los Angeles and San Diego Counties. We will place a contact in the County Clerk's office in each of these counties who will phone in the results as soon as they are available. These calls will come into Election Data Control at the Shoreham then the results will be funnelled to you and to the White House. We will install a computer terminal at the Shoreham and at the White House so that information can be quickly transferred. We have obtained these computer terminals at no cost and they will transfer information from one point to another at a rate of 25 characters per second.

We also plan to have Bob Teeter and Art Finkelstein identify 30-50 demographically important precincts. We will place a contact in each one of these precincts who will phone in the results to the Shoreham as soon as they are available. These precincts will be located in states where the polls close early, Ohio, Illinois, and will be selected to give us an early indication on the voting behavior of key groups such as youth, working and college, Jewish, Ethnic, and the elderly. These results will also be phoned into the Shoreham and transferred to you and to the White House.

Prior to election day we will prepare a standard form for each of these predetermined counties and precincts. The form will contain important voting data including results from 1960, 1964 and 1968.

We are also coordinating closely with both the Senatorial and Congressional Committees and the Republican Governor's Association. Each of these groups will have representatives at the Shoreham and will provide us with information as they receive it.

Because of our particular interest in Senate races this year, we will also place a contact in the Campaign Headquarters of each of the target Senate races. These contacts will continually keep Election Data Control apprised of developments in these key races.

Component V. We also plan to develop voter turnout information in certain key precincts. For the most part these precincts will be the same as those Teeter will select to track Presidential voting results. We will develop, to the extent possible, 1968 registration figures and voter turnout results at specified hours in 1968. We will also develop 1972 registration figures for these precincts. A voter turnout report will be made at 1:00 p.m. and again at 5:00 p.m. EST.

SPECIAL REQUESTS

We also anticipate that from time to time either you or the White House will have special requests for particular types of information. We propose to handle these requests in two ways:

1) By having Election Data Control manned by a number of highly trained people who will have available detailed voting information on key counties and precincts around the country. These staff people will receive intensive evening and weekend training between now and election day.

2) Insure that all the Nixon Chairmen in the 300 key counties will be available on a standby basis to answer any questions that may arise concerning developments in their county.

I am confident that we can properly handle all reasonable requests in this manner.

(8)

**Committee
for the Re-election
of the President**

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

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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 _____

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 _____

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 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 evening 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.

PRELIMINARY BUDGET

ELECTION DAY AND EVENING -- 1972

Decorations and Supplies

- Main ballroom -- decorations	\$ 2,800	
- VIP and Finance Committee rooms -- decorations	800	
- Office supplies	950	
- Campaign supplies for crowd in main ballroom	1,500	
- Invitations and printing	<u>500</u>	\$ 6,550

Hotel

- Hotel labor -- premium overtime for room set-up	1,950	
- Sleeping rooms and suites	<u>3,750</u>	5,700

Program

- TV set rentals	1,800	
- Audio systems -- main ball room and press room. Required for potential Presidential visit	8,500	
- Eidaphor -- projector, screen and installation -- to be used for projection of elec- tion statistics and for view- ing live network coverage	10,500	
- Staging and platform for main ballroom	1,800	
- Election data collection	4,100	
- Program -- union musicians and entertainers, transportation, and rooms if required	<u>8,000</u>	34,700

Security

- Pins -- already ordered and necessary for crowd control with a possible Presidential visit; will also serve as a memento of the evening	6,600	
- Security service	1,000	
- Equipment rental	<u>1,900</u>	9,500

Food and Beverage

- Food		
Finance room	\$ 9,000	
VIP rooms	6,600	
Press	4,400	
Staff Lunch	1,220	
Staff Dinner	<u>3,300</u>	\$24,520

- Beverage		
Finance room	2,777	
VIP rooms	3,333	
Press	2,400	
Suites	1,300	
Coffee (50 gallons)	<u>500</u>	10,310

- Gratuities		<u>500</u>
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Note: All rooms where crowd activity will occur are being provided on a complimentary basis. This includes the main ballroom, the Finance Committee and VIP rooms, plus miscellaneous office space.

35,330

Transportation

- This includes shuttle busses and cars which will operate between 1701/White House and The Shoreham.		750
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Telephones

- This will be an extension of the 1730 system, which will give access to WAT's lines, existing Committee numbers, and telephone operators familiar with CREP personnel.		2,200
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Press Costs

- Wire services, printing, Xerox machine, etc.		1,400
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Miscellaneous

2,000

Total		<u>\$98,130</u>
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2000

T
A
B

B

FOR YOUR MEETINGS, BANQUETS, & EXHIBITS

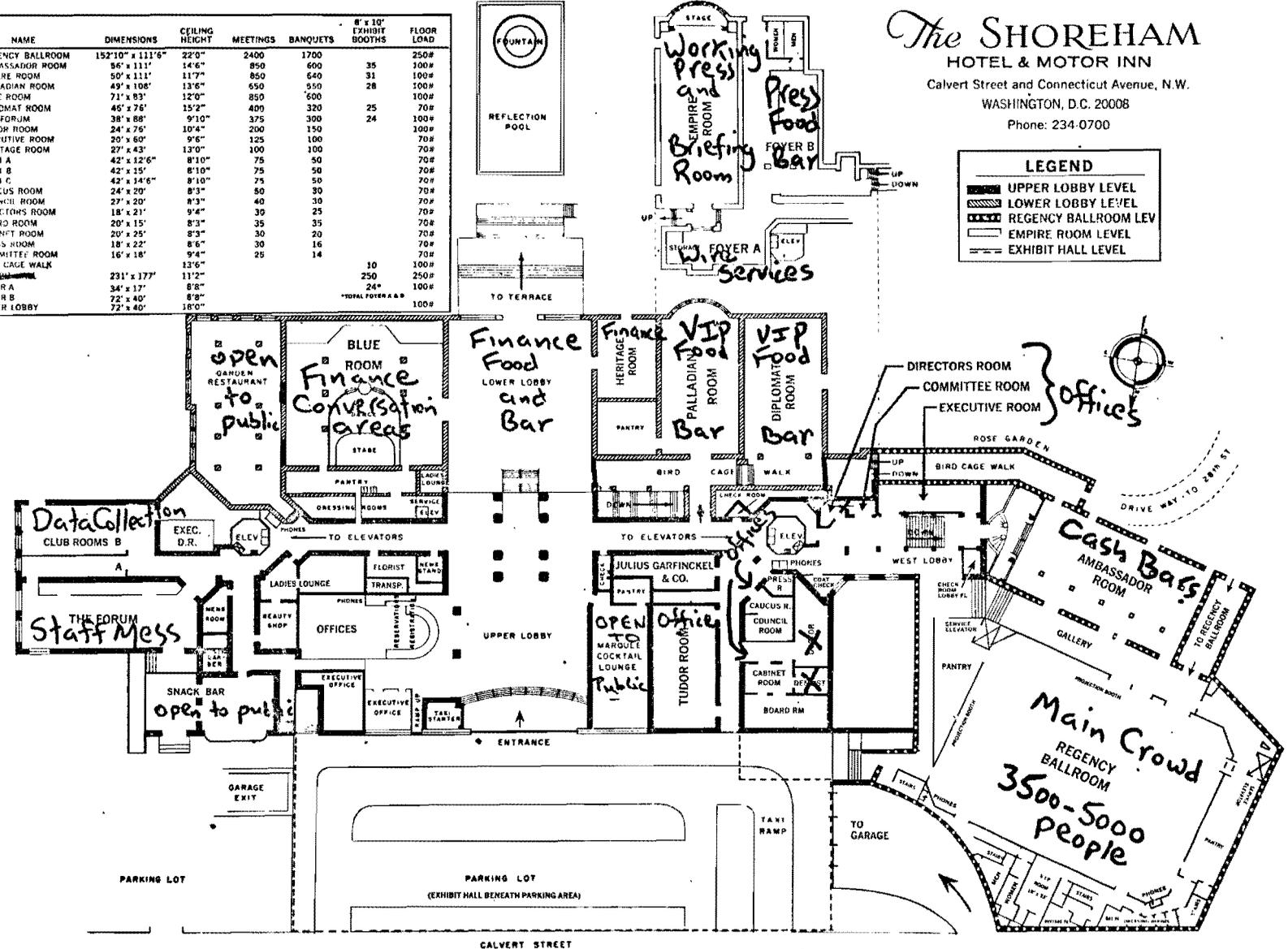
NAME	DIMENSIONS	CILING HEIGHT	MEETINGS	BANQUETS	8' x 10' EXHIBIT BOOTHS	FLOOR LOAD
REGENCY BALLROOM	152'10" x 111'6"	22'0"	2400	1700		250#
AMBASSADOR ROOM	96' x 111'	14'6"	850	600	35	100#
EMPIRE ROOM	50' x 111'	11'7"	850	640	31	100#
PALLADIUM ROOM	49' x 108'	13'6"	650	550	28	100#
BLUE ROOM	71' x 83'	12'0"	850	600		100#
DIPLOMAT ROOM	45' x 76'	15'2"	400	320	25	70#
THE FORJIM	38' x 88'	9'10"	375	300	24	100#
TUDOR ROOM	24' x 76'	10'4"	200	150		100#
EXECUTIVE ROOM	20' x 60'	9'6"	125	100		70#
HERITAGE ROOM	27' x 43'	13'0"	100	100		70#
CLUB A	42' x 12'6"	8'10"	75	50		70#
CLUB B	42' x 15'	8'10"	75	50		70#
CLUB C	42' x 14'6"	8'10"	75	50		70#
CAUCUS ROOM	24' x 20'	8'3"	80	30		70#
COUNCIL ROOM	27' x 20'	8'3"	40	30		70#
DIRECTORS ROOM	18' x 21'	9'4"	30	25		70#
BOARD ROOM	20' x 15'	8'3"	35	35		70#
CABINET ROOM	20' x 25'	8'3"	30	20		70#
PRESS ROOM	18' x 22'	8'6"	30	16		70#
COMMITTEE ROOM	16' x 18'	9'4"	25	14		70#
BIRD CAGE WALK		13'6"			30	100#
FOYER A	231' x 177'	11'2"			250	250#
FOYER B	34' x 17'	8'2"			24'	100#
LOWER LOBBY	72' x 40'	18'0"				100#

CREP OFFICES

The SHOREHAM
HOTEL & MOTOR INN
Calvert Street and Connecticut Avenue, N.W.
WASHINGTON, D.C. 20008
Phone: 234-0700

LEGEND

- UPPER LOBBY LEVEL
- LOWER LOBBY LEVEL
- REGENCY BALLROOM LEVEL
- EMPIRE ROOM LEVEL
- EXHIBIT HALL LEVEL



10/20/72 9:00AM

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A
B

C

