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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
21	10	n.d.	Report	Manual detailing duties of Rally Man (cont. from Folder 9). 14pgs.
21	10	n.d.	Report	Manual detailing duties of Rally Man (partial duplicate of previous manual - not scanned) 24pgs.

CHAPTER IV

STANDARD OPERATING PROCEDURE (First Visit)

1. The itinerary and instructions will be furnished from the National Tour Director. You will be supplied with a contact sheet (including Secret Service agent and advance man) and a pretty complete listing of events the candidate will undertake, with approximate times.
2. You will be supplied with:
 - A. A personal staff identification badge and lapel identification pin;
 - B. An air travel card supplied by the Republican National Committee;
 - C. A telephone credit card supplied by the Republican National Committee;
 - D. Expense account forms supplied by the Republican National Committee (your supply is found in the back of this manual);
 - E. A car rental card supplied by the Republican National Committee;
 - F. A "Nixon Staff" baggage tag to be used on the few occasions that you travel on the press plane after a candidate's event if you are headed for your next rally assignment in the same direction the candidate is traveling;
 - G. Thank You note forms.
 - H. The name and phone number of the advance man who will be working with you so that you can (before your arrival in the city where the event will take place) contact the advance man to coordinate your arrival with his. Names and home phone numbers of advance men can be found in the back of this manual. An attempt will be made to make pairing of rally and advance men who work several assignments together as a team.
3. Before departure call the advance man and arrange to meet with him as soon as you get into town. Under no circumstances begin making local contacts until you meet with the advance man.
4. Should the advance man arrive late, just sit tight and wait for him even if it means 24 hours, which is possible if the rally and advance man's schedules become tight moving from event to event.

5. Meet with the advance man and cover everything you can with him in advance of the meeting with the local volunteers. He will arrange that meeting at which you will both attend.
6. Before meeting with the local volunteers, however, drive the entire route with the advance man, physically viewing the airport docking area, the motorcade route, and the rally hall. Get a map of the area and generally familiarize yourself with the city, main streets, freeways, and other local information.
7. When at the hall thoroughly cover all details with the building superintendent or manager, meeting with his sound, stage and lighting engineers to determine who has authority for what. Possession of the hall must be secured for the whole day if it's an evening event, and possession the night before if a noon event. Carefully go over with the advance man the complete physical layout of the hall entrances, exits, rooms, and particularly, the candidate's entrance, exit, rooms, and movement in the hall.
8. The advance man will arrange with the local committee that all expenses of the candidate's visit will be borne by the local committee and he will so advise you of the name and address to whom all billing will be directed.
9. At your first meeting with the local committee, the advance man will go over the event, assign committee chairmen and describe their general responsibilities. The committee set up will no doubt look like this:

Publicity
 Physical press facilities
 Airport/Railroad arrival facilities
 Invitation committee
 Telephone campaign
 Transportation
 Hotel arrangements
 Meeting arrangements and program for mail public rally

During this period of general give and take start picking out who you want for your particular chairmen, but, of course, do not pick people already assigned other responsibilities by the advance man.

Don't pick the chairman for who he is, but for how hard he can work. He should have the respect of the other volunteers and the drive to follow through on every detail for you.

For your rally responsibilities the following is a good committee format to follow:

Entertainment (bands, girls, ethnic groups, etc.)
Balloons
Confetti (if crowd plans motorcade)
Decorating (hand signs, banners)
Promotion (hand bills, sound trucks, posters)

10. From the very beginning of the meeting take thorough notes and get everybody's full name (Miss or Mrs.), home address, and all phone numbers (office, home, special lines). This is the basis for your Thank You list. (see Chapter X).
11. As soon as the advance man has ended the meeting and you have picked your chairmen, get together with them and go over all the details of their responsibilities. Be sure they all take thorough notes, and if any do not be prepared to find replacements.
12. Impress upon your chairmen the absolute necessity of starting immediately to line up their volunteers, equipment and supplies.

Let them know that a full blown confetti operation will require no less than 75 volunteers, the hand bill distribution - 100 volunteers, the poster distribution - 25-50 volunteers, the hand painted sign operation - 25 volunteers, and the balloon and hall decoration operation no less than 75 volunteers. Helium and air compressors must be ordered, as well as balloons, paper shredders, sound trucks, etc.

Conflicting with the requirement for volunteers is the fact that everyone will want to see the candidate's arrival at the airport and hotel on the day that much of the work must be done. You must also anticipate school class conflicts in raising volunteers.

In other words, all details must be specifically assigned, and all of these problems anticipated with your committee chairmen in that first meeting.

13. At the conclusion of this first meeting, schedule a second meeting with your committee chairmen for the day of your return. Advise them to be prepared to report on exactly what they have done in the interim.
14. Be sure to be with the advance man when he sets up the program so you will know the program and the M.C., and he knows you.
15. The local United Citizens for Nixon Organization should be contacted to determine the availability of buttons, hats, balloons, banners, etc. Much of the things you will need may already be available and warehoused locally by that citizens organization.

The following is a list of local groups from which you can usually obtain large numbers of volunteers:

United Citizens for Nixon
Young Republicans (YRs)
Teenage Republicans (TARs)
College Republican Organizations
State Federation of Republican Women
County Republican Committee
All Civic Groups

16. Always keep the tour office advised of where you are and where you plan to be with appropriate phone numbers.

CHAPTER V

GENERAL STANDARD OPERATING PROCEDURE (Second Visit)

1. When possible arrive in the city 3 days before the event. First, call the advance man to meet with him and go over any last minute changes in the schedule.
2. Advise the tour office of where you are staying and the appropriate phone numbers, and maintain daily communication with that office as to where you can be reached at any time.
3. Before meeting with committee chairmen, drive through the downtown area to see whether posters and hand bills have been distributed.
4. Meet with all your chairmen and as many volunteers as possible to go over exactly what they have accomplished. From this point until the time when the candidate walks into the hall, you must be prepared to personally insure that all details are followed through.
5. Because of the importance of the hand bill operation, be personally on hand when the volunteers assemble for the hand bill distribution.
6. Personally check to see that all supplies, balloons, hats, helium, air compressors, etc., have been delivered and distributed. Stay in daily communication with the advance man and various chairmen and keep them advised as to where and how you can be reached. With the advance man, if possible, meet with the manager or building superintendent of the hall and cover any last minute changes. Also, meet with the electrician, sound, stage and lighting men, to go over any last minute changes that would affect their areas of responsibility.
7. On the day of the event be at the hall as soon as it opens; organize your decorating and balloon teams to get them to work immediately. It is essential that these teams move fast and hard, and nothing will encourage them more than your pitching right in with them. Decorating the hall is a mammoth undertaking and there is little spare time in which to do it. This doesn't mean you stay and blow balloons, but by starting physically working with the volunteers you put them in the spirit. Then move on to your other responsibilities.

Meet with the advance man and M.C. and go over the entire program. It will be your responsibility to blend in the band, Voices for Nixon, and any other stunts or events that are part of the program--or more likely, the pre-program.

8. Before the candidate arrives at the hall, you should have:
- (a) Phoned the advance man at the airport or hotel to determine any last minute changes; and
 - (b) Cued the Master of Ceremonies, the band director, the balloon drop man, the Nixon girls and choir director for the candidate's entrance.

CHAPTER VI

PHYSICAL FACILITIES AT HALL

The physical arrangements at the hall are the responsibility of the advance man. However, because you, rather than he, will no doubt be the one at the hall most of the day of the event, you should know how to execute and set up the sound system, lighting system, platform area, press area, and TV platforms, should he need assistance.

1. BACKDROP

- A. The backdrop should be huge, at least as long as the stage and to the ceiling if possible. An extremely large American flag (garrison) is suitable, since it gives patriotic and rally atmosphere. TV is shot in color, so avoid browns, golds, and other odd colors. Light to medium blue is okay for breakfast and luncheon meetings. For rallies however, red/white/blue striping is best (run vertically). If you're using a decorating firm to do the bunting, etc., at rally they'll have the long red/white/blue bolts which can be stapled to a batten and hung behind the stage. If you are doing it yourself, find cloth bunting. Avoid crepe paper which costs less, but can tear easily.
- B. The TV crews will want to backlight the candidate to keep him from disappearing in the picture, so leave sufficient space on stage for lighting tripods (they usually put one on each side of rear stage).

2. PLATFORM AREA

- A. The candidate (as you face the stage) will sit on the first seat to the left of the podium (stand-up microphone). The seat directly behind the candidate must always be reserved for a Secret Service agent. The candidate's wife will sit directly to the right of the podium and the seat behind her will always be reserved for a Secret Service agent. All platform guests must have a badge with his name and "platform guest" on it, and the name and address of each person allowed on the stage must be given to the Secret Service agent 24 hours before the event, and there will be no last-minute clearances. It is as simple as this-- if the Secret Service agent does not have the platform guest's name, he does not get on the stage.
- B. The candidate normally does not use a podium. Instead, he uses a single stand-up microphone (note that one microphone is achieved by the use of a bridge system--see chapter on sound) and the sound man will carry a watch with him and a small clipboard which will be attached to the stick of the microphone. The watch is very important for the candidate's timing, particularly if he is doing a live TV address, and the clipboard must be available should the candidate wish to make a particular prepared statement. However,

normally the candidate does not use a podium because he speaks without notes. This may give you some difficulty with other speakers speaking at the rally before the candidate speaks who can only speak from a prepared statement and would want to use the podium.

- C. Behind the podium an aisle 15 feet wide must be roped all the way to the back curtain. This serves two functions - (1) security, and (2) to be sure that no one is moving behind the candidate while he is speaking (this would detract from the TV picture.) The curtain behind the candidate must meet all requirements for TV (see Section no. 4 following).

3. PRESS AREA

- A. At least three rows of press tables, i.e., enough to accommodate up to 150 national and local press, should be arranged immediately in front of the platform and on the tables there should be 25 long distance phone lines, 5 local call telephone lines, and a Western Union representative. The Western Union may wish to supply a teletype machine to place in this area. Do not allow this because the teletype is too noisy and interferes with the candidate's speech. You should, however, encourage the Western Union to put a teletype at least 200 feet away from the candidate, so that he cannot hear it and his microphone will not pick up any of the feed-back.
- B. The candidate's speech must be recorded on a Norelco type, 45 minute tape plugged into the bridge (see Section no. 7 following). This tape should be given to Ziegler as soon as the speech is finished.
- C. The entire press area must be roped off with only one exit--this is the same opening that is used to move the press into this area. No one is allowed in this area unless they have press credentials. The Secret Service will make sure this happens. But, in addition your local press facilities chairman should man this position at least one hour before the candidate speaks. This is necessary because there will be considerable pressure from early arrivals at the hall (including political VIPs who did not get a seat on the platform) to sit in this area, and they are not allowed to do so.

4. LIVE TELEVISION CAMERAS

- A. The platforms for live cameras must be strongly constructed, and most times are provided by the crews.
- B. They usually want something about 40 inches high and 40 inches square for each camera, which results in a very acute angle if the cameras are placed too close. Therefore, it is desirable to have the live cameras further back than film cameras.

- C. Usually, the live cameras are set up together in a row, depending on the desires of the crew chief. If the live TV cameras are high enough to clear, they can be placed behind the film cameras. If they have to be placed to the side, try to get live TV to shoot favoring the right side of the candidate.

5. NEWSREEL CAMERAS

- A. These should be on a riser about the same height as the candidate's and the platforms placed on either side starting in the center.
- B. They prefer to work fairly close to the candidate (about 25 feet).

6. PUBLIC ADDRESS SYSTEMS

- A. Public address systems should be provided so that not only can the candidate be heard by all, but to provide an audio bridging system for both newsreel cameras and radio recorders. The newsreels are used to this.
- B. However, the radio people are using a wide variety of recorders: Japanese, German and American. It is sometimes not possible to have all recorders plugged into an audio bridge (which is merely a multiple plugging device built for this purpose). It then becomes an easy matter for the P.A. man to also supply a small speaker, near the recorders, for the radio people to place the mics in front of, to pick up the candidate's remarks.
- C. The purpose of all this is to enable the candidate to make his remarks in front of one microphone instead of a battery of mics. This makes for a neater picture.
- D. A good P.A. system and a knowledgeable engineer are essential to the technical success of a press conference, or any public speaking engagement.

7. LIGHTING

Assuming there is no TV advance man, please, as diplomatically as possible, try to arrange with the TV technicians the following lighting set-up:

In front of the candidate, about 15 degrees from the horizontal above his eye level, place two quartz lights, one on each side and in front of the candidate.

Very important is a back light which shines down on the candidate and is about 4' in back of him and above him. This is primarily to light his shoulders and hair and to reduce shadows.

All lighting should be for color TV and these are 3200 Kelvin color temperature lights.

8. SOUND

A. There are two groups who must hear what is said--the audience and the press. The following are the general guidelines to help you accomplish this:

- (1) Use a reputable audio-sound company, and this can be judged by determining the following:
 - (a) How long they have been in business;
 - (b) The experience the personnel have had, and particularly the personnel who will be working on the appearance.
 - (c) If the company handles any one of the following, they are probably a good company: Altec, University, Electro-voice, Bogen, Newcomb, Atlas, Collins, McIntosh, RCA;
 - (d) That they are planning to have sufficient personnel, equipment and reserve equipment on duty during the appearance.
- (2) Advise the traveling sound man, Ed McDaniel (you will have to call him on the tour), or his back-up man in Virginia, George Chapin--(703) 451-3050 or (703) 354-5981 (home)--of the following:
 - (a) The name of the firm you are using and their telephone number;
 - (b) The general manager, owner or person in charge of of setting up the sound for the event.

B. General recommendations on equipment for outdoor appearances:

- (1) There are three parts to a sound system:
 - (a) Microphones (which receive the initial sound);
 - (b) Amplifying unit (pre-amplifier/power amplifier) which, obviously, increases the volume level of the spoken word;
 - (c) Speakers which direct the sound after it has been amplified.
- (2) The minimum requirements are as follows:
 - (a) Microphones

These must be directional pattern microphones (as opposed to non-directional). The point here is that unless you have this type, there is a good chance all background noises, etc., will come through the system. The directional will pick up the speaker only. Your sound company must provide a mike and stand. If they have no directional type of microphone, use the non-directional type but be sure there are no speakers behind the candidate or you will get a feed-back.

8. SOUND(cont'd)

B. (2) (a) cont'd

Also be sure there are no speakers behind the mike or you will get a feed-back also.

The minimum requirement mike, pre-amplifier and amplifier must be of the low impedance type (50/250 ohms).

Recommended brand names are:

Condenser type mike--Altec, Seinheiser, Byers, Sony, Akg, etc.

Dynamic type mike----Altec, Electro-voice, Shure, etc.

(b) Amplifying Systems

This must have at least three low impedance mike inputs so that if any goes bad, you will have other inputs. For small crowds (less than 500) you will need a minimum wattage of 100 watts in the amplifying system. For large places, such as city parks, football fields, baseball parks, large auditoriums, you will need a minimum wattage of 200 watts. Note here that the 200 watts (and even the 100 watts) can be made up by hooking up different power amplifying units such as two 50 watt units and one 100 watt unit, or two 100 watt units. Do not use units less than 30 watts, and try to use this multiple system so if one goes out you will have something in reserve.

Recommended brand names are: McIntosh, Altec, Newcomb, Bogen, RCA, Collins, etc.

(c) Speakers

You will need 6 paging horn type (University, WLC, or equivalent) speakers for the first 40,000 square feet and 1 for each 10,000 square feet behind that.

Note enclosed sketches.

General recommendations on equipment for indoor appearances:

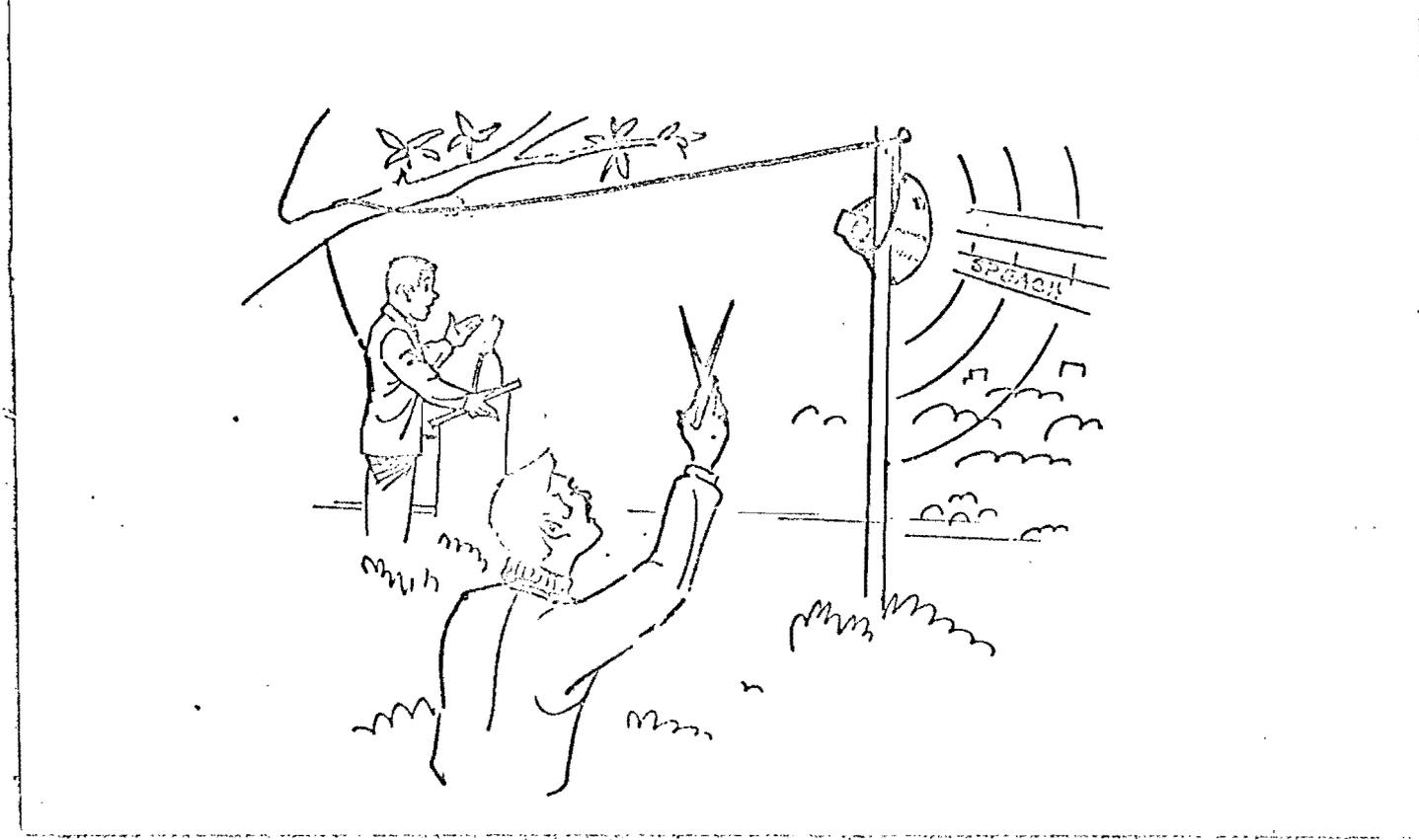
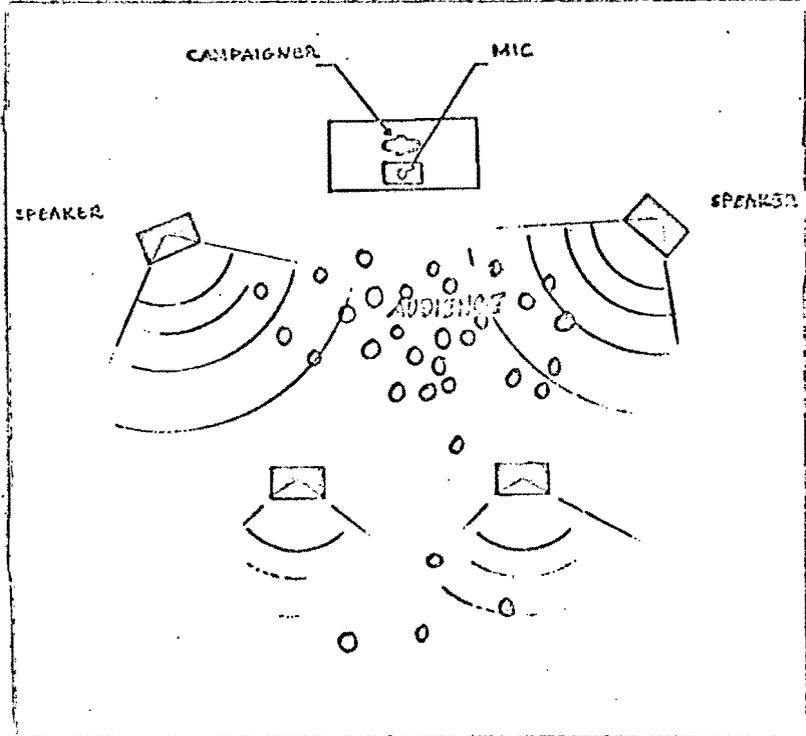
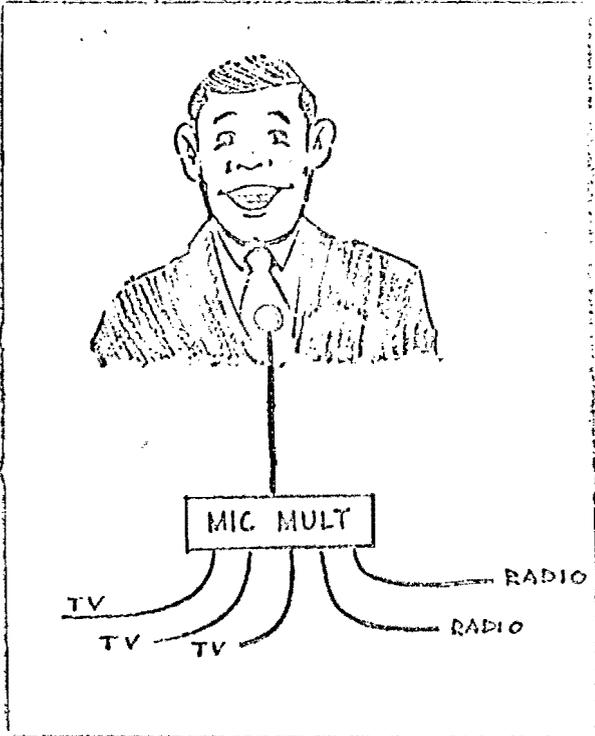
1. It is vitally important that for indoor rallies and speeches (this does not include a press conference set-up which is covered in a following chapter) that you advise the traveling sound man or his back-up man of the situation. These men have done this before and they probably know most of the halls in which the candidate will be speaking.

8. SOUND(cont'd)

B. (2) (c) cont'd

2. The critical thing here is to be sure speakers are not facing the candidate, such as the speakers in the back of a hall or overhead or a scoreboard or in the wall behind the candidate. This will cause no end of feedback problems.
3. Also be sure to advise who will be handling the sound in the hall because this person may be someone other than an employee of the sound company you have retained. Make a sketch of the sound system in the hall noting type of microphone, including manufacturer's brand name, wattage and manufacturer's style number of amplifying system and number and location of speakers and how they are pointed and give to McDaniel when the plane lands.
4. Sabotaging sound systems is done by: Sticking straight pins in speaker and mike lines and cables, cutting lines and pulling plugs. Therefore, have all cables and lines out of easy reach and set up at last possible practical moment and keep a constant check on system by using it and guarding it.

RIGHT WAY



WRONG WAY

