

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
21	9	n.d.	Report	Manual/intinerary detailing functions/duties of Advance Man (cont. from Folder 8). 17pgs.
21	9	n.d.	Report	Manual detailing duties of Rally Man. 17pgs.

## CHAPTER XVI

### OPERATION "THANK YOU"

In the back of this advance manual you will find 2 sets of Thank You note forms entitled (1) "VIP Thank You Note Form" and (2) "General Thank You note form".

As soon as the aircraft arrives, you will give to Dwight Chapin the completed - typed or printed but not hand-written - "VIP Thank You note form". Chapin will be near the candidate at all times and will make notes on any conversations which might improve the Thank You note letters to the VIPs.

Even before the party arrives you will mail the completed "General Thank You note form" - typed, printed but not hand-written - to Kay Odell, Nixon for President Committee, 450 Park Avenue, New York, New York 10022.

Each morning the Washington Tour Office will phone Kay Odell and if the "General Thank You note form" has not arrived in New York three days after the arrival of the travelling party, the Tour Office will be on the phone to you pressing for the completed "General Thank You note form". If you reply to the effect that you left a local volunteer in charge of doing it and that he will mail the form to Kay Odell, we know you have "blown it" because you have gone on to the next city and can't control the situation at your previous stop.

Note that both the "VIP Thank You Note Form" and the "General Thank You note form" absolutely must include the following items:

- (1) Full name and address.
- (2) Whether address on a first- or last-name basis - salutation.
- (3) The function the person performed -- for example, on the "VIP Thank You note form" - "overall chairman" and on the "General Thank You note form" - "motorcade driver".
- (4) The date and type of RN event - such as "Reno, Nevada, evening rally, October 26, 1968".

Again, it cannot be overemphasized that the Thank You lists must be prepared before the candidate reaches town, and the standard objection that there may be a switch in a motorcade driver or even in a VIP's duties is virtually a mistake we will have to live with rather than delay Thank You notes to everybody else connected with the event.

June 4, 1968

SAMPLE "THANK YOU" NOTE

Dear Mr. Peacock:

This is just a note to express my appreciation for the part you played in making my visit to Klamath Falls the enjoyable and successful one it was.

A special highlight of the occasion for us was the superb performance of the "Star and the Marquis". Our compliments to you as the director and to the talented musicians.

With best wishes,

Sincerely,

Mr. Kim Peacock  
Route 2 - Box 631W  
Klamath Falls, Oregon 97601

ACTION:

REPRINTS:

M/L

CAMPAIGN  
MATERIAL

BOOK

PHOTO

WANTS TO WORK

OTHER: \_\_\_\_\_

STATE: \_\_\_\_\_

June 5, 1968

SAMPLE "THANK YOU" NOTE

Dear Mr. Clark:

This is just a note to thank you for everything you did to insure the successful coordination of activities during my visit to Phoenix last week.

The arrangements at the airport could not have been better in any respect, and we want you to know of our appreciation.

With best wishes,

Sincerely,

Mr. Howard W. Clark  
Assistant Airports Director  
Sky Harbor Airport  
3200 Sky Harbor Boulevard  
Phoenix, Arizona

ACTION:

REPRINTS: \_\_\_\_\_

M/L

CAMPAIGN MATERIAL

BOOK

PHOTO

WANTS TO WORK STATE: \_\_\_\_\_

OTHER: \_\_\_\_\_

IBI:SC  
X-K  
Phoenix, Arizona  
5/29/68

June 5, 1968

SAMPLE "THANK YOU" NOTE

Dear Reverend Kreitzer:

Mrs. Nixon and I greatly appreciated the opportunity we had to be with you in Phoenix last week.

We shall long remember our visit and want you to know how much we enjoyed your inspirational invocation and benediction.

With our very best wishes,

Sincerely,

Reverend Keith Kreitzer  
Saint Paul's Memorial Parish  
Tucson, Arizona

ACTION:

REPRINTS: \_\_\_\_\_

M/L

CAMPAIGN  
MATERIAL

BOOK

PHOTO

WANTS TO WORK  
STATE: \_\_\_\_\_

OTHER: \_\_\_\_\_

DATE: \_\_\_\_\_

VIP THANK YOU NOTE FORM

EVENT(S) \_\_\_\_\_

Give to Chapin as soon as plane lands

ADVANCE MAN: \_\_\_\_\_

CITY: \_\_\_\_\_

LETTER / PICTURE	NAME AND ADDRESS	SALUTATION	TITLE/POSITION	COMMENTS (Activity Performed)
			GOVERNOR	
			SENATOR	
			SENATOR	
			CONGRESSMAN	
			CONGRESSMAN	
			GOP STATE CHAIRMAN	
			REPUBLICAN NATIONAL COMMITTEEMAN	
			REPUBLICAN NATIONAL COMMITTEEWOMAN	
			NIXON STATE CHAIRMAN	
			OVERALL  CHAIRMAN OF EVENT	



## GENERAL THANK YOU NOTE FORM

EVENT(S) \_\_\_\_\_

ADVANCE MAN: \_\_\_\_\_

Before travelling party arrives, mail to  
 Kay O'Rell, Nixon for President Committee  
 450 Park Avenue, New York, New York 10022

CITY: \_\_\_\_\_

LETTER / PICTURE	NAME AND ADDRESS	SALUTATION	TITLE/POSITION	COMMENTS (Activity Performed)
			PUBLICITY CHAIRMAN	
			ASSISTANT TO PUBLICITY CHAIRMAN	
			PHYSICAL PRESS FACILITIES CHAIRMAN	
			ASSISTANT TO PHYSICAL PRESS FACILITIES CHAIRMAN	
			ASSISTANT TO PHYSICAL PRESS FACILITIES CHAIRMAN	
			AIRPORT ARRIVAL CHAIRMAN	
			INVITATION COMMITTEE CHAIRMAN	
			TELEPHONE  CHAIRMAN	
			ASSISTANT TO TELEPHONE CHAIRMAN	
			ASSISTANT TO TELEPHONE CHAIRMAN	

DATE: \_\_\_\_\_

GENERAL THANK YOU NOTE FORM

ADVANCE MAN: \_\_\_\_\_

EVENT(S) \_\_\_\_\_

CITY: \_\_\_\_\_

LETTER / PICTURE	NAME AND ADDRESS	SALUTATION	TITLE/POSITION	COMMENTS (Activity Performed)
			TRANSPORTATION CHAIRMAN	
			ASSISTANT TO TRANSPORTATION CHAIRMAN	
			ASSISTANT TO TRANSPORTATION CHAIRMAN	
			MOTORCADE DRIVER	

DATE: \_\_\_\_\_

GENERAL THANK YOU NOTE FORM

ADVANCE MAN: \_\_\_\_\_

EVENT(S) \_\_\_\_\_

CITY: \_\_\_\_\_

LETTER / PICTURE	NAME AND ADDRESS	SALUTATION	TITLE/POSITION	COMMENTS (Activity Performed)
			MOTORCADE DRIVER	
			HOTEL ARRANGEMENTS CHAIRMAN	
			ASSISTANT TO HOTEL ARRANGEMENTS CHAIRMAN	



## CHAPTER XVII

### EXPENSES

Republican National Committee expense account forms are enclosed in the back of this manual. Your name and home address must be clearly printed at the bottom of each form and beside your name, your title "Nixon/Name of Vice President candidate Advance Man".

When you use your airline and/or car rental card, receipts must be returned with your expense account in order to obtain approval.

All expense accounts should be sent to Henry Hyde, Nixon for President Committee, 1726 Pennsylvania Avenue, N. W., Washington, D. C. 20006, and the checks will be mailed from the Republican National Committee to the address listed on the bottom of your expense account, i.e., your home address.

DETAIL SCHEDULE  
(for staff use only)  
WEDNESDAY, MAY 1 - SATURDAY, MAY 4, 1968

WEDNESDAY, MAY 1, 1968

Staff time New York City

Davies, arrange American Airlines Electra Charter for May 2 with Dean Musser (202) 296-0675. This will be the new modified Electra charter N6112A.

Davies, please be sure to send Whitaker Press Bureaus and addresses of each member of the press on this tour, and bill them at the amounts shown for each leg below.

THURSDAY, MAY 2, 1968 - NEW YORK, GARY, INDIANAPOLIS, INDIANA

11:00 a.m. EDT Arrive Butler Aviation, LaGuardia (212) 473-1000, board American Airlines Electra Charter N6112A

11:15 a.m. EDT Depart New York, Butler Aviation, LaGuardia en route Gary, Indiana  
Flying time: 2:30  
Buchanan, please advise press that Norm Wilkens, a local Indiana Public Relations man, will be available to assist the press with all their logistic problems in Indiana - he will be meeting the plane in Gary. Norm has been instructed by Hyde not to go into the issue area but to confine his services to logistics.

Davies, charge Press bureaus the first class airfare of \$55.65.

12:30 p.m. CDT Arrive Gary Municipal Airport (219) 949-7303 and dock aircraft on the right side of the terminal.  
C. Cudlip  
B. Hoakland

Cudlip will have a staff room in the terminal.

If weather good, airport rally will be outside. If weather bad, the rally will be held in the Standard Oil hangar.

Greeting Committee:

Charles Sheare, Indiana Volunteer for Nixon Chairman  
Walter Beardsley, National Committeeman  
William Ruckelshaus, Senatorial candidate (he will get on tour plane)  
Gilbert Haller, Lake County Republican Chairman  
Theodore Sendak, Gary Republican Chairman  
Mayor Wilburn Titus, Hobart, Indiana (Republican)  
Mayor Leo Meister, East Gary (Republican)  
Mayor Richard Collins, Crown Point (Republican)

DETAIL SCHEDULE - 2

THURSDAY, MAY 2, 1968 (continued)

- 12:40 p.m. RN and Mrs. Nixon introduced by Theodore Sendak. Hope to have 2000 Gary citizens, but unable to get schools out for the event. Cudlip will have Western Union runner and phones (if strike is over) available.
- Davies, put Barbara Pawlick of Gary Post Tribune, on plane to interview Mrs. N on Gary - Indianapolis leg.
- 1:15 p.m. RN concludes. Mix with crowd while press and staff are re-boarding plane. Bill Ruckleshaus, Walter Beardsley, and Charles Sheare will board tour plane and stay with tour for the rest of RN's visit to Indiana. There is, unfortunately, no room for the Gary advance men to ride the plane to Indianapolis - but check Davies for last minute seat availability.
- 1:30 p.m. CDT Depart Gary en route Indianapolis, Indiana  
Flying time: :45  
Davies, charge Press Bureaus the first class airfare of \$16.80.
- 2:15 p.m. ESP  
R. Goodearle  
B. Baker Arrive Weir Cook Municipal Airport, Indianapolis  
Airport Asst. Director - H.P. Powers (317) 244-9538. American Airlines Manager - F.P. Fay (317) 241-3353. Berth plane at Roscoe Turner South Hangar.  
Crowd estimate 500 to 1000. Goodearle will have unobtrusive hand cord microphone available for remarks at RN's option.  
Greeting Committee:  
Mayor and Mrs. Dick Luger (Republican)  
Congressman Bill Bray, 6th District  
Congressman Dick Roudebush, 5th District  
Ed Whitcomb, Secretary of State (gubernatorial candidate)  
Mrs. Nola Allen, 11th District Vice Chairwoman (Negro)  
Buena Chaney, State GOP Chairman  
Mrs. Esther Guthridge, State Vice Chairman  
Mrs. Cecil Hardin, National Committeewoman  
Keith Beulen, 11th District & Marion County GOP Chairman  
Mrs. Harvey Gordon, Marion County GOP Chairwoman  
Kirk Pontzer, Finance Chairman for Nixon
- 2:30 p.m. (approx) or slightly longer if large crowd at the airport  
Depart airport en route Columbia Club  
Car #1 - Chapin and Goodearle  
Car #2 - RN, Congressmen Bill Bray and Dick Roudebush, and Mayor Dick Luger  
Car #3 - PN, Marge Roudebush, Esther Bray, Nola Allen, and Mayor Dick Luger's wife (advance man will try to make this a large car to accommodate 5 people plus driver)  
Car #4 - Bob Ellsworth and other VIPs  
Press bus follows with staff and press

DETAIL SCHEDULE - 3

THURSDAY, MAY 2, 1968 (continued)

2:45 p.m. (or maybe 10 to 15 minutes later depending on how long at airport)  
Arrive Columbia Club, 121 Monument Circle, Indianapolis  
(317) 635-1361, for staff and phoning time.

Room assignments:

RN	907 -- parlor 906
PN	903
Chapin	905
Goodearle	904
Davies	908
Ellsworth	909
Rose	911
Shelley	913
Anne Volz	901
Buchanan	910
Price	912
Baker	914
Extra room	915

Note to Goodearle: Following is Len Garment's group:

Bill Landrum  
Bill Colbert  
Bob MacQuade  
Arch McKinley

Wolpert Crew (Making of a President):

Fritz Roland  
Nigel Noble  
Richard Blossom  
Roy, not necessary to house at the Columbia Club

4:15 p.m. Press conference, Grand Ballroom, 10th floor, Columbia Club

4:45 p.m. Press conference ends. RN proceed to room for pictures with 6 to 10 candidates. Goodearle will have room reserved.

Buchanan, please inform press because this event is not shown on press schedule.

5:00 p.m. Picture session concludes. Return to room for staff and phone time.

Goodearle will have pre-program from 3:00 to 8:30 p.m. for rally when RN and Mrs. Nixon are on stage. Assume this is a long list of people to be introduced and a few speeches, but Goodearle will nail down.

7:30 p.m. Depart Columbia Club en route Southport High School for rally  
Car #1 - RN, PN, Chapin and Goodearle  
Press bus follows with any staff attending rally.

DETAIL SCHEDULE - 4

THURSDAY, MAY 2, 1963 (continued)

- 7:50 p.m.  
B. Baker Arrive Southport High School Gymnasium, 971 E. Banta Road, Indianapolis (317) 787-9404, to gather with group who will be on stage. This group consists of greeting committee at the airport plus two other gubernatorial candidates besides Ed Whitcomb, who are:  
Earl Butts and Dr. Odis Bowen  
John Gallagher, State Auditor and candidate for Lt. Governor  
Charles Hendricks, past State Chairman  
John Snyder, State Treasurer  
Mr. ? Annes, another candidate for Senator, besides the favorite Bill Ruckelshaus
- 8:00 p.m. RN and Mrs. Nixon proceed to stage and walk on with entire group
- 8:30 p.m. RN and Mrs. Nixon introduced by Mayor Dick Luger
- 8:35 p.m. RN remarks. Anticipate crowd of 7500 - standard rally type audience
- 9:10 p.m. RN concludes
- 9:30 p.m. Depart High School en route Columbia Club  
Car #1 - RN, PN, Chapin and Goodearle  
Press bus follows behind RN, or delays should press need additional time to file stories for a.m.'s.
- 9:50 p.m. RN and Mrs. Nixon arrive Columbia Club for overnight
- Davies, carefully make an assessment with Goodearle of the loading of the aircraft for tomorrow. Goodearle should have warned Gordon Durnell that the VIPs listed below should be at Gate 20, American Airlines, and board charter Electra by 10:50 a.m., and provide their own transportation to the airport. It is going to be tight. Goodearle must depart in the late A.M. tomorrow for Texas and, unfortunately, cannot go on to Fort Wayne and Evansville.
- Davies, double check with Dean Musser that our charter for tomorrow is okay, and make sure that when the motorcade arrives at the airport tomorrow that RN's car and bus can drive directly to the aircraft without going through the terminal. This has already been cleared by Musser's boss, Willey in Washington.
- Davies, contact Kentucky Governor Louie Nunn's aide, Jim Watson (502) 564-3450, to firm up King Air 177G for tomorrow to take RN and Mrs. Nixon, and Chapin to go from Evansville to Frankfort, Kentucky.

DETAIL SCHEDULE - 5

FRIDAY, MAY 3, 1968 - Indianapolis, Fort Wayne, Evansville  
Indianapolis - New York for staff  
Evansville - Frankfort for RN, PN, Chapin

- 9:55 a.m. EST      Baggage call  
Davies, please make sure RN, PN, and Chapin's baggage going Evansville to Frankfort is in the cabin of the Electra, and not the regular baggage compartment.
- Davies, check with national press before leaving Indianapolis on who is going to stay on the plane and go to New York, since their baggage goes in the baggage compartment of the Electra. Also, check and if there are a small number of press who are deplaning in Evansville to go to Louisville, or are returning to Indianapolis on the Electra and then deplaning to go to Louisville, then try to put their baggage in the cabin of the Electra.
- 10:25 p.m.      Depart Columbia Club en route Indianapolis airport  
Car #1 - RN, PN, Chapin and Goodearle  
Press bus follows with press and staff  
Buchanan, a drop-by at the Indianapolis Speedway is planned en route to the airport, and this is not shown on the press schedule. \* see below
- 10:35 a.m.      Arrive Indianapolis Speedway for pictures of RN, Mrs. Nixon with Congressman Bill Bray, and Senatorial candidate Bill Ruckelshaus.
- 10:45 a.m.      Depart Speedway en route airport
- 11:05 a.m.      Arrive Weir Cook Municipal airport, Indianapolis (317) 244-9538, American Airlines, Gate 20 - RN's car and bus allowed on apron to drive directly to aircraft - board American Airlines Electra charter N6112A. Already on board are Statewide VIPs making the tour to Fort Wayne and Evansville, they probably are, subject to Goodearle's control:  
Charles Sheare, Indiana Volunteer for Nixon Chairman  
Walter Beardsley, National Committeeman  
Mrs. Cecil Hardin, National Committeewoman  
Bill Ruckelshaus  
Norm Wilken, Nixon Press Man  
Keith Beulen  
Gordon Durnell (maybe)
- 11:15 a.m. EST      Depart Indianapolis en route Fort Wayne, Indiana  
Flying time:      :35  
Davies, charge Press Bureaus the first class airfare of \$12.60

\* Keith Beulen pushed hard for this - Trade magazine publicity for "Indianapolis 500".

RALLY MANUAL

TABLE OF CONTENTS

I.	INTRODUCTION .....	1
II.	GENERAL POLICY .....	3
III.	TRAVELING STAFF .....	10
IV.	STANDARD OPERATING PROCEDURE (First Visit) .....	11
V.	STANDARD OPERATING PROCEDURE (Second Visit) .....	15
VI.	PHYSICAL FACILITIES AT HALL .....	17
	1. BACKDROP .....	17
	2. PLATFORM AREA .....	17
	3. PRESS AREA .....	18
	4. LIVE TELEVISION CAMERAS .....	18
	5. NEWSREEL CAMERAS .....	19
	6. PUBLIC ADDRESS SYSTEMS .....	19
	7. LIGHTING .....	19
	8. SOUND .....	20
VII.	TECHNIQUES .....	23
	<u>CROWD RAISING</u>	
	1. HANDBILLS .....	23
	2. POSTERS .....	24
	3. SOUND TRUCKS .....	24
	4. AIRPLANES, BLIMPS .....	24
	5. MARQUEES .....	25
	<u>COLOR</u>	
	1. BALLOONS .....	25
	A. BALLOONS TIED TO CHAIRS .....	25
	B. BALLOON DROPS .....	26
	C. BALLOON RELEASES .....	27
	D. BALLOONS - MISCELLANEOUS .....	28
	2. BANNERS AND BUNTING .....	30
	3. HANDSIGNS .....	30
	4. NIXONETTES .....	31
	5. NIXONAIRES .....	31
	6. BANDS .....	31
	7. VOICES FOR NIXON .....	33
	8. CONFETTI .....	34
	9. CARD SECTIONS .....	36
	10. BARRAGE BALLOONS .....	36
	11. ANIMALS .....	37
	12. FIREWORKS .....	37
VIII.	CREDENTIALS AND IDENTIFICATION .....	38
IX.	EXPENSES .....	39
X.	OPERATION "THANK YOU" .....	40

"---If you can fill the unforgiving minute  
With sixty seconds' worth of distance run,---  
---You'll be a (Rally) Man, my son!"

- Rudyard Kipling

## CHAPTER I

### INTRODUCTION

The Rally Man's function is to get more bang for our buck.

In essence that means every event you handle must have an overflowing, enthusiastic crowd, balloons, bands, beautiful girls, signs, banners-- in short, put in Nidecker vernacular, the jazz.

This manual is all about that jazz, how to compose it and how to play it all stops out. Memorize it. And then be prepared to improvise. For while these methods have been tested and refined in many campaigns, there is still room for variety. Each rally should be unique, so be flexible.

In the final analysis, success of the event is measured by the size of the crowd. Any empty seats spell failure. Consequently, filling the hall is your primary and continuing responsibility. The rest of your responsibilities, although extremely important, will be wasted if the hall is not packed and overflowing.

You and the advance man will operate in the field as a team. In the rare event of a difference of opinion between you, his decision prevails. You have, however, specific responsibilities for the candidate's appearance and are responsible to see that all that sphere is executed. The following gives a general idea of your functions:

ADVANCE MAN

The Schedule  
Transportation & Routes  
Baggage  
Hotel Accommodations  
(staff, press, vips)  
Press Conferences  
and Facilities  
Selection of Hall  
Phone Campaign  
Mailed Invitations  
Advertising (Media)  
Physical Movement of  
the Candidate  
Sound and Lighting  
Program

RALLY MAN

Crowd Raising  
Handbills  
Posters  
Bands, Performing Groups  
Confetti drops  
Balloons  
Decorations  
Handsigns, Banners  
Nixonaires (Airline Stewardesses)  
Nixon Girls  
Voices for Nixon  
Sound Trucks  
Special Stunts

## CHAPTER II

### GENERAL POLICY

1. Your primary function as Rally Man is to serve as the personal representative of the candidate in the planning and execution of all rally facets of his visit to a given area.
2. Cooperate with the Secret Service personnel on the scene at all times.
3. Under no circumstances give a copy of the manual to the local committees or anyone else. Instead, pick out the pertinent portions which are applicable to the particular visit and go over them with the local people in charge (of course not with this manual in hand).
4. Rally men are under the direction of Boyd Gibbons, Rally Director, in the New York Tour Office (212) \_\_\_\_\_ . The New York Tour Office arranges the entire schedule for the candidate. The Field Tour Director, who travels with the candidate, is in overall charge of the Advance Men.
5. Do not talk to the candidate unless, of course, he asks you a question. Make your contact not with the candidate, but with the advance man or the Field Tour Director. Be sure to brief them on any last minute changes or instant crises the candidate should be prepared for.
6. There isn't a rally man who hasn't faced the panic of having to personally cut confetti, blow balloons, or make hand signs at the last minute...but these potential disasters must be avoided. Your job is to motivate the local committees to do the work. If you find you are doing the work instead of supervising it through key workers, then you are in deep trouble. In a pinch, or to show leadership, it is good to pitch in, but don't get bogged down and lose control. There is only one way to avoid this, and that is in the selection of your chairmen. Consequently, when forming your committees, pick the hardest workers for chairmen.
7. From your first visit until the event is over, keep in constant contact with your chairmen. This maintains your rapport with them and keeps you in control.
8. Constantly think ahead and anticipate problems. If the helium for the balloons does not arrive, your notes should show the other firms in town who can immediately deliver. This underscores the importance of taking thorough notes from the beginning. Don't just list office phones...always get everyone's home phone.

9. Do not grant interviews or issue any press releases or announcements. To be effective, you must work behind the scenes as much as possible. If approached, refer the press to the publicity chairman who has been selected by the advance man.
10. Exposure of the candidate to the voters mind has to be the ultimate objective whether the exposure is in the flesh, or via TV, radio or the newspapers. If a national candidate did six speeches a day, six days a week to an audience of 5,000 per speech, just under 1.5 million people would see him out of a total vote of about 70 million during a two month campaign. The crowds exposed to him in the flesh would be at least 75% loyal adherents, which means that the candidate, after this exhausting grind, has an opportunity to convert roughly 25% of 1.5 million voters or 375,000 voters out of 70 million, i.e., 0.05% of the nation's voters. Therefore the sheer logic of these statistics indicate that the candidate reaches the voters via (1) network TV, (2) the wire service reporter (AP and UPI), (3) syndicated columnists, (4) local TV and radio, and (5) local newspapers, in about that order. Exposure of the candidate to all five of these media is infinitely more important than exposure of the candidate in the flesh to audiences of whom only 25% at best can be converted. Hence, your job is to influence the media, and the audience it serves, by making sure that the crowd is overflowing and enthusiastic.
11. You play another subtle role that is easy to forget. The local volunteers with whom you work will, when you leave, be concentrating on getting out the vote. If their enthusiasm begins to flag, the impact on the size of the vote will be direct. Multiply this attitude by the thousands across the country you will be working with and Election Day could be a catastrophe. Don't underestimate how your attitude affects theirs. An unenthusiastic Rally Man might as well be promoting the Democratic ticket.

Your job is more physically and emotionally punishing than anything you have ever done, short of actual combat, but you cannot let fatigue affect your spirit.

Patience in this business is not just a virtue, it is an absolute necessity. You will experience more occasions than you would like to remember when local chairmen don't do their job, but nevertheless, get the credit for success of the event. Just smile and bear it. Your pride must be sacrificed for the success of the event, and blowing your top will only blow your control of the people on whom you depend. Just see that the job is done.

12. Finally, success will depend on your resourcefulness. If the local committee is financially unable to pay for much of what you need, it will fall upon your talents to come up with it for free.

13. Following is a copy of an actual detail schedule of the candidate's visit during Thursday, May 2, 1968. This should give you a rough idea as to how a campaign day is broken down, and the general schedule on which he operates.

THURSDAY, MAY 2, 1968 - NEW YORK, GARY INDIANAPOLIS, INDIANA

11:00 a.m. EDT Arrive Butler Aviation, LaGuardia (212) 478-1000, board American Airlines Electra Charter N6112A

11:15 a.m. EDT Depart New York, Butler Aviation, LaGuardia en route Gary, Indiana

Flying time: 2:30

Buchanan, please advise press that Norm Wilkens, a local Indiana Public Relations man, will be available to assist the press with all their logistic problems in Indiana - he will be meeting the plane in Gary. Norm has been instructed by Hyde not to go into the issue area but to confine his services to logistics.

Davies, charge Press bureaus the first class airfare of \$55.65

12:30 p.m. CDT Arrive Gary Municipal Airport (219) 949-7808 and dock aircraft on the right side of the terminal  
C. Cudlip  
B. Hoakland

Cudlip will have a staff room in the terminal.

If weather good, airport rally will be outside. If weather bad, the rally will be held in the Standard Oil hangar.

Greeting Committee:

Charles Sheare, Indiana Volunteer for Nixon Chairman

Walter Beardsley, National Committeeman

William Ruckelshaus, Senatorial candidate (he will get on tour plane)

Gilbert Haller, Lake County Republican Chairman

Theodore Sendak, Gary Republican Chairman

Mayor Wilburn Titus, Hobart, Indiana, (Republican)

Mayor Leo Meister, East Gary (Republican)

Mayor Richard Collins, Crown Point (Republican)

Thursday, May 2, 1968

12:40 p.m. RN and Mrs. Nixon introduced by Theodore Sendak. Hope to have 2000 Gary citizens, but unable to get schools out for the event. Cudlip will have Western Union runner and phones (if strike is over) available.

Davies, put Barbara Pawlick of Gary Post Tribune, on plane to interview Mrs. N on Gary - Indianapolis leg.

1:15 p.m. RN concludes. Mix with crowd while press and staff are re-boarding plane. Bill Rucklehaus, Walter Beardsley and Charles Sheare will board tour plane and stay with tour for the rest of RN's visit to Indiana. There is, unfortunately, no room for the Gary advance men to ride the plane to Indianapolis - but check Davies for last minute seat availability.

1:30 p.m. CDT Depart Gary en route Indianapolis, Indiana  
Flying time: :45  
Davies, charge Press Bureaus the first class airfare of \$16.80.

2:15 p.m. EST Arrive Weir Cook Municipal Airport, Indianapolis  
R. Goodearle Airport Asst. Director - H. P. Powers (317) 244-9538.  
B. Baker American Airlines Manager - F. P. Fay (317) 241-3353.  
Berth plane at Roscoe Turner South Hangar.  
Crowd estimate 500 to 1000. Goodearle will have unobtrusive hand cord microphone available for remarks at RN's option.  
Greeting Committee:  
Mayor and Mrs. Dick Luger (Republican)  
Congressman Bill Bray, 6th District  
Congressman Dick Roudebush, 5th District  
Ed Whitcomb, Secretary of State (Gubernatorial candidate)  
Mrs. Nola Allen, 11th District Vice Chairwoman (Negro)  
Buena Chaney, State GOP Chairman  
Mrs. Esther Guthridge, State Vice Chairman  
Mrs. Cecil Hardin, National Committeewoman  
Keith Beulen, 11th District & Marion County GOP Chairman  
Mrs. Harvey Gordon, Marion County GOP Chairwoman  
Kirk Pontzer, Finance Chairman for Nixon

2:30 p.m. (approx.) or slightly longer if large crowd at the airport

Depart airport en route Columbia Club

Car #1 - Chapin and Goodearle

Car #2 - RN, Congressmen Bill Bray and Dick Roudebush,  
and Mayor Dick Luger

Car #3 - PN, Marge Roudebush, Esther Bray, Nola Allen,  
and Mayor Dick Luger's wife (advance man will  
try to make this a large car to accommodate  
5 people plus driver)

Car #4 - Bob Ellsworth and other VIPs

Press bus follows with staff and press

2:45 p.m. (or maybe 10 to 15 minutes later depending on how long at airport)

Arrive Columbia Club, 121 Monument Circle, Indianapolis  
(317) 635-1361, for staff and phoning time.

Room assignments:

RN 907 - parlor 906

PN 903

Chapin 905

Goodearle 904

Davies 908

Ellsworth 909

Rose 911

Shelley 913

Anne Volz 901

Buchanan 910

Price 912

Baker 914

Extra room 915

Note to Goodearle: Following is Len Garment's group:

Bill Landrum

Bill Colbert

Bob MacQuade

Arch McKinley

Wolpert Crew (Making of a President):

Fritz Roland

Nigel Noble

Richard Blossom

Roy, not necessary to house at the Columbia Club

4:15 p.m. Press conference, Grand Ballroom, 10th floor,  
Columbia Club

4:45 p.m. Press conference ends. RN proceed to room for  
pictures with 6 to 10 candidates. Goodearle will  
have room reserved.

Buchanan, please inform press because this event is  
not shown on press schedule.

5:00 p.m. Picture session concludes. Return to room for staff and phone time.

Goodearle will have pre-program from 8:00 to 8:30 p.m. for rally when RN and Mrs. Nixon are on stage. Assume this is a long list of people to be introduced and a few speeches, but Goodearle will nail down.

7:30 p.m. Depart Columbia Club en route Southport High School for rally  
 Car #1 - RN, PN, Chapin and Goodearle  
 Press bus follows with any staff attending rally.

7:50 p.m. Arrive Southport High School Gymnasium, 971 E. Banta Road, Indianapolis (317) 787-9404, to gather with group who will be on stage. This group consists of greeting committee at the airport plus two other gubernatorial candidates besides Ed Whitcomb, who are:  
 Earl Butts and Dr. Odis Bowen  
 John Gallagher, State Auditor and candidate for Lt. Governor  
 Charles Hendricks, past State Chairman  
 John Snyder, State Treasurer  
 Mr. ? Annes, another candidate for Senator, besides the favorite Bill Ruckelshaus

8:00 p.m. RN and Mrs. Nixon proceed to stage and walk on with entire group

8:30 p.m. RN and Mrs. Nixon introduced by Mayor Dick Luger

8:35 p.m. RN remarks. Anticipate crowd of 7500 - standard rally type audience

9:10 p.m. RN concludes

9:30 p.m. Depart High School en route Columbia Club  
 Car #1 - RN, PN, Chapin and Goodearle  
 Press bus follows behind RN, or delays should press need additional time to file stories for a.m.'s.

9:50 p.m. RN and Mrs. Nixon arrive Columbia Club for overnight

Davies, carefully make an assessment with Goodearle of the loading of the aircraft for tomorrow. Goodearle should have warned Gordon Durnell that the VIPs listed below should be at Gate 20, American Airlines, and board charter Electra by 10:50 a.m., and provide their own transportation to the airport. It is going to be tight. Goodearle must depart in the late A.M. tomorrow for Texas and, unfortunately, cannot go on to Fort Wayne and Evansville.

9:50 p.m. cont'd: Davies, double check with Dean Musser that our charter for tomorrow is okay, and make sure that when the motorcade arrives at the airport tomorrow that RN's car and bus can drive directly to the aircraft without going through the terminal. This has already been cleared by Musser's boss, Willey in Washington.

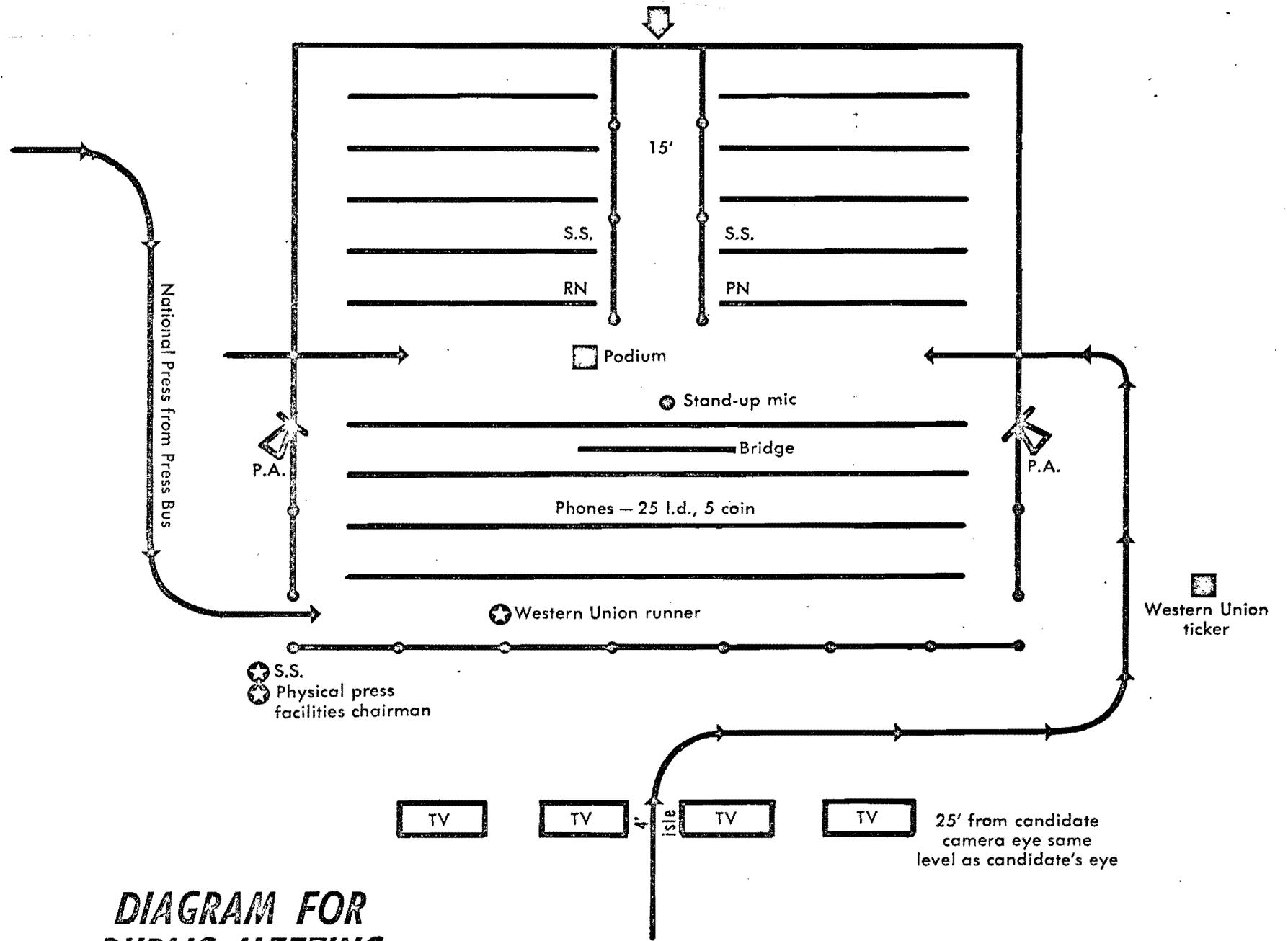
Davies, contact Kentucky Governor Louie Nunn's aide, Jim Watson (502) 564-3450, to firm up King Air 177G for tomorrow to take RN and Mrs. Nixon, and Chapin to Frankfort, Kentucky.

CHAPTER III

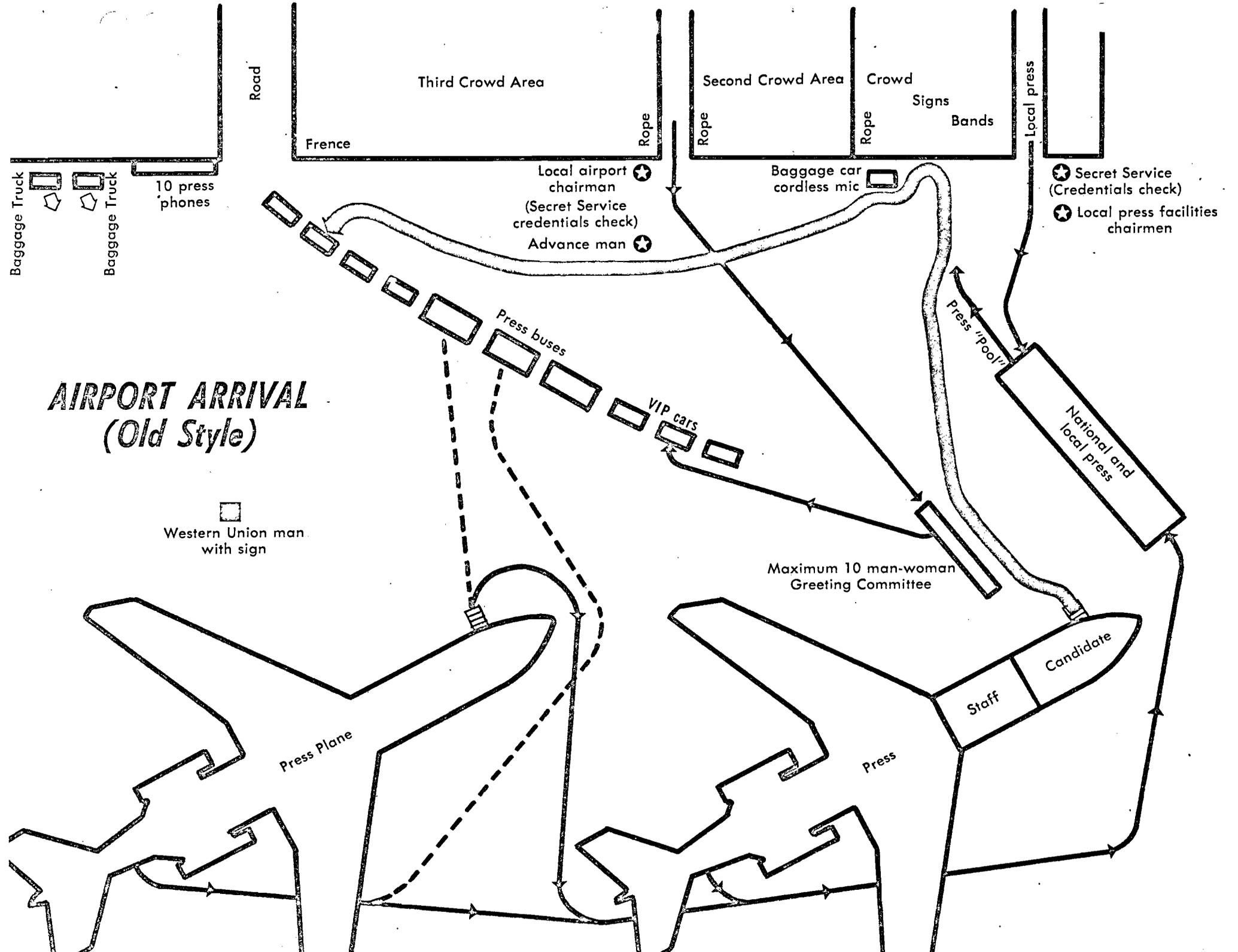
TRAVELING STAFF

You should know who travels with the candidate and what they do. Obviously members of the traveling staff will change from time to time as additional people are added. However, at the present time the following is the list of the "hard core" traveling group:

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 Mis Woods
.....	Staff secretary
.....	Staff secretary
.....	Secretary to press aides
.....	TV Director
.....	TV technician
.....	Candidate's traveling TV crew (5 men)
.....	TV man
Ed McDaniel	Candidate's sound man
.....	Traveling Western Union representative
.....	Candidate's baggage man (American Express)
.....	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



**DIAGRAM FOR  
PUBLIC MEETING**

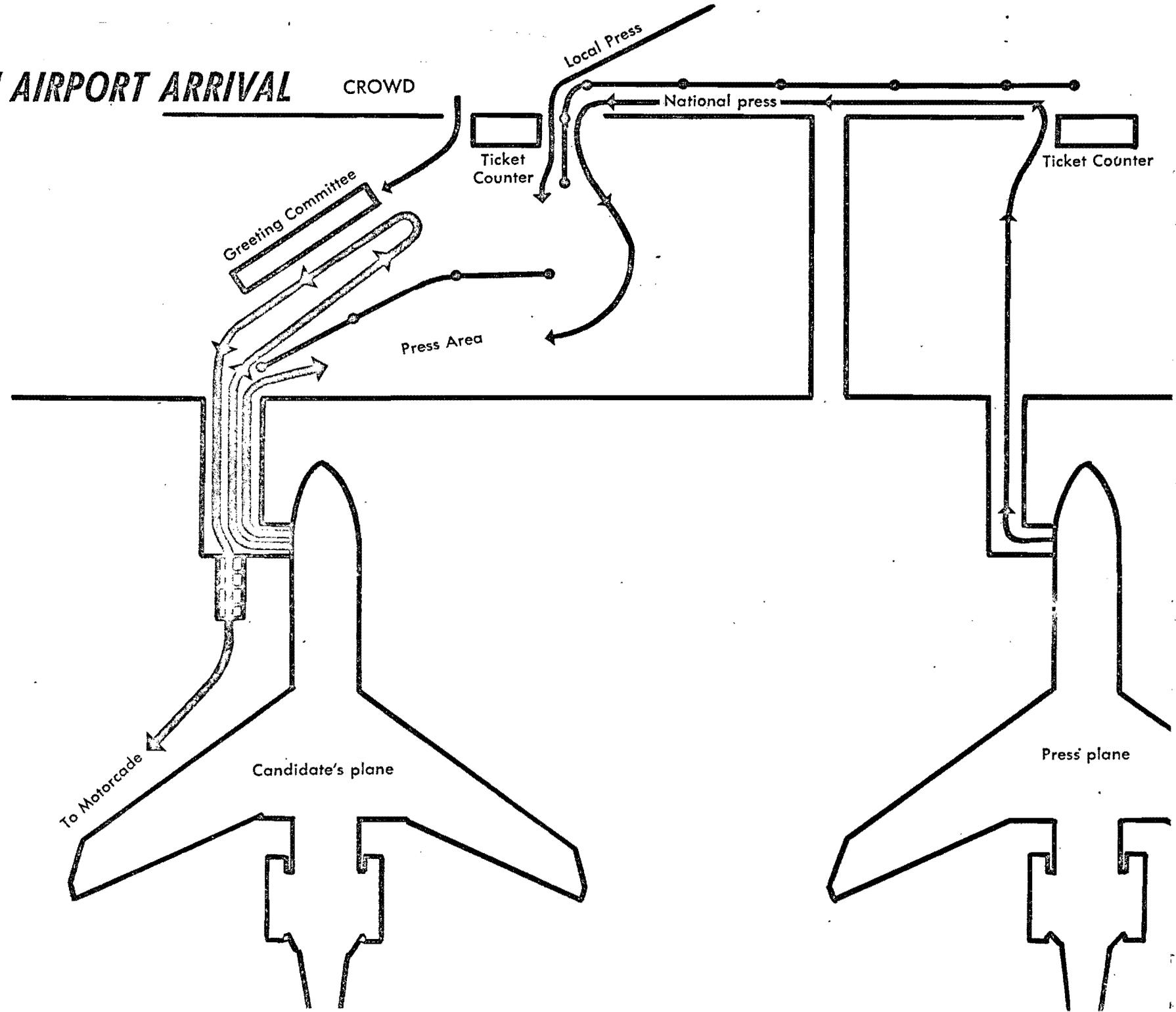


# AIRPORT ARRIVAL (Old Style)

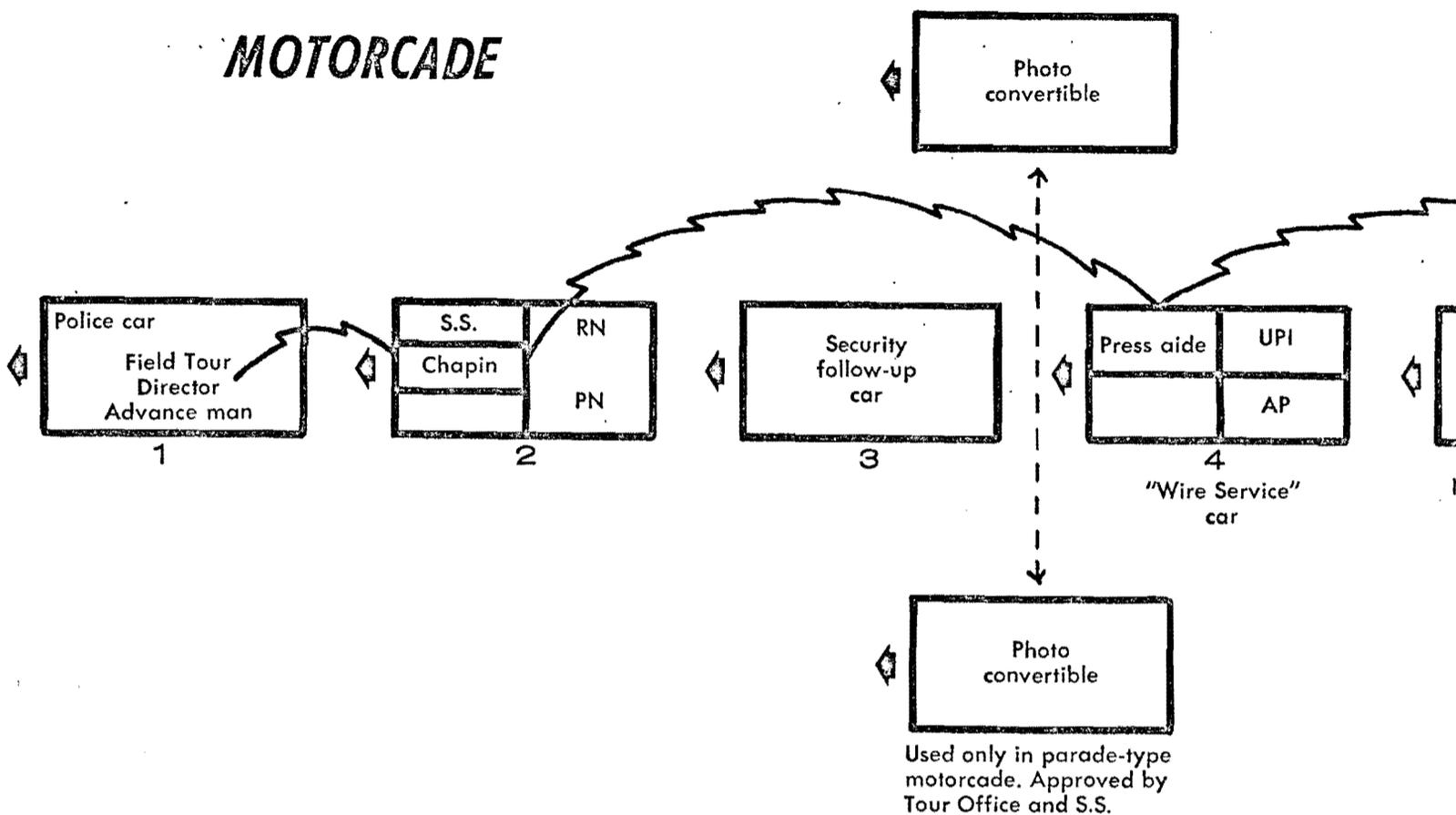
□ Western Union man with sign

- ★ Secret Service (Credentials check)
- ★ Local press facilities chairmen

# MODERN AIRPORT ARRIVAL



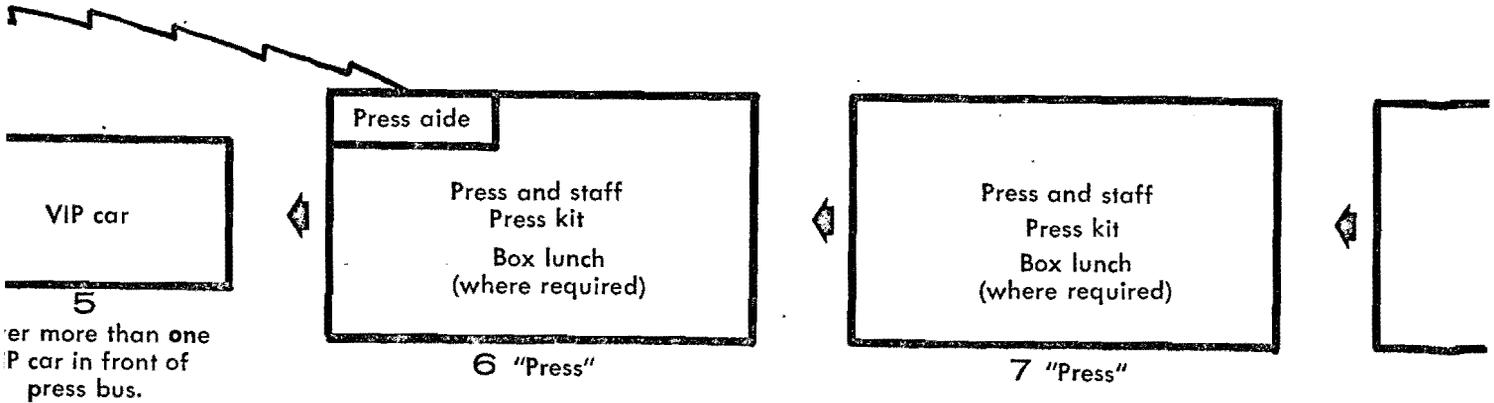
# MOTORCADE



Walkie-talkie communication between

- (1) Field Tour Director (#1)
- (2) Chapin (#2)
- (3) Press aide (#4)
- (4) Ron Ziegler (#6)

Motorbike



Motorbike

Request motorbikes at locations shown to protect gap developing in front of first press bus when motorcade accelerates.

Press and staff  
Press kit  
Box lunch  
(where required)

8 "Press"

VIP car

9

VIP car

10

Never more than 3 VIP cars in motorcade.

Police car

11

- (1) 4th bus for 3 network TV, Nixon RV and their crews and equipment
- (2) Staff station wagon
- (3) Network TV correspondents' car

These 3 vehicles travel at location shown or go directly to meeting place with police escort

Baggage Truck

Baggage Truck

Goes directly to hotel ahead of motorcade