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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	8	n.d.	Report	Manual/intinerary detailing duties/functions of Advance Man (cont. from Folder 7). 36pgs.

CHAPTER X

HOTEL/MOTEL ACCOMMODATIONS FOR CANDIDATE, STAFF AND PRESS

The enclosed diagram shows the outline set-up for an overnight stay. The main principles involved are (1) put all the staff and the candidate in one corridor secured at both ends and as far away from the elevator as possible. If in a motel, try to put all the staff and the candidate on some floor other than the first floor where there is better security. (2) The press should be put on any floor except the candidate/staff floor.

A. The candidate and his wife should have two adjacent rooms with a parlor (suite) as far from the elevator (security and noise), staff room and staff lounge as possible. Where possible, put the candidate's suite not at the blind end of the corridor (too many windows). This is a Secret Service request. However, in most cases, the best suite is at the blind end of a corridor, so resolve this with the Secret Service.

B. In close proximity to the candidate put Dwight Chapin's room.

C. The Secret Service office does not have to be close to the candidate, because when they are on duty they will physically be standing in close proximity to the candidate's room.

D. Make the staff room as large a room as possible and keep it a considerable distance from the candidate's room. In the staff room there should always be a Xerox machine and mimeograph machine. Three tables should be set up so that three secretaries can work simultaneously. The staff will bring their own typewriters.

E. There should also be a staff lounge, i.e., a small room for the staff to relax.

F. Make the candidate's personal secretary's (Rose Mary Woods) room a suite where possible because most of the knowledgeable local politicians will wish to spend some time visiting with Rose and she, therefore, needs a reception area.

G. There will be a candidate's chief political aide travelling at all times. Please have a large suite which is strategically located as far as possible from the candidate with a good parlor in the suite so that he can receive many of the local politicians.

H. Every member of the travelling staff must be registered in advance, and their hotel keys should be in their doors. In addition, on each staff member's door have a sign with their name on it. Also place at several locations within the candidate/staff corridor a list with the room numbers together with the name of each staff member. Do not include on this list the name or room number of the candidate, the candidate's wife or the Secret Service office.

I. Secret Service will allow no VIPs in the candidate/staff corridor without a staff member coming to the security desk for identification purposes.

To repeat what has been said under the airport arrival (Chapter VIII, Section A) do your best as each staff member deplanes to give them another copy of the room list. This way we have it covered across the board so that they should have no trouble immediately going to their respective rooms.

J. Copies of the most recent local newspapers should be placed in each staff member's room and the candidate's room, and additional papers should be provided as they are issued during the stay. Do your best to find some large metropolitan dailies like the New York Times, Los Angeles Times, Chicago Tribune to place in the candidate's room and the candidate's press aides' rooms. It is best to let this be a function of your local hotel chairman rather than your physical press chairman. It really makes little difference which chairman does it as long as the job gets done.

K. Arrange for the hotel/motel to give fast laundry and valet service. Have it available for late evenings where possible.

L. Arrange for the hotel/motel to give fast food service. The travelling staff occasionally orders meals before evening rallies so that the meals are ready to eat in their rooms when the rally is over. Therefore, advise your hotel chairman to make sure the kitchen staff is ready for a heavy load of food service, usually between 9:30-11:00 p.m.

M. In the morning provide a continental breakfast of coffee, rolls and juice in the staff room.

N. Prior arrangements must be made with your hotel chairman so that when the baggage arrives from the airport, it is moved directly to the rooms, both in the cases of the staff and the press. The advance man has no responsibility for the candidate's and the candidate's wife's baggage. This will be handled by the Secret Service.

O. All staff baggage will be marked with a red and white tag "Nixon Staff". All national press will be marked with a green and white tag labeled "Press". In addition, most press and staff bags will have their name on the other side of the tag. Any baggage that is not marked should be held at the Bell Captain's desk to be claimed by the owner. Please instruct hotel/motel bellboys not to write room numbers on luggage tags as they will be used for the entire tour and for many hotels/motels.

P. Hotel/motel registration of the press. The hotel/motel reservations clerk will receive (hopefully 24 hours in advance of the candidate's arrival) a night letter from the candidate's Director of Communications' office in New York indicating the names and affiliation of each member of the travelling press, and this number could easily run to 90. You should work with the reservations clerk and make sure that every one is pre-registered with the affiliation of his paper so that the hotel/motel can invoice the press directly for their hotel/motel bills.

When the party arrives, you should have in the lobby of the hotel/motel in an area where you do not expect a crowd, a desk with a prominent sign on it saying "National Press Hotel Registration". At this desk should be a man who hands a hotel room key to each member of the press as he asks for it. Do your best to keep all the press on one or two adjacent floors in the hotel/motel and under no circumstances put them on the same floor as the candidate and his staff.

B. TRAVELLING STAFF

It is a constant problem for the advance man to know exactly the number and names of the travelling staff for each visit. So a firm rule will be to always get five more rooms in the secure candidate/staff corridor than the number of people mentioned below. The second firm rule will be to have 3 rooms, if possible, suites, on the same floor or a floor in close proximity to the candidate/staff floor. These suites are for VIPs which will be cutting in and out of the tour on a very irregular basis. We have in mind such people as Governors, Senators and high level authorities on various issues who may join the campaign trail for a few days.

The "hard core" travelling group will consist of the following:

- | | |
|------------------|--|
| Candidate | |
| Candidate's wife | |
| Dwight Chapin | Candidate's personal aide |
| John Davies | Communications aide |
| Bob Haldeman | Candidate's personal chief of staff |
| | Haldeman's aide |
| | Candidate's chief political aide |
| | Field Tour Director |
| Mr. Pat Buchanan | Research, writing |
| Ray Price | Research, writing |
| | Staff aide |
| Ron Ziegler | Press aide |
| | Press aide |
| Rose Mary Woods | Candidate's personal secretary |
| Shelley Scarney | Assistant to Miss Woods |
| | Staff secretary |
| | Staff secretary |
| | Secretary to press aides |
| | TV Director |
| | TV technician |
| | Candidate's travelling TV crew (5 men) |
| | TV man |
| Ed McDaniel | Candidate's sound man |
| | Travelling Western Union representative |
| | Candidate's baggage man (American Express) |

(list continued)

.....	Doctor for candidate and staff
.....	Physical therapist
Secret Service	One Secret Service duty office room in the candidate/staff corridor
.....	Airborne communications man
.....	Airborne communications man

Total: 36 rooms

Including the 5 spare rooms, 41 rooms are required, of which 30 must be on the candidate/staff corridor and the 13 below need not be in that corridor.

- 5 RN travelling TV crew
- 1 sound man (Ed McDaniel)
- 1 travelling baggage man (American Express)
- 1 travelling Western Union representative
- 2 airborne communications men
- 3 suites for travelling VIPs who are temporarily on the campaign trail with the candidate
- 13 (to be outside the candidate/staff corridor)

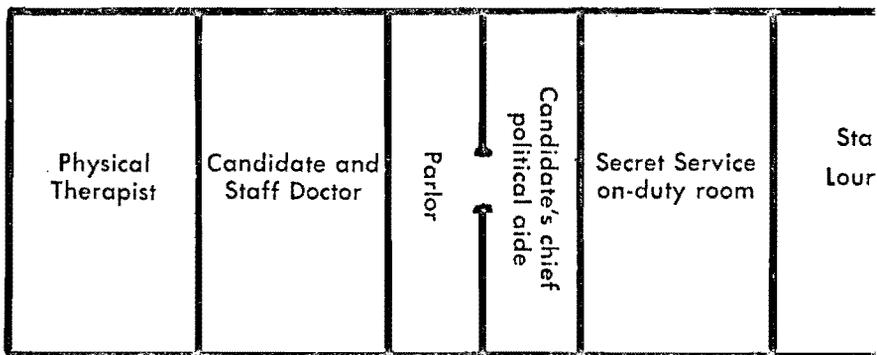
The rooms for the Secret Service when they sleep are not in the candidate/staff corridor and are not your responsibility. The Secret Service advance agent will make reservations for all travelling Secret Service.

Reservations for the airline crew on the two Boeing 727s are also not your responsibility. The airline representative working in the Washington Tour Office will make their reservations at a hotel/motel close to the airport.

Room reservations for press are your responsibility. Start the campaign by blocking 90 rooms for press.

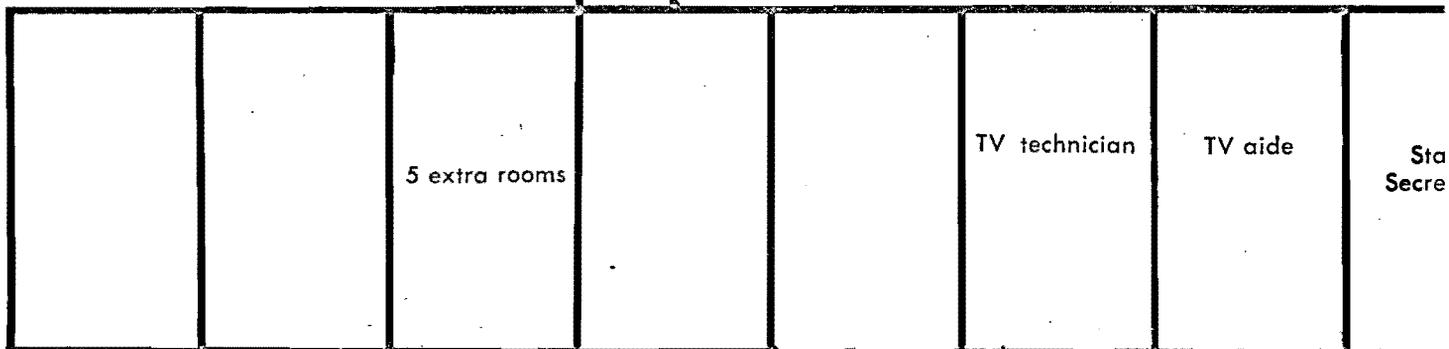
HOTEL ACCOMMODATIONS

Elevator



Security desk

S.S.

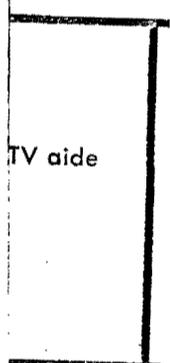
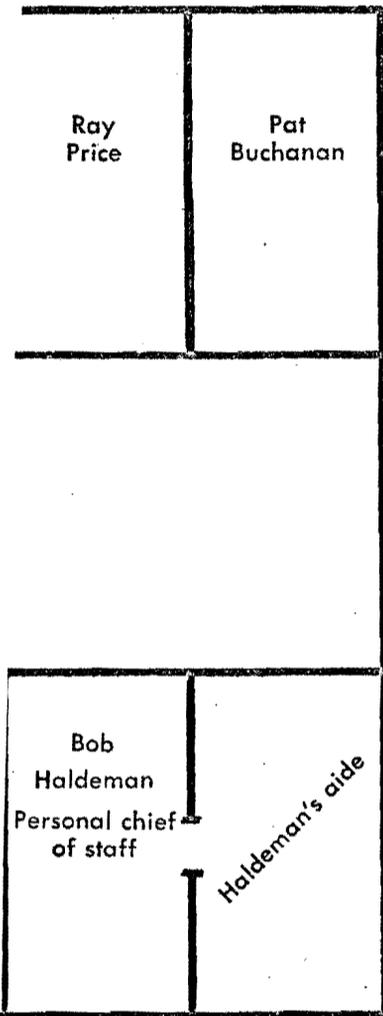


Outside security area but on same floor

- (1) Baggage aide (1)
- (2) Sound aide (1)
- (3) Travelling Western Union man (1)
- (4) RN TV crew (5)
- (5) 3 large rooms on same floor for VIPs
- (6) Airborne communications men (2)
- (7) Secret Service rooms for sleeping accommodations are not advance man's responsibility

	Staff Aide	Secretary to press aides	Press Aide	Press Aide	Research and writing aide			
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	Staff Secretary	Staff room Xerox 3 tables Mimeo staff locator	Parlor Miss Rose Woods RN's personal secretary	Miss Shelley Scarney Miss Woods' assistant	Tour Field Director	Dwight Chapin Candidate's aide	RN Parlor PN	John Davies Communications Director
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C. PRESS CONFERENCES

If a press conference is to be held, it will almost always occur in the hotel/motel and, therefore, the detailed instructions relative to press conferences are indicated below.

1. There will never be a press conference without the approval of the Washington Tour Office.

2. The room should be very large, holding at least 200 people comfortably (see enclosed diagram). This is one case where, if the room is not full, we are better off. No one is allowed in this room except people with proper press credentials, and the physical press facilities chairman must have a checkpoint on the door leading to the press conference. The Secret Service will also have a checkpoint on this door and if credentials (see Chapter XV on Credentials and Identification) are not in order, they will not be admitted. None of the local political people are to be admitted and the Secret Service will not allow admittance of anyone without press credentials unless you have already submitted to them a list of people such as, say, a Governor, or a Senator or a State Chairman, and this list is to be given to the Secret Service at least 24 hours before the event and should include their name, address and title.

3. The room must not be warmer than 55°F. This is no problem in late October -- just open the windows an hour before the press conference begins. It will be a problem during most of the campaign, so turn the air conditioners up as high as possible. To keep a cool room is another reason to get as large a room as possible. A small room full of press with TV lights will heat up very quickly.

4. The candidate will use a stand-up single microphone with a bridge so that all media plug into the bridge. The stand-up mic is SOP at all appearances with a watch and a small metal type clipboard attached to the stem in case the candidate wishes to read a prepared statement (see Chapter XIV on Sound for details).

5. The candidate should be on a small riser about 3 feet high. The TV platforms, as in the case of a rally or other public appearance, should be placed 25 feet from the candidate with the TV cameras at the same height as the candidate's eyes. Therefore, the TV platforms should also be about 3 feet high (see Chapter XIII on TV and Lighting for details).

6. Under no circumstances put the TV platforms ahead of the writing press, so that it would appear that an order of priority is being established by us as to which media is most important. This can be handled by simply having the first rows of chairs for the writing press less than 25 feet from the candidate as shown in the enclosed diagram.

7. A tape recording of the press conference is essential and this must be a Norelco type cassette 45 minute tape and the tape should be given to the press aide, Ron Ziegler, as soon as the press conference ends. The chances of a misquotation at a press conference are greater than at any other time when the candidate speaks. So, not having the tape recording could result in a Class A disaster.

8. No one should be on the platform where the candidate answers questions. The one possible exception would be one of the candidate's press aides. If it looks like you may have a Governor, Senator or other dignitary around, be sure to provide a seat for him and direct him to it, but his seat should not be on the platform with the candidate.

9. A suitable curtain backdrop appropriate for TV must be erected behind the candidate. This is the same type of backdrop that is used for rallies and all public appearances (see Chapter XIII on TV and Lighting for details).

D. PRESS ROOM

Also in the hotel/motel will be the working press room. Where possible this should be a large room capable of accommodating up to 200 people on the lobby or mezzanine floor and should include the following:

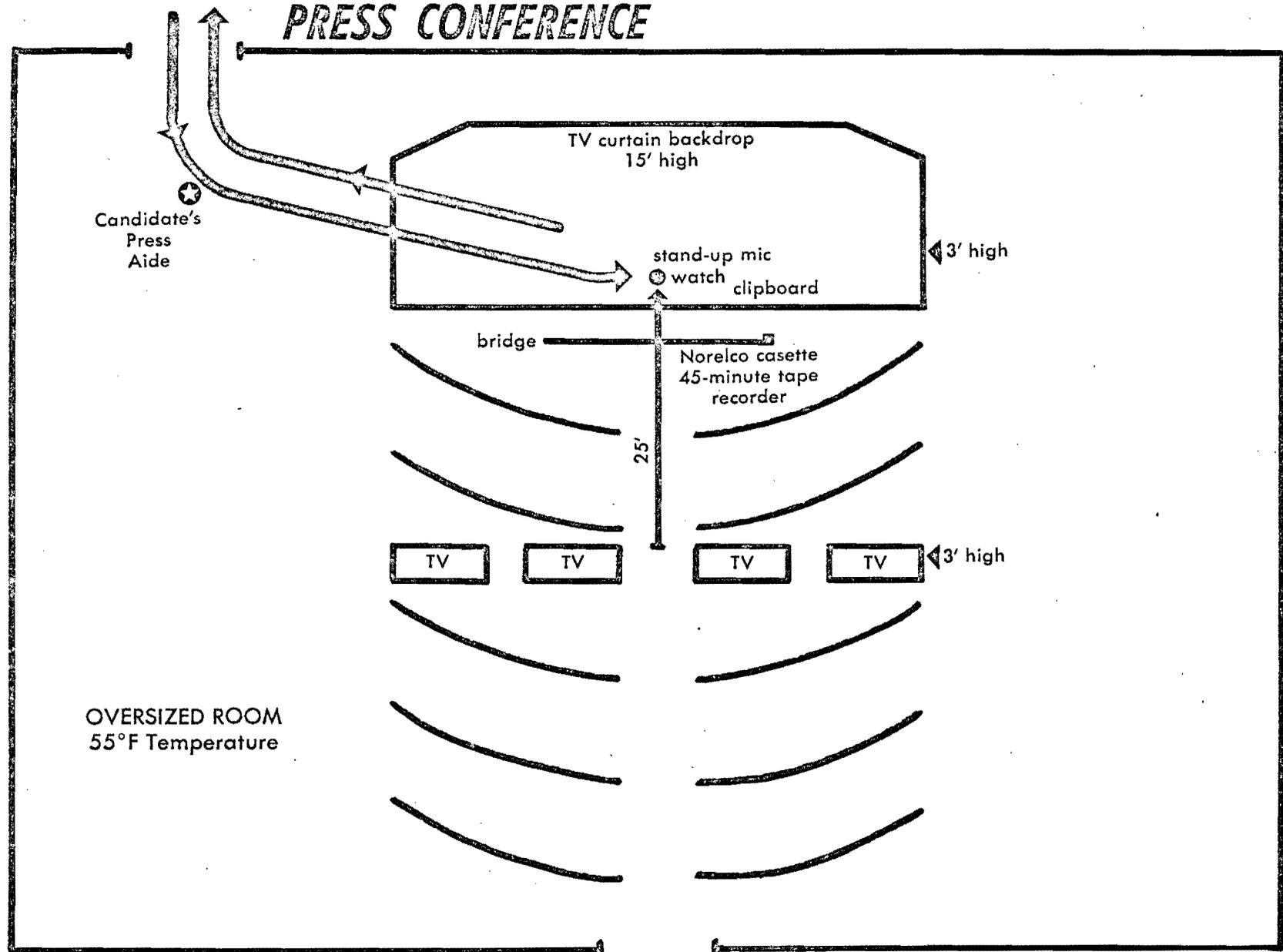
1. Four long working tables with pencils and paper on the tables.
2. 25 long distance telephones and 5 local coin-operated phone lines.
3. 3 TV monitors. Insist upon 3 TV monitors. The reason for this is that there is often simultaneous broadcasting of the news shows on CBS (Cronkite), NBC (Huntley-Brinkley), ABC (Robert Young). Also, the 3 network TV crews want to see their shows.
4. At least 2 Western Union teletype machines and a Western Union representative so that the press can immediately file their copy from the press room. It is not good enough to say the Western Union office is "right down the street" -- the tickers must be in the press room.

This room must be manned by the Western Union representative and the local physical press facilities chairman, or his designated representative, through the entire time of the candidate's visit. Since this can often be a 12-24 hour period, the physical press facilities chairman may have to work out several shifts of personnel so that the press room is always manned. Also shifts of Western Union representatives may be required for a long visit.

5. Ten manual typewriters. These should not be high quality electric typewriters, but manual - for "hunt-and-peck" operations which the press is more familiar with.

6. Food and refreshments. Always have some beer, soft drinks and coffee available and a good supply of sandwiches. Remember that individual national press people will be up against varying deadlines so that you can never assume that, for example, because a meal is supplied, say, at a dinner speech the candidate plans to make, that any particular member of the press will go to that dinner to have his meal, because he simply may have to stay behind to meet a deadline.

PRESS CONFERENCE



OVERSIZED ROOM
55°F Temperature

Secret Service and
local press facilities
chairmen check press
credentials

30

E. HOTEL/MOTEL ARRIVAL - CROWD-BUILDING TECHNIQUES

1. Suggest to Young Republicans and other groups that it would be advisable to get some of their people and signs away from the airport as soon as possible after the arrival ceremonies so they can reach the hotel/motel where the candidate is staying in advance of his arrival and be on hand to welcome him there.
2. At some points it will work out to arrange some off-beat activity such as the presentation of a plaque or roses, etc., at the arrival at the hotel/motel which will stimulate additional public interest so that a crowd will gather.
3. It's a good idea to have a small band or bagpipe player or other noise-makers at the hotel/motel to stimulate a gathering of a crowd.
4. Keep in mind that spontaneous crowds at unexpected points, or in unexpected types of activity, are very helpful in building the overall impression of excitement and interest in the visit. (Unexpected means that you expect it but it is not on the press schedule).
5. The use of a sound truck with music in the area immediately around the hotel/motel will also help to bring people in to join in the welcoming.
6. Put flyers in each hotel/motel guest's box indicating arrival time of candidate.

F. HANDSHAKER RECEPTIONS

In the national campaign there will be very few, if any, handshaking receptions. But should they occur, they will usually be held in the hotel/motel and can be added to the responsibilities of your local hotel/motel chairman. The procedure is outlined in the enclosed diagram.

The main features are:

1. Put the candidate on a platform, the height of which is a function of the size of the crowd; for example, about 3 feet high for a crowd of 200-300 and up to 5-6 feet high for a crowd of 1000 or so.
2. Near the platform, but not on it, should be a stand-up mic which can be put quickly on the platform if the candidate cares to make any remarks.
3. There should be runways to and from the platform. Runways with rubber carpeting are better than setps where there is more chance someone will fall down and hurt themselves.
4. In front of the candidate's platform should be a roped-off area for the press and if there is to be a picture-taking session, there should be two photographers and a photo identification man who coordinates the picture with the name of the person whose picture has just been taken.

The entrance to this press area must be secured by your local physical press facilities chairman and the Secret Service will also make a press credentials check at this point.

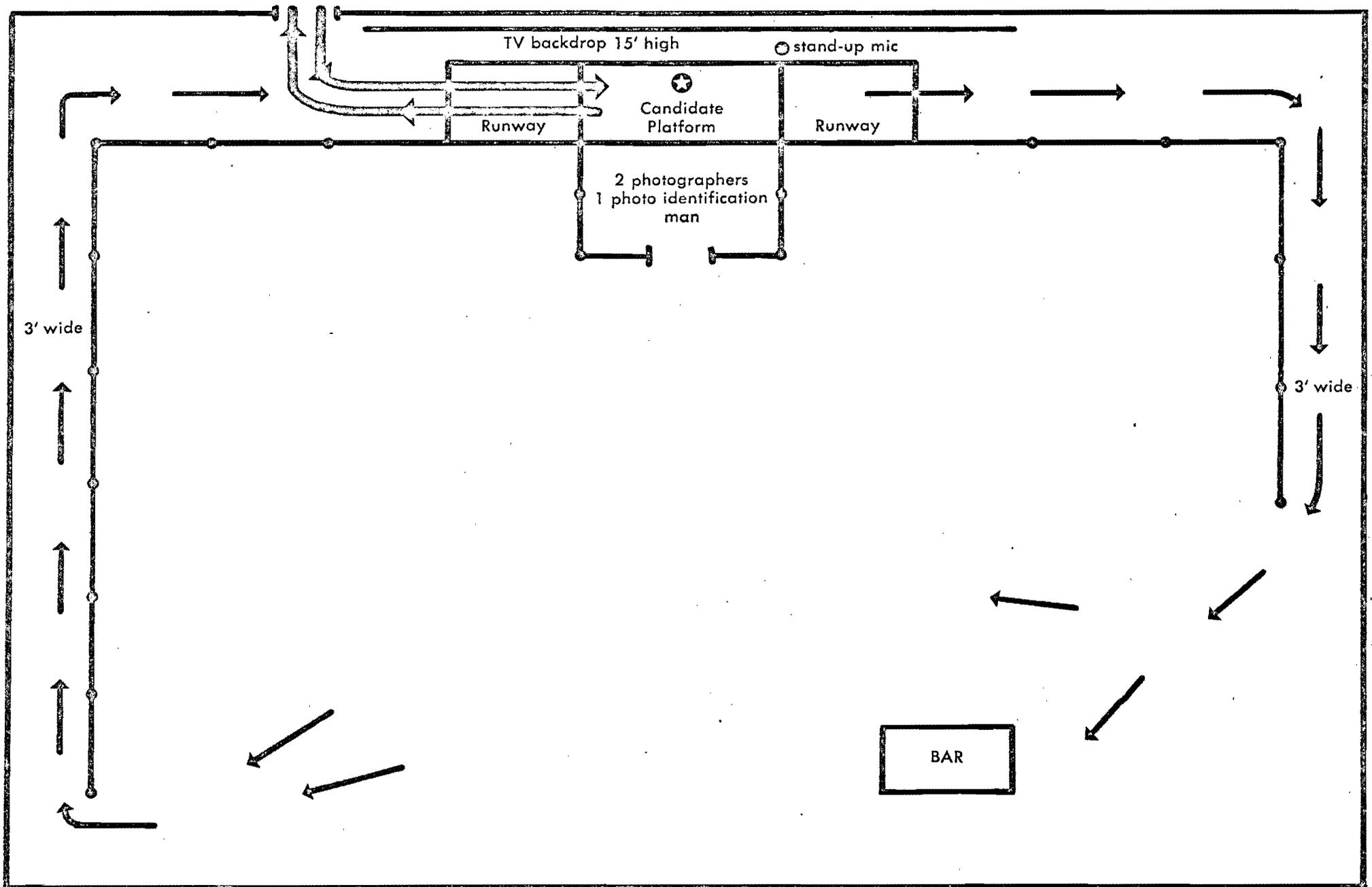
5. The key to a good reception line is to have the area roped off as shown in the enclosed diagram. Make the aisle coming to the platform only 3 feet wide to encourage people to line up single file. Make the exit aisle from the platform also only 3 feet wide so that people do not bunch up in the aisle and stand there after they have shaken hands with the candidate and therefore clog up the exit aisle.

6. If there is a bar in the reception room, make sure that it is at the opposite side of the room from the candidate and does not interfere with the traffic moving in the entrance or exit areas.

7. Make sure there is a backdrop 15 feet high with a TV-type curtain material behind the candidate (see Chapter XIII on TV and Lighting for details).

8. Work out an entrance and exit area for the candidate so that he does not have to wade through the crowd in the reception area.

CANDIDATE'S RECEPTION



CHAPTER XI

PUBLIC MEETINGS

The key thing you must remember is that if there is a crowd present and all else fails, the meeting still can be a success. However, even if technically the advance is perfect, yet there are a few seats empty, the meeting is a total failure in everybody's eyes. Therefore, the most critical decisions to be made in any advance situation is to pick the proper-sized hall.

Generally, this hall should never exceed 5000-7000 capacity even in a large city and should not exceed 2500 capacity in a town of less than 100,000 people. When in doubt, the rule is to always go for the smaller-sized auditorium that is available. A good advance man develops a sixth sense on how well the local organization is "turned on" and usually knows what kind of crowd will show up.

Please keep in mind that in the large cities with great effort and great expenditure of funds in advertising, etc., it is certainly possible to fill halls that hold 8000, 10,000 and even 15,000 but don't forget the central point; namely, that we are using the crowd as a backdrop for the media to report. Therefore, enthusiasm and a packed house is the important thing. For example, 6000 overflowing a place that holds 5000 is much more impressive than, say 11,000 in a hall that holds 12,000.

The crowd-building techniques for your main meeting is, therefore, most important, and the backbone of crowd-building in order of priority is:

- A. Invitations
- B. Telephoning
- C. Advertising

A. INVITATIONS

Invitations should be formally printed giving them a "personal touch". Sample message would be:

The New York Nixon for President Committee
Cordially invites you and your family
To hear
an address by
The Honorable Richard M. Nixon
at
Rochester War Memorial Hall
Rochester, New York
7:30 p.m.
Saturday, October 12, 1968

Always use a mailing list that is a hard core Republican list. The use of telephone books is highly expensive and not an effective list.

Where there is time, the invitations should be handwritten so that it has a personal touch. This could involve easily 100 women volunteers.

Returns you can expect are of the ratio of 1-10. In other words, if you have a hall that holds 5,000, you will go a long way toward filling it by sending out 50,000 invitations if the list you are using is a hard core Republican list.

You will find the cost including stamp, invitation printing and envelope, and assuming volunteer help to address the envelopes, will come to 10¢ per invitation.

B. TELEPHONE CAMPAIGN

Telephone procedure - cheaper than invitations and almost as effective.

1. Organize a telephone campaign to turn out the crowd for every public meeting. Do not let the local chairman allow the calls to be made from the party workers home. Instead, centralize the operation in one room with numerous phones so the operation can be well supervised to insure the maximum number of completed calls. The local chairman will often want to use a brokerage house phone after hours - it is no good - you need the phones 9:00 a.m. to 9:00 p.m.
2. Start the campaign four days before the meeting (any earlier and the telephone message may lose its impact). Run four, three-hour shifts, i.e., 9 a.m. to Noon, Noon to 3 p.m., 3 p.m. to 6 p.m., and 6 p.m. to 9 p.m. A minimum of 15 phones should be used and many more if there are enough volunteers to make it practical. Have a supervisor for each shift.

General Telephone Campaign Checklist To Review In Detail With Your Telephone Chairman

- A. Call every Republican voter. If there are no prepared telephone lists and it is impossible to obtain them, then use the telephone book--something is better than no telephone campaign at all. If you are short handed, call only exchanges in districts where we have the registration with us.
- B. Make sure volunteers are recruited during your first advance visit. The local telephone campaign chairman should supply as many volunteers as possible and the number recruited, as a practical matter, determines the number of telephones that should be installed. Volunteers should have directions to locate the telephone headquarters, a sample message, and if necessary, arrangements should be made to transport the volunteers to and from telephone headquarters.
- C. Do not expect a volunteer to work more than one shift of three hours, because the work is quite arduous.
- D. Provide a supervisor for each shift.
- E. Give each shift a quota of calls to make and instruct them to deliver the message with a minimum of conversation.

- F. Casual visitors to the telephone headquarters should be discouraged and only those having direct business with the callers should be admitted to the telephone room.
- G. Have light refreshments (sandwiches, coffee, etc.) available for the volunteers.
- H. Avoid press coverage of the telephone activity.

Telephone Headquarters Checklist

- A. Ask the telephone company to assign numbers not in sequence to the telephones to be used by the volunteers. Also, ask the telephone company not to put the assigned numbers on the dial of the telephones used, and to keep those numbers unlisted. The numbers of the phones used should be given only to the shift supervisors. These measures are intended to prevent the phones from being tied up by persons outside the operation, and to guard against volunteers making unauthorized long distance calls from those phones.
- B. Contact the telephone company early enough to insure installation of your phones well in advance of the four day period before the meeting.
- C. Have extra phones installed for incoming calls and for regular use. The numbers of these phones should be listed and furnished to all volunteers for family and business contact purposes.
- D. If possible, sheets of sound-absorbing material should be installed at the front and sides of each phone. Such a measure, although a slight extra expense, will make a significant contribution to the efficiency of your phoning operation.
- E. Make sure the supervisor of each phoning shift knows whom to contact at the phone company if trouble should develop with the mechanical operation of the phones.
- F. The suggested message to be delivered by the volunteers should be fastened near the phone. In addition, the same message should be printed in large letters at several locations in the telephone room on the walls. Make sure of its accuracy,

Notes on Message Preparation

- A. The message should be short (not more than 30 seconds). Remind the volunteers that their job is not to have a conversation but to deliver a message. They should finish the call in one minute or less.
- B. The message should be positive. Mention the organization calling, the candidate, when and where the meeting will be held, and any added attraction and repeat the main facts.

Sample Message:

"This is Jane Jones of the Roanoke United Citizens for Nixon Committee calling. Richard M. Nixon speaks Friday night at 8 P.M. in the Roanoke Municipal Stadium. We invite you and your friends to see Mr. Nixon at the Roanoke Municipal Stadium, also, see Ray Bolger (*) in person, honoring Richard Nixon's only appearance in Roanoke, 8 P.M., Friday at Roanoke Municipal Stadium. You are invited. There is no charge, and plenty of free parking space."

*Insert name of local national celebrity, crack high school drill team, sports figure, etc.

With a minimum of conversation, plus dialing time, one call should be completed every minute, i.e., each volunteer should complete 60 calls per hour. Therefore, for example, with an efficient 15 telephone operation, 12 hours per day, it is practical to complete 10,800 telephone calls per day, or 43,200 calls in the four-day campaign. Anything less than a 15 phone, well disciplined operation is not productive. Often a fifty-phone operation delivering over 140,000 messages in four days is easily obtainable if each advance man effectively puts the technique across and sees that the telephone campaign is well implemented by the local telephone chairman. Please adopt the telephone campaign as standard operating procedure for every meeting of the campaign.

Running a telephone campaign is "a real drag", but it is absolutely, repeat, absolutely essential.

C. ADVERTISING CAMPAIGN

All advertising costs to build crowds must be borne by the local committee. Should you have difficulties on this, phone the Washington Tour Office. The candidate's staff man on advertising problems is John B. Shlaes, Nixon for President Committee, 450 Park Avenue, New York 10022 (212) 661-6400. Feel free to contact John with your problems.

At this time it is not known whether the media plan will be devised by a local advertising agency or by our staff in New York. Therefore, the below information on advertising is simply of a background nature. The advance man should immediately think of advertising when he has a large hall to fill and feels he cannot fill it by the cheaper and more effective invitation and telephone campaign approach to the problem. Do your best as a general rule to get \$4,000 in advertising from the local committee.

1. Newspapers - Dailies and Weeklies

You can normally only use weekly newspapers if you have a good deal of "lead" time. Most weeklies publish on Wednesdays or Thursdays. They also need two days to process the ad. Therefore, if you have an event on Wednesday, you will have to make sure that the ad is in to the paper on the previous Tuesday.

Daily newspaper schedules vary. Some require material a day previous to an event and some two days previous.

All newspapers will require payment for ads prior to the date of publication. This is standard for political advertising.



Come one! Come all! To a Lincoln's Birthday Celebration featuring

A MAJOR ADDRESS BY RICHARD NIXON

Monday, February 12, at 7:45 p.m. Dover High School Auditorium,
Durham Road (plenty of parking space available).

Be there when Richard Nixon speaks out on the leading issues of the day.
This will be one of Mr. Nixon's most important speaking engagements in
New Hampshire. You and your family won't want to miss it.



Come one! Come all! To a Nixon Rally!
HEAR HIM IN LINCOLN
TUESDAY NIGHT,
MAY 7, AT 7:00 P.M.

**AT PERSHING AUDITORIUM,
15th AND "N" STREETS**



**MRS. NIXON WILL
BE THERE, TOO.**

Be there when Richard Nixon speaks out on the leading issues of the day. This will be a great opportunity for you and your family to welcome Mr. and Mrs. Nixon to Lincoln—so don't miss it.

"Paid for by the Nebraska Nixon For President Committee, George Cook, Chairman, 3070 Sheridan Blvd., Lincoln, Nebraska; E. J. Faulkner, Treasurer, 4100 South Street, Lincoln, Nebraska."

COPY

Feeley & Wheeler Inc. 6/20/68 pd

370 Lexington Avenue, New York, N.Y. 10017 • MU 7-2920

CLIENT: RNFP

NO.

MEDIA: Radio - 30 sec. Tuesday, June 25, 1968

SAMPLE RADIO AD

ANNOUNCER:

Come and greet Mr. and Mrs. Richard Nixon tomorrow afternoon at 12:45 at the Lansing Airport. Then be sure to come and hear Mr. Nixon speak out on the issues at Lansing's Civic Center at 8:15 tomorrow night. This will be the only time Mr. Nixon will be in Lansing before the National Convention, so come one, come all. That's 12:45 tomorrow to greet them at the airport and 8:15 tomorrow night at the Civic Center to see and hear Richard Nixon.

(Authorized and paid for by the Michigan Nixon For President Committee)

COPY

Feeley & Wheeler Inc. 6/24/68ph

370 Lexington Avenue, New York, N.Y. 10017 • MU 7-2920

CLIENT: RNFP

NO.

MEDIA: Radio :30 - Tuesday, June 25, 1968

SAMPLE RADIO AD

ANNOUNCER: Come and greet Mr. and Mrs. Richard Nixon tomorrow afternoon at 12:45 at the Lansing Airport. There will be a special bus called the "Nixon Special" which will shuttle you to the airport every seven minutes starting at 11:30 tomorrow morning. The bus will leave from the corner of Michigan and Capitol Streets. So come one, come all and greet him at the airport tomorrow. Catch the first "Nixon Special" at 11:30 tomorrow morning leaving from the corner of Michigan and Capitol Streets.

(Authorized and Paid for by the Michigan Nixon For President Committee)

Which newspapers do you buy and with what frequency?

You will first have to determine the number of people you need for an overflow crowd and the impact you need from the advertising you will employ (radio and TV). In many large metropolitan areas the only weeklies you might use would be suburban papers.

In the medium-size towns, such as Portland, Oregon, you probably should include suburbs and surrounding towns within a radius of 25 miles.

In small towns such as Cedar Rapids, Iowa, you probably should include every town in a 50-mile radius.

Daily newspapers are extremely useful. You can use these if the event is taking place anywhere within a 100-mile radius of the paper's origin. Its impact area depends, obviously, on its area of circulation.

Frequency and size of the ad is important in regard to dailies too.

Generally, an ad never needs to be larger than 3 columns by 9" and indeed shouldn't be too much smaller. 3 columns by 9" is 378 inches. You probably would run the ad for two days, preferably on page 3, 5 and 7, in the lower right-hand corner. But make sure when asking for that position you don't end up paying a larger cost for the desired position (fixed position).

In particularly critical situations, or if you don't have other means of advertising, you may want to run the ad for the three days previous to the event. Ads can cost from 6¢ a line to \$1.86 a line, depending on the area.

2. Radio

Radio is also a very effective means of rally advertising if utilized properly.

In some areas you will find there are more radio stations available for your use than there are newspapers.

The most effective times to advertise on radio is in what is known as "prime drive times". This can vary per station. Generally, this time is from 7 a.m.-9 a.m. and 4 p.m.-6 p.m.

In the event it is an area like New York City, you would not want to use all of the 12 stations available, but probably should settle for three of four stations that are most popular. Remember, the cost of advertising on a large metropolitan station can be extremely expensive.

Also, in a city like New York, again, don't forget the suburban population and the suburban stations available - inexpensively.

In a city like Portland, Oregon, you will probably - as in newspapers - use a few Portland stations and increase the number of suburban stations, as well as stations in outlying towns.

If the event is in a small town, you will want to use the station in the town where the event is taking place, and the stations in all surrounding towns within driving distances.

You will generally need no more than 7 of the 10-second spots a day, split between morning and evening prime times. You would most likely run them for two days, but three if there are circumstances which call for it.

A spot should be no longer than 10 seconds, unless there is a specific point you want to get across - then 30 seconds.

Also, specify that the local announcer should read it on the air live. You don't have time or money for producing a spot on tape.

Costs can range from \$3.00 a ten-second commercial to \$20 a ten-second commercial, depending upon the area.

3. Television

Television should be used only if you have an exceedingly large hall to fill or no other media available which would be effective, such as no daily paper or weekly paper.

Using TV embodies giving the station a script for the local announcer to read (as on radio) and a slide. A slide would have the picture of the candidate and the time and place of the event.

Nevertheless, TV is expensive. From \$30.00 a ten-second spot to \$500 a ten-second spot, depending on the area. The production of the slide can be difficult, also; however, some stations will produce it for you.

If you use TV, 5 to 7 spots a day in prime time, with maybe one near Noon hour can be effective. TV can be used as much as three days previous to the event.

The above discussion presupposes that you will be forced to implement these plans to produce the advertising yourself. This most probably won't be so.

All the aforementioned points intend to do is hopefully give you somewhat of a background as to how rally media plans are developed, so that you may either direct someone's effort or do it yourself.

The contention is you will not have to do it yourself, but that you or the person you designate will be able to call New York to plan the plan developed and implemented for you.

Notwithstanding, it is hoped that an appendix to these notes will be given to you soon, pointing out exact procedures as to how media and production procedures can be readily implemented for rally advertising.

For all events, advertise times one-half hour before the real time of the event so you are sure the crowd is there when the candidate arrives.

D. PUBLICITY CHAIRMAN

This man is distinct and separate from your physical press facilities chairman. The Publicity Chairman's job (and hopefully he is a trained newspaper man) is to promote the candidate's visit via newspaper, radio and television. That is, get as many stories as possible to build up the candidate's visit. You will find that news stories will assist you in building your crowds.

In your advance man's kit are glossy pictures and biographies of the candidate and his family which should, of course, be given to the Publicity Chairman to release to the newspapers and TV stations.

In order to generate stories, the following thoughts may be of assistance:

1. A splash announcement that the candidate is coming to town.
2. A story on some of the details of his visit.
3. A story on all of the details of his visit.
4. Pictures of local workers; for example, decorating the hall, making home-made signs, Nixonettes making Nixon dresses, etc.
5. A story fitting the geography of this visit into his whole schedule; that is, you can give out the candidate's schedule before and after his visit to the site where you are advancing.
6. Should a parade-type motorcade be planned, then the route should be published in the paper with a map after carefully clearing it with the Secret Service (see page 23 for more details on security related to parade-type motorcades).

In other words, drag it out for as many new news leads as you can figure out.

E. OTHER CROWD-BUILDING TECHNIQUES FOR RALLIES

1. Stuff guest boxes of all major hotel with flyers announcing the rally site.
2. Posters in as many business establishment store fronts as possible.
3. Flyers to hand out at cashiers in cafeterias, supermarkets, etc.
4. Flyers in cars in parking lots. Concentrate in suburbia supermarkets where Republican votes are, and in large downtown parking lots so the message reaches the businessmen likely to respond.
5. Organize buses from outlying areas. Really do this in detail. Assign quotas of buses to each outlying area and get a large contributor to underwrite it.

6. Get schools to bus in groups. This is particularly effective for boarding schools for evening events.

7. Have several bands and have contests during the pre-program period before a rally. Have judges, prizes. Their parents will often come to see them perform.

8. Line up local type celebrity entertainment on the program, including sports figures.

F. THE PHYSICAL SET-UP FOR RALLIES

The enclosed diagram details the main points to keep in mind for any public meeting site.

1. Dock motorcade so that the candidate has access to a holding room and the press has access to the press area immediately in front of the stage where the candidate will appear. You will, of course, work this out with the concurrence of the Secret Service agent, and an alternative arrival site known only to you and the Secret Service will always be agreed upon. The purpose of this alternate could be strictly a matter of security or it could be a political problem, i.e., a nasty picketing situation that might develop in the last $\frac{1}{2}$ to one hour before the candidate arrives at the rally site.

2. The candidate will come to the speaking platform from the holding area in one of three ways:

- A. A walk-on from the side of the stage
- B. A walk-on directly behind the stage through a curtain
- C. A long walk-on from the opposite end of the auditorium

Obviously, in the case of the walk-on directly to the stage from the side or through a curtain you will not be with the candidate. Should he do a walk-on from the far end of the hall, always stay a good 100-feet ahead of him so that you will not get in the field of the still photographers or TV cameras. The Field Tour Director will follow your movements to the stage area and the candidate will follow the Field Tour Director. Make the walk-on aisle narrow (about 4 feet wide) so that the crowd gets into the camera field.

G. PRE-PROGRAM AND CANDIDATE INTRODUCTION

If the detailed pre-program has not already been phoned to the Tour Office, then the details of the pre-program should be typed and given to Dwight Chapin to place in the candidate's hotel/motel room before the rally.

Pledging of Allegiance, other candidate's speeches are all right, but try to work the committee toward a more enthusiastic pre-program with band music, voices for Nixon choir, and celebrities.

Please let the committee work out the question of who introduces the candidate, but clear the selection with the Tour Office. Where possible try to pick a well known citizen who will appeal across the board to Republicans, as well as Democrats and Independents.

Encourage short introductions and control the timing of the pre-program. This is absolutely mandatory when the candidate's remarks are on live TV.

The candidate prefers to be on the stage for 5 minutes, or so, before he speaks. This means a short introduction for the walk-on, seating the candidate, then the introduction. More on this sticky problem later.

H. PLATFORM AREA

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.

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 XIV Sound) and the sound man will carry with him a watch 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. In these cases, have a regular podium off to the side for other speakers to use.

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 to detract from the TV picture. The curtain behind the candidate must meet all requirements for TV (see Chapter XIII on TV and Lighting).

I. PRESS AREA

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 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.

The candidate's speech must be recorded on a Norelco type 45-minute tape plugged into the bridge (see Chapter XIV Sound). This tape should be given to Ron Ziegler by the advance man as soon as the speech is finished.

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, or have someone working under him to 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 sit in this area.

At the meeting site more than anywhere else in the operation, the rally man comes into play and he will handle decorations, balloons, confetti, etc. A separate copy of the rally manual is being made available to each advance man to familiarize himself with these techniques. Study it carefully because there will be occasions when you will not be accompanied by a rally man, and you will have to manage the rally operation yourself.

As in the case of the entrance to the hall, you must work out at least one alternative exit that is known only to you and the Secret Service agent (security, pickets, etc.). Also, you will find, if you have developed overflow crowds (and this is SOP for every event), there may be a second smaller hall in the auditorium where an overflow crowd is seated. Never commit in advance for the candidate to go to this area after he has finished his main speech. But, instead, while the candidate is making his main speech, check out the overflow hall and make sure there is sizeable crowd and only then come back to the Field Tour Director and make a recommendation as to whether there is a large enough crowd for the candidate to come to the overflow hall and make a few remarks.

On departing the hall the candidate never tries to walk back through the main crowd and out of the auditorium. Instead your departure is always through the back of the auditorium to the street. This means that if you have arrived at one end of the auditorium and the candidate has done a long walk-on to the opposite end of the auditorium to the stage, then while he is speaking the entire motorcade must be moved around to the back entrance of the auditorium.

Also keep in mind that your job is also to plan the exit route for the press from the press area in the auditorium back to the press bus without forcing them to push their way through the crowds.

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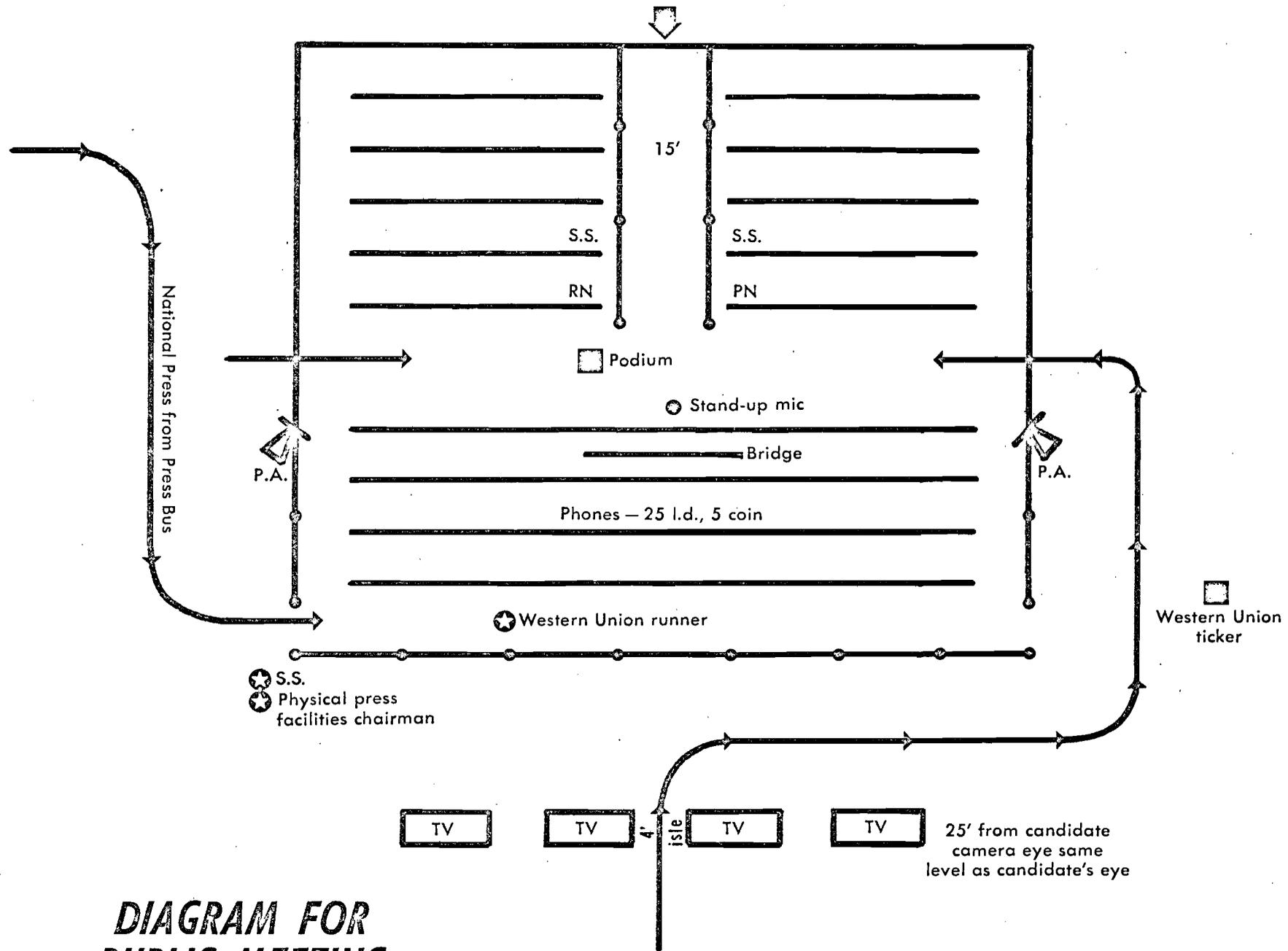


DIAGRAM FOR PUBLIC MEETING

CHAPTER XII

DEPARTURE PROCEDURE

After a rough evening drill, there is a tendency to relax and let down -- don't!! It is just as rough the next morning.

Each day's press schedule and detailed staff schedule will begin with a time for "baggage call". An American Express representative will travel with the candidate at all times, and he will attempt to take some of the baggage-handling burden off of the hands of the advance man. However, during the shake-down period of September, it is essential that the advance man pay particular attention to the baggage problem.

He should organize bellboys so that at the time of the baggage call, bellboys are admitted to the candidate/staff corridor to collect all baggage. The same procedure applies on departure as it does on arrival as far as the Secret Service is concerned. This means that the names and addresses of all bellboys allowed into the candidate/staff corridor must first be cleared by the Secret Service. Therefore, the advance man should advise the Secret Service agent to clear 5 bellboys into the candidate/staff corridor. Another 5 bellboys should assist the press and the Secret Service has no responsibility for this - it is the advance man's job.

It is the responsibility of the staff to place their baggage outside of their doors at the time shown for baggage call. The fact is, however, they are so busy that more often than not their baggage will not be ready. So the advance man should go into each room and make sure all baggage is cleared out and placed in the corridor for the bellboys cleared by the Secret Service to pick up.

The press are supposed to place their baggage outside their door at the time of the baggage call. Again this may not always happen and your hotel chairman should be assigned to make sure all press baggage is moved from their rooms to the baggage trucks as soon after the baggage call time as possible. In this connection you will have assistance from the candidate's press aide, Ron Ziegler, and the staff aide.

As soon as all staff and press baggage is assembled and on the baggage trucks, you should have your Transportation Chairman move the baggage trucks immediately to the airport to load the plane. This includes, of course, all the TV gear of the three travelling network crews and the TV gear of the travelling Nixon TV crew. The TV gear can be put in the same TV bus that was used to bring the gear in from the airport the evening before.

Make sure your Transportation Chairman is up early and on the job (have his home phone number) because the motorcade must be properly docked and in position to leave the hotel/motel at least 45 minutes before the candidate is actually ready to leave the hotel/motel. The vehicles in the motorcade should be identical to those used on the arrival, including the three political VIP cars. If it turns out there are no VIPs to ride back to the airport, then this is OK - just let the empty cars go to the airport in the motorcade.

After you have properly arranged the motorcade and the baggage trucks have left for the airport, make sure and return to the candidate/staff corridor and make a fast check that no baggage or loose papers have been left behind. You will find that many of the staff are still working and a few bags may be left around in the rooms. Place these bags immediately outside each of the staff rooms and remind the staff that the baggage trucks have already left and it is their responsibility to hand carry any remaining baggage to the motorcade and on to the airport.

You should then proceed to the floor of the hotel/motel where the press are staying and repeat the same procedure. In this connection you will have assistance from the candidate's press aide, Ron Ziegler.

You should also check the press room to make sure none of the press have left any personal belongings in the Press Room.

When the motorcade departs the hotel/motel, the advance man should ride in the lead security car with the Field Tour Director; i.e., in the same arrangement utilized for arrival.

Upon arrival at the airport, press will board both the press plane and the candidate's plane. The responsibility of which member of the press boards which plane resides with the candidate's press aide, Ron Ziegler. You have nothing to do with assignment of the press to either of the planes.

You will often find that at the airport there are a large number of police who have been associated with the entire security detail. It is quite proper that the candidate will perhaps wish to shake hands with each of them and thank them for their assistance.

As soon as possible, assist the entire staff, the candidate and the press to board and button up the two planes for their departures. The candidate's plane always takes off before the press plane. Should your next assignment take you to a city that is in the same direction that the travelling party is going, you may wish to board the press plane and travel on the press plane to that city. However, reservations will be tight and must be made by checking with the Field Tour Director the evening before and only he can grant you permission to ride on the plane, because he can assess if there are any empty seats available.

Should you be riding on the plane you must assign your Transportation Chairman to keep the motorcade assembled on the apron for half an hour after the two aircraft have departed. The reason for this is that an aircraft mechanical may require one of the aircraft to return to the airport and someone must be on hand to assist them. Should you be remaining on the ground, you can, of course, assume these duties. In addition, you should make contact directly with the key overall chairman and discuss any follow-up that may be required as a result of the visit.

You should return to the hotel/motel to the candidate/staff corridor and make a thorough check that no personal baggage or papers remain. And if you find anything, it is your responsibility to get this material back to the travelling party via the mails.

As soon as the candidate's plane takes off, phone the Washington Tour Office (202) 783-4241. If you see that the plane is going to be 15 or more minutes later taking off than indicated on the detailed staff schedule, then phone the Washington Tour Office immediately with your anticipated take-off time because the Tour Office must immediately get in touch with the advance man at the next stop to start to rearrange the schedule based on your anticipated take-off time.

Finally, if for any reason you have not followed the Thank You note procedure (and we can't think of a reason why you could not have done this), make sure and get your Thank You note forms completed and in the mail to New York Headquarters, 450 Park Avenue, New York 10022.

CHAPTER XIII

TV AND LIGHTING

PRESS CONFERENCES:

These are the physical elements:

1. Candidate
2. Working Press (printed media)
3. Live Television cameras
4. Film Cameras (Tripod and handheld)
5. P.A. System
6. Lighting

1. Candidate

It is generally accepted that our man works best with only a platform and a microphone. No podium, tables, etc.

The platform should be 14" to 16" high (presuming the working press is seated and the camera platforms are the same height as candidate's platform). If only the candidate is conducting the interview, the platform should be no smaller than 5'x8'. It is most desirable that the platform be carpeted.

The background for the candidate is very important. Hotel ballrooms rarely have acceptable backgrounds. Advance men should supply a background of plain material, not heavily designed, and of a medium shade of color. It should never be black or a very light color or white.

The candidate usually wears a dark suit. We have found that as background a medium blue-gray material looks best. It should not be a very thin silky material. The ideal would be a velour type. It should not be pleated flat or stretched, but hung in neat folds about four inches deep.

The background should be not less than 15 feet from top to floor and no less than 15 feet wide. This is to prevent handheld cameras from shooting off the background when photographing the candidate.

2. Working Press (printed media)

Chairs arranged in a semi-circle (where possible) with no less than five feet from front row to candidate's platform serves to keep the candidate from looking at an acute down angle resulting in poor lighting of the candidate's face.

3. Live Television Cameras

The platforms for live cameras must be strongly constructed and are most times provided by the crews.

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.

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.

4. Newsreel Cameras

These should be on a riser about the same height as the candidate and the platforms placed on either side starting in the center.

They prefer to work fairly close to the candidate (about 25 feet).

5. Public Address Systems

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.

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.

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.

A good P.A. system and a knowledgeable engineer are essential to the technical success of a press conference, or any public speaking engagement.

6. 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.

CHAPTER XIV

SOUND

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
 - A. Determine how long they have been in business
 - B. Determine 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 travelling sound man Ed McDaniel (who you will have to call 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 the telephone number.
 - B. The general manager, owner or person in charge of setting up the sound for the event.

General recommendations on equipment for outdoor appearances:

There are three parts to a sound system:

1. Microphones (which receive the initial sound)
2. Amplifying unit (pre-amplifier/power amplifier) which, obviously, increases the volume level of the spoken word
3. Speakers which direct the sound after it has been amplified

The minimum requirements are as follows:

1. Microphones

A. 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.

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.

2. 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 100 watt unit or two 100 watt units. Do not use units less than 30 watts, and try to use this multipal system so if one goes out, you will have something in reserve.

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

3. 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:

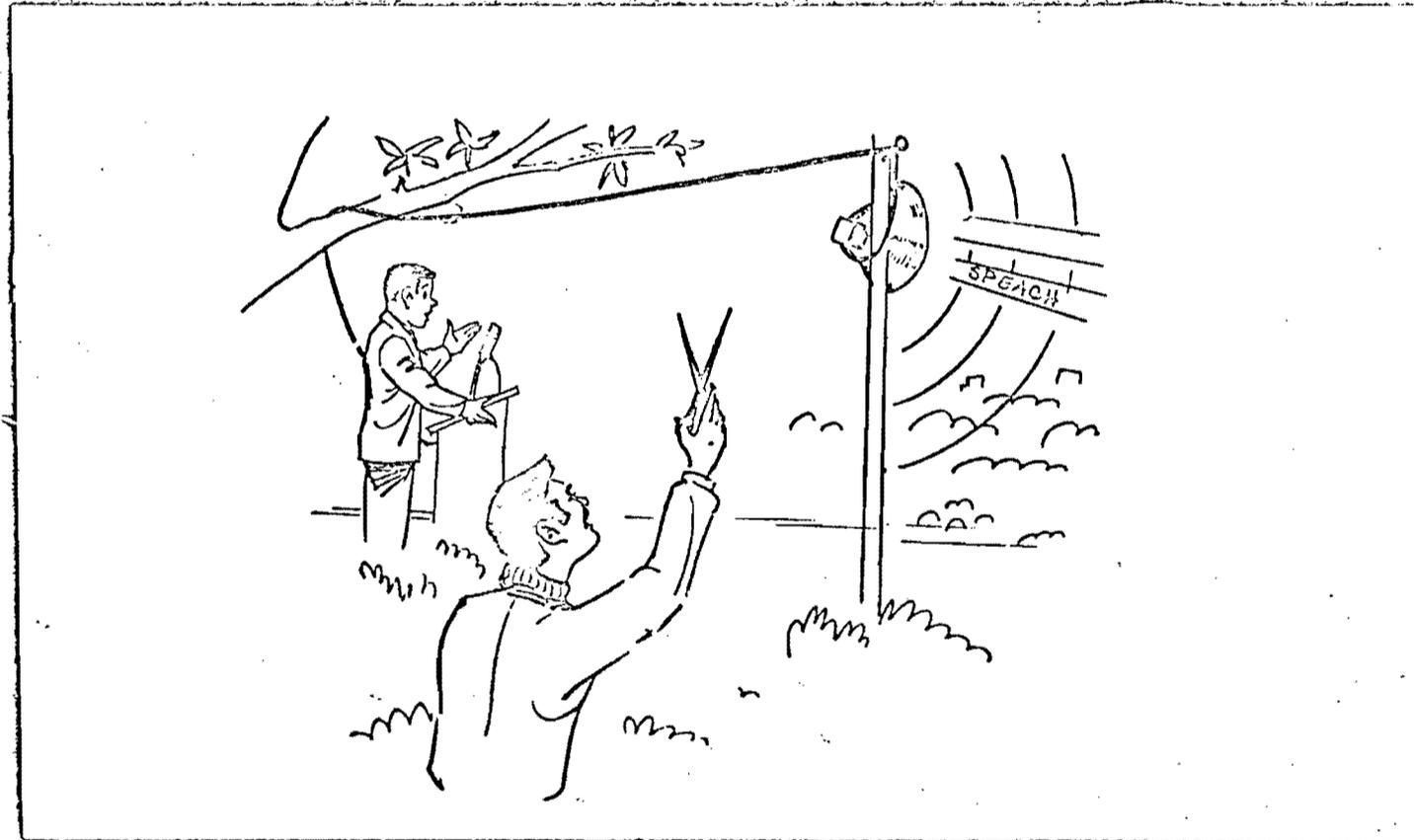
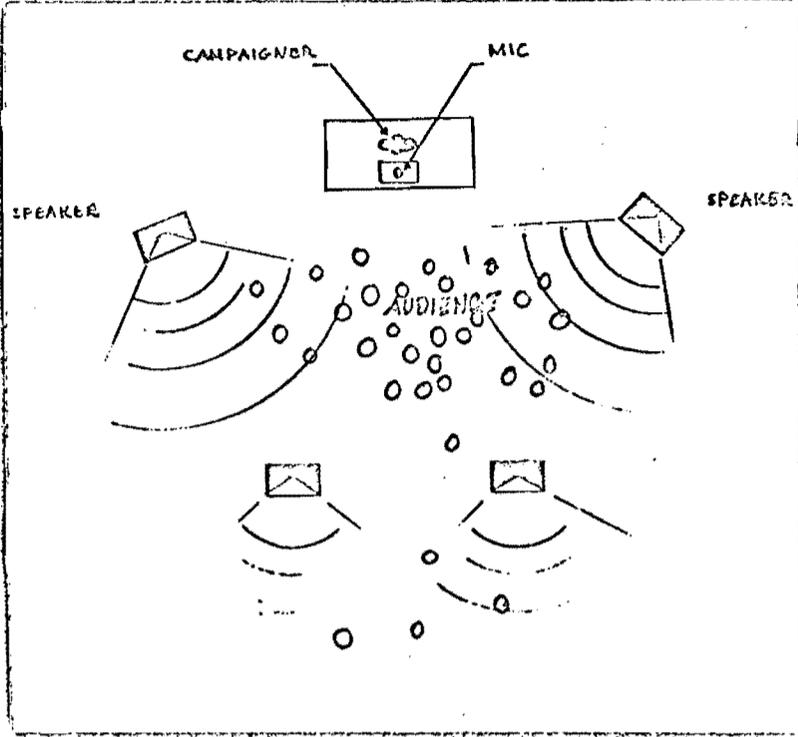
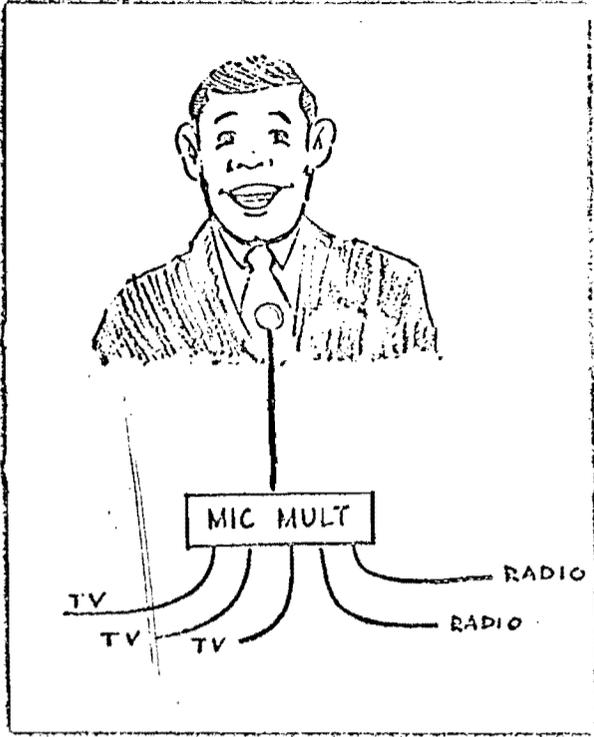
It is vitally important that for indoor rallies and speeches (this does not include a press conference set-up which is covered in Chapter X) that you advise the travelling sound man or his back-up man of the situation. These men have done this before and they probably know most of the halls in which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

The critical thing here is 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.

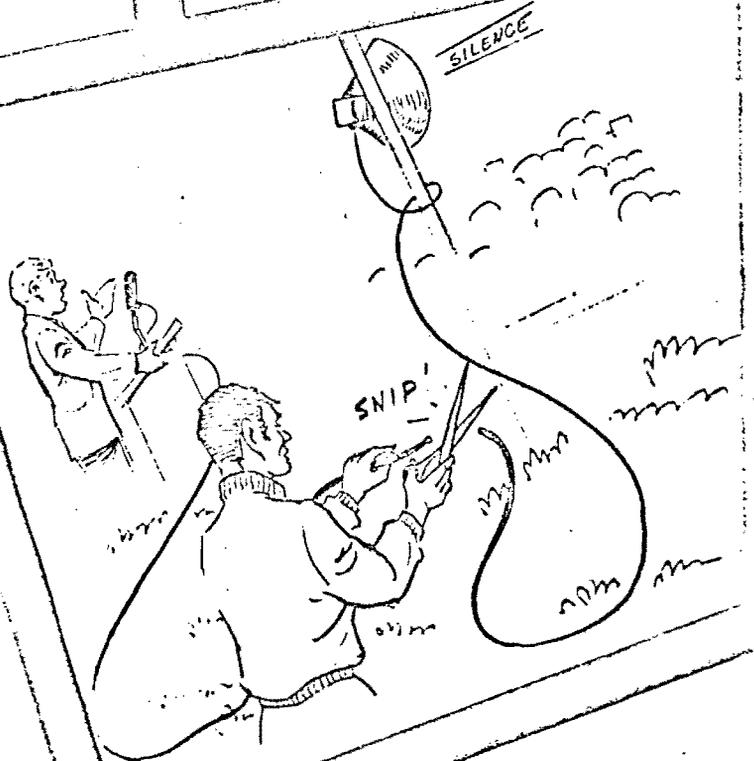
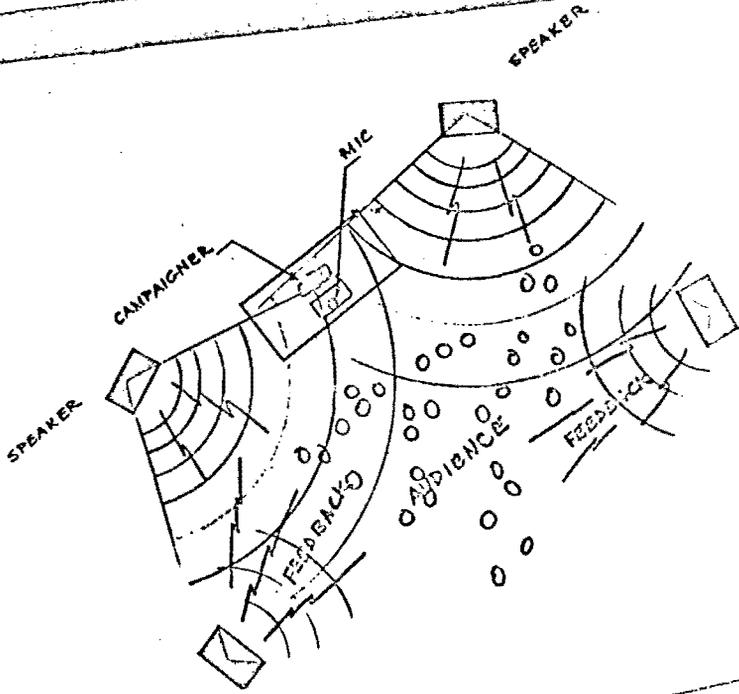
Also be sure to advise who will be handling the sound in the hall because this person may be someone other than an employee of the sound company you have retained. Make a sketch of the sound system in the hall noting type of microphone, including manufacturer's brand name, wattage and manufacturer's style number of amplifying system and number and location of speakers and how they are pointed and give to McDaniel when the plane lands (see page 21).

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



CHAPTER XV

CREDENTIALS AND IDENTIFICATION

Each advance man will receive an advance man lapel pin which is known to the travelling staff and to the Secret Service. This pin is ordered by the Secret Service and will be given to you at the Advance Man's school.

Each advance man will receive a wallet size card with his picture on it and the statement: "Nixon Field Staff, Nixon for President Committee, 450 Park Avenue, New York, New York 10022".

Each advance man will receive a red and white luggage tag labeled "Nixon Staff" which is to be used only if your baggage is to go on the press plane should you be going on the press plane enroute to your next advance man assignment. Do your best not to use the "Nixon Staff" tag when you are travelling alone; i.e., practically all the time, because this is just a temptation for someone to tamper with your bag and perhaps find some classified goodies such as this advance man's manual.

The "Nixon Staff" badge is ordered by the Secret Service and will be shown to you at the Advance Man's school.

Press identification

National press

All national press luggage will have a white tag with green lettering saying "Press". The material of the tag will be such that the name of the press man can be written on the back of the tag. You will find that in spite of precautions hotel/motel bellboys will write room numbers on these tags. Therefore, the material will be such that the writing can be erased to clean off the room numbers and then rewrite the name of the correspondent.

Local press credentials

Your local physical press facilities chairman must give to each member of the local press a tag saying "Local Press". Without this badge the Secret Service will not allow any local press into security areas such as the press section in halls, the apron of airports and press conferences. Ron Ziegler will make up lapel identifications for the national press which say "National Press".

Platform Guest

At all rallies where VIPs are on the platform with the candidate, to facilitate clearance by the Secret Service, they should have a lapel tag showing their name and "Platform Guest".