

Richard Nixon Presidential Library
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46	19	09/11/1960	Memo	Bob Haldeman to Advance Men, re: Advance Man's Manual Revisions. 3 pages.
46	19	n.d.	Form	Research - Nixon-Lodge Headquarters: Advance Information for Campaign Appearances. 3 pages.

August 31, 1960

TO: ADVANCE MEN

FROM: Bob Haldeman

RE: Telephone communications to the Office

The attached list of phone numbers will provide you with most of the basic numbers you will need. As others are added, we will notify you.

The two basic phone numbers for reporting in from the field are:

NIXON schedule - FEderal 8-4920

LODGE schedule - FEderal 8-4925

These two lines are inter-connected so a call can be switched from one to the other if desired. Chris O'Polka can be reached on either line, but FEderal 8-4920 rings by her desk.

All of these lines are direct outside lines and do not go through the switchboard. You can also reach any of the people in scheduling or trip planning through the National Committee switchboard by calling NAtional 8-6800 or through the Nixon-Lodge Campaign Headquarters switchboard by calling FEderal 8-9411. All members of the regular campaign staffs can be reached through the latter numbers.

In reporting in from the field, you should use the first two numbers given above whenever possible.

Unless it is essential that you talk with one of the men, it will be much better for you to leave a message with one of the girls who answer the phone or to dictate whatever information you have to turn in, to her. You can be sure all incoming messages will be quickly processed and answers will be available for you as soon as possible... hopefully, the next time you call.

Please use the same address for all mailings to the Washington Office, as shown on the attached sheet.

PHONE NUMBERS

NIXON SCHEDULE FEderal 8-4920
Bob Wilson (r) OL 4-0347
Jack Woolley (r) EM 3-7674
or WO 6-6400 Rm. 26

LODGE SCHEDULE FEderal 8-4925
Jack MacKenzie (r) EL 6-5139
Jay Jex (r) RE 6-6282

* * * * *

Republican National Committee NAational 8-6800

Nixon-Lodge Headquarters FEderal 8-9411

* * * * *

Mailing Address:

Nixon-Lodge Campaign Tour Headquarters
Room 303
1146 - 19th Street, N. W.,
Washington 7, D. C.

TELEPHONE SERVICES FOR PRESS AND PARTY ON CAMPAIGN TRIPS
OF VICE PRESIDENT NIXON AND AMBASSADOR LODGE

The Bell System has designated two men to coordinate the above services at all stops in Bell System territory. Coordinates have been established at 55 points to act on their instructions. An occasional stop will be made in independent telephone company locations. These same men can help through their contacts even in such locations. After advance men have determined locations where telephones for press or party are needed, they should call collect to the representatives designated below to have the services cared for.

Designated Telephone Representatives

For Mr. Nixon:

S. F. (Les) Tremayne - Business telephone: Washington, D.C., EX 2-5163.
Residence telephone: (outside business hours)
Washington, D.C., OL 6-1362.

For Mr. Lodge:

Robert (Bob) Brown - Telephone contact numbers same as above (until you are advised of residence number to be established later).

(Each telephone representative will serve as alternate for the other.)

TELEPHONE SERVICES FOR CAMPAIGN TRIPS

Some items to be considered

1. As much advance notice as possible to these telephone representatives will aid the maximum effort, particularly for the extensive facilities needed by the press.
2. Every location where the press will have time to file material should be indicated.
3. Services that can be made available for the press include:
 - a. coin telephones in booths (for reporters who tape record their reports).
 - b. coin telephones without booths.
 - c. coin telephones in mobile trucks and trailers for remote locations (not available everywhere).
 - d. regular telephone instruments terminated on the toll board (LD terminals) - a special arrangement in lieu of public telephones which speeds long distance calls made collect or with telephone credit cards.

A blending of the above facilities should care for press needs and it is planned to provide a sufficient number of lines to cover both traveling and local press. (Press services are public telephone facilities and provided without charge by the Bell System.)

4. Services ordered for the traveling candidates and their staffs will be billed by the local telephone company. Advance men will have to determine who will be billed for the billable services in accordance with campaign headquarters policies and give this information to the telephone representatives. The local telephone companies may wish to verify acceptance of the service charges by local parties to be billed.
5. It is anticipated that the candidate's party may require one or more non-published lines at overnight stops in addition to normal hotel communications. An extension of one of these lines in the candidate's suite can be installed without a bell so he can make or receive calls when needed with minimum disturbance.
6. In motorcades, an unmarked telephone company auto with mobile telephone service can be provided for en-route contact (incoming and outgoing calls). This service is a "party line" with other subscribers but may prove useful in an emergency.

September 11, 1960

MEMORANDUM

TO: Advance Men

FROM: Bob Haldeman

RE: MOTORCADE INSTRUCTIONS

The following additions, revisions and points of emphasis should be applied in all future motorcade operations:

1. In Lodge motorcades, the candidate's car, No. 1, is to be a convertible at all times. Always use a convertible for Lodge.
2. In Nixon motorcades, it will be the Advance Man's responsibility to make sure the Security people have reserved one seat in the Security Car, No. 2 for Major Hughes, the Vice President's military aide. This arrangement should be made by the Advance Man rather than the Secret Service since they are not in a position to request this space from the police but you are.
3. The local driver is not to have any other local people planning to ride with him in the car. We have had occasions where the drivers have brought friends or wives to ride with them. We are counting on all the space in that car other than the driver's seat for our use and the drivers must never plan to add people to the car.
4. The Car No. P, the Photo Car which precedes car No. 1, will, in most cases, be a convertible as specified in the instructions. As further specified, a truck can be substituted for this car if there is a need for more space for photographers. If you use a truck, do not use the convertible. In other words, the truck takes the place of the convertible. Do not use both cars in any one motorcade.
5. Please be sure that one seat is saved in either the cab of the photo truck or in the front seat of the photo car for Jack Drown who will ride in this car in all motorcades in order to coordinate speed and timing.
6. Be sure that the police on the ground know they must get the buses into their proper position in the motorcade and they must not let cars cut in ahead of the buses. This is very important and the crucial time is just as the motorcade is starting. Therefore, the foot policemen who are remaining on the ground are the ones who can be of most help. You should discuss this directly with them just prior to time of departure.
7. In timing motorcade routes, drive the route at the approximate time of day under the traffic conditions that will prevail during the time of

the visit, drive at speed limit if possible. When you're planning for a crowd and a parade type run through the downtown section, time that part of the route at 15 to 18 miles an hour. Run faster than this for scattered crowds. Do not ever time a route at a slower rate than 15 m.p.h. We have run into a problem on several recent trips of arriving at various points too early and therefore getting there before the crowd had assembled.

September 1, 1960

MEMORANDUM

TO: Advance Men

FROM: Bob Haldeman

RE: ADVANCE MAN'S MANUAL - REVISIONS

- 1) The Advance Man will have to arrange to have tape recordings made of all the Vice President's speeches, press conferences, etc. The P. A. man will be available to handle emergencies but will not be basically responsible for making the tapes. Please be sure, therefore, to arrange tape recordings at all stops to be turned over to Press Secretary immediately at the end of the speech.
- 2) The standard introduction for the Vice President at rallies should be: "May I present the next President of the United States....Vice President Richard M. Nixon." On this, both the Vice President and Mrs. Nixon will make their entrance together.
- 3) It is imperative that the local Press Chairman be instructed to send two duplicate sets of all press clippings in local papers concerning the visit to the office immediately after the visit. These should include all papers for the surrounding area as well as the city itself for the day of the visit and the day following. Be sure that they send two complete sets including all pictures.
- 4) In setting up the motorcade ask the police to assign one escort vehicle to the press buses with the responsibility of keeping them in position in the motorcade at all times.
- 5) Although the rule on private or small meetings still holds, the Vice President does want to be sure to have the opportunity to meet personally, people who will be on the platform at the rally. This is usually best done at the meeting place just before going on the stage.
- 6) Most of the travelling staff will ride in the press bus when they go with the motorcade.
- 7) In setting up the schedule, be sure to check the area for possible competing events such as baseball or football games, etc.
- 8) In setting up a hotel in a daytime stop (not overnight) arrange 10 rooms for staff plus an office and a reception room; these of course in addition to the Vice President's suite. There must be

a press room at the hotel, but there need not be individual rooms for members of the press. Be sure, however, that they have lavatory facilities.

- 9) Have the Press Chairman provide a bulletin board at the press room for posting current announcements.
- 10) In setting up baggage handling arrangements with hotels, use the following procedure if possible....have the bags moved directly to the rooms and picked up from the rooms in the manner provided for in the manual. Arrange with the hotel manager to have us billed 25¢ per bag in and out and ask the hotel to distribute this properly among the bellmen concerned.

September 11, 1960

MEMORANDUM

TO: Advance Men

FROM: Bob Haldeman

RE: Telephone Communications with Washington from Airport

You, as the Advance Man, will of course, be at the Airport prior to the expected arrival of the candidate's party. . . . usually approximately one hour ahead. From now on, for all stops, please follow the procedure outlined below:

As soon as you arrive at the Airport, locate a convenient telephone. . . preferably one that is out near the landing strip or has a view of the landing strip. In many cases, the telephone company will have set up press phones right in the area where the plane is to park. These will be located in a good spot for this purpose. In some instances, we will have arranged with the Telephone Company to provide a special phone for your use on a long cord this is true in the case of Minneapolis and Peoria in the first week. If this phone is there, use it.

Call the Research Division in Washington at FEderal 8-9411 x. 580 or REpublic 7-7950. Ask for Dave Colwell, Pat Endress or George Grassmuck. They will be expecting your call and will pass on to you, any late news or campaign developments which need to be transmitted immediately to the Press Secretary upon arrival.

At the time of this call. . . an hour before arrival time. . . give the phone number of the phone you are using, to the person you talk with in Washington so they can call you back if there are any developments between that time and the actual arrival time. Make sure that one of your local committee people remains at that phone to receive a call if it does come in, and to get you so you can take the information.

Upon arrival of the plane, locate Herb Klein or Dick Bean immediately when the Press plane lands and pass this briefing information on to them. If Klein is not on the press plane, be sure to reach him immediately upon the arrival of the candidate's plane and give him the information also.

In those cases where the special phone with the long cord is provided, you should determine from Grassmuck on your first call, whether he will want to talk directly to Klein upon arrival of the party. If he does

September 11, 1960

MEMORANDUM

TO: Advance Men

FROM: Bob Haldeman

RE: MEETINGS

The following points relating to meetings should be inserted in the Advance Man's Manual in the appropriate place:

1. Be sure the lectern is sturdy so the candidate can lean on it and can support himself by so doing. Don't let them use a wobbly, poorly-based lectern.
2. The standard entrance for the Vice President and Mrs. Nixon should be after he is introduced and this introduction should be immediately prior to his speaking. In other words, the Emcee introduces the Vice President; he and Mrs. Nixon enter the hall, take their chairs, Mrs. Nixon takes her seat and the Vice President immediately speaks. They do not enter until after all of the preliminary program and preliminary speeches, introductions, etc., have been completed. There will, of course, be exceptions to this, but this is the basic rule.
3. It is, of course, desirable to have an invocation and a benediction on the program and it is perfectly permissible to use ministers of various faiths for this purpose including priests and rabbis.
4. In any case where there is an overflow crowd outside the hall or in a separate part of the auditorium you can assume the Vice President will always go and speak to this group after he concludes his speech to the main crowd. You can assure the local people that this will be done, but then be sure to allow time for it.

September 11, 1960

MEMORANDUM

TO: Advance Men

FROM: Bob Haldeman

RE: Press

The following points regarding Press arrangements should be added to your Manual in the appropriate place:

1. Emphasize again, the importance of having someone check the door to the press conference and make sure that no one who is not authorized to be in the room, is allowed in. This particular point seems to break down every time. The person who is assigned to the door must stay at the door during the entire period of the press conference.
2. Be sure that the local people understand that both local and traveling press are expected to ride in the press buses in the motorcades. There is to be no segregation between local and traveling press at the various points in the visit.
3. There must always be press tables and chairs at every point where the Vice President is scheduled to make a speech.
4. The Advance Man must be very careful, as must all other members of the staff, not to push press or TV people out of the way at any point during the visit. When we're working through a crowd be sure to let the photographers and TV people have whatever opportunity they need for getting pictures.
5. Be sure a path is kept open to the Press tables from the point where the press disembarks from the motorcade so they can get to those tables. This has been a problem recently.

Press Arrangements

1. The local committee should designate a person to be in charge of all press arrangements. This is a separate and distinct job from that of the publicity chairman whose assignment is to prepare and release stories regarding the visit and disseminate information. The press man has as his primary assignment, the setting up of facilities for the working press and handling all arrangements for them during the period of the visit. The Press Chairman should be an experienced public relations or newsman whenever possible.
2. Credentials - Committee should issue credentials in advance to local press. Include all legitimate reporters for all media - but no non-working "guests". Travelling press will wear distinguishing badges and must be permitted access to all press areas. Be sure police recognize both local and travelling press credentials.
3. Airport Arrival - O.K. to hold press in restricted area until greeting activity starts. Then let press move freely. Keep general public behind barriers. If speech planned - provide regular setup with tables, etc.
4. Press Conference - Be sure room is large enough for all expected - including space for TV and newsreels. W.P. always stands. Have rostrum on slightly raised platform if possible. Use P.A. system in room - and hand mikes for reporters asking questions if conference is large.

It is essential to arrange room to give all media an equal break.
Press Chairman must plan and police the setup. Leave 8 - 10 feet between rostrum and first row of seats.

Have fool-proof control at door to keep out any unauthorized spectators for entire time of conference
5. Press Room - At all hotel stops - provide an equipped press room. Include sufficient tables, chairs, paper, pencils. About 7 to 10 typewriters and 5 to 10 phones. (Phone Company and Western Union will coordinate from Washington). Soft drinks, snacks, coffee are good. No hard liquor. Beer is O.K. Have room open during entire time of visit. Try to have a local volunteer on duty to help out -- keep room cleaned up, etc. Have a TV set in the room.
6. TV Studio appearances - On all studio TV originations, provide a viewing room for the press at the studio.
7. Meetings - Press tables and chairs must be provided at all meetings, rallies, etc. They should have unobstructed view of platform. Have phones and Western Union facilities available nearby.

8. Mrs. Nixon's press meetings - When Mrs. Nixon meets ladies of the press - have a sit-down, informal setting. Serve coffee. No photos except first few minutes. This is not a "press conference".
9. Information to press: No one except the Press Secretary should pass information to the news corps. This includes crowd estimates, change in itinerary, etc.

September 11, 1960

MEMORANDUM

TO: Advance Men

FROM: Bob Haldeman

RE: ADVANCE MAN'S MANUAL REVISIONS

There are a number of points of general procedure and some specific points on various segments of Advance arrangements that should be clarified as a result of questions which have arisen during this first week or experiences we have had on other trips in the last month or so.

I will cover certain of these general points in this memorandum and will attach individual pages for some specific points relating to the motorcade and specific points relating to the meeting so that you can insert those in the appropriate section of your manual.

GENERAL PROCEDURE:

1. You should never put a fixed limit on the number of people permitted in the receiving line, a reception committee, a platform committee, attendance at Press Conference, meeting with Pat Nixon or any other event on the schedule. In many cases it is important to keep the no. down to a minimum for these events but you should not arbitrarily take a fixed number and limit the total to that. This creates all kinds of ill will and you should be prepared to adjust the size to fit the local situation. When in doubt, check with the [redacted] Office.
2. In reporting your expenses on the National Committee expense voucher forms, please indicate for each day's activities whether you are working on a Nixon Advance or a Lodge Advance. This is important for the Accounting Department.
3. When the candidate is speaking, either formally or informally...and especially when he is on a platform, the Advance Man and other Staff members should not be moving around behind the platform or in front of it. They should be out of view completely and not engaged in any activity that will distract either the crowd or the candidate.
4. In calling into the Office from now on, please always call station-to-station rather than person-to-person unless it's absolutely essential that you reach one particular individual in the office. When you call in, talk with Chris O'Polka first and tell her where you are, where you will be and let her give you any messages that may have accumulated for you. She will then switch you either to the Lodge or Nixon Tour Group, to discuss the specific items on the trip you are working on at that time.

5. You may expect a call from Paul Keye who will be traveling with the Vice President's party. He would call some time shortly prior to arrival in your city, to ask you for up-to-date and last-minute information on the local scene which might be of value in preparing color material for the Vice President's remarks.
6. There have been some problems of finance and of supplies. You have to follow through very closely on this. Each state or locality in which we are making a visit must order their own supplies, including buttons, literature, pictures, etc. You have the lists of sources and you can give them suggestions on what might be needed, but we cannot supply, nor can the National Committee, any equipment for the rallies. If problems on finances arise, have the State GOP Chairman or Finance Chairman contact Len Hall or Cliff Folger in Washington. Do not get involved yourself in a discussion of finances.
7. The question has arisen as to local candidates or VIP's traveling on the plane with the Vice President. The procedure is as follows: As an accommodation to these people for transportation reasons only, we will be happy to carry them on the press plane from one point to another within their state so that they can be in both points with the party. There will not be an opportunity for them to meet with the Vice President during the travel time and in most cases, it will not be possible for them to travel in the Vice President's plane since the space in that plane is fully occupied by Staff people who are working with the Vice President on speeches and other staff matters. In no case should candidates or VIP's be added to the plane purely for prestige reasons. This is not the purpose of our making this transportation available to them.
8. We have worked out a signalling procedure from the ground to the plane, so that you, as the Advance Man on the ground, can control the arrival time of the candidate's aircraft. The procedure will be for you to send a signal through the tower to the plane consisting of three words. The first word is your last name; the second word will be either "Echo" which means early or "Love" which means late; the third word will be a number. The number will signify the number of minutes that you want the candidates' plane to arrive earlier or later than the scheduled arrival time. In other words, if we are scheduled to land at 8:30 and you want us to arrive at 8:15, your signal would be: "Smith Echo 15". Or if you want us to arrive at 8:40, your signal would be "Smith Love 10". If you have any difficulty getting this signal transmitted, ask the S. S. to help you and tell them that this is a S. S. signal from the ground to the S. S. on the aircraft. The signal should be used only to the candidate's airplane; not to the Press plane.

9. When you call in on a report on an initial advance, you should always talk directly with George Rogers regarding any television problems. Do not pass television messages through Wilson, Woolley or Chris. Talk directly with George Rogers.
10. Please be sure to acquaint yourself thoroughly with the attached memorandum regarding telephone procedure immediately prior to the arrival of the plane. This procedure may be revised as we go along but it is extremely important.

RESEARCH
Nixon-Lodge Headquarters
Advance Information for Campaign Appearances

This questionnaire is to be filled out and delivered to:

Jack Woolley
Room 305
1146 19th St., N.W.
Washington 6, D.C.

1) Location. Name of auditorium or other specific location. City, County.

2) Type of appearance and duration. Anticipated crowds (and size),
parades, demonstrations, etc.

3) Local features and color. Pertinent stories and historical incidents
which candidate might weave into his remarks. (No need for voting
records and other statistical data.)

(If more space is needed, please use blank sheet at end, numbering each
item.)

- 4) Federal facilities or projects in area: National Parks, military bases, urban renewed projects, interstate highway program, etc. (Descriptive information on condition or progress needed here.)

- 5) Impression of local economic status, recent economic trends, and social developments. Principal industries. Names of companies with major plants in area.

- 6) Recent local civic or political events and developments.

- 7) Personalities and names. (Not statewide Republican Party leaders, elected officials, or nominees, not Congressmen or nominees, all of those names are available in Washington). City officials and party leaders. Important civic, business, labor leaders, etc., whom candidate should know about.

(If more space is needed, please use blank sheet at end, numbering each item.))

