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46	53	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: programmed election night activities. Proposed schedule of events attached. Handwritten note added by unknown. 6 pgs.

Committee for the Re-election of the President

MEMORANDUM

October 26, 1972

High Priority

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

FROM: STANTON D. ANDERSON
SUBJECT: Election Night Program

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

Purpose and Tone of Election Evening

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

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

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

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

Entertainment

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

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

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

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

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

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

Election Results Segment

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

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

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

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

Presidential Program Segment

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

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

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

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

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

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

NO
NO

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Conclusion

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

 Approve Disapprove Discuss

Tab A

Proposed Time Schedule for Election Night

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