

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

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50	27	n.d.	Memo	Critique of advance work: Vancouver and Portland. 2 pages
50	27	09/06/1960	Newspaper	Negro Group Ignores Record. Author unknown for the Portland Reporter. Not scanned.
50	27	09/06/1960	Newspaper	Kennedy Team Here Goes All Out In Bid For Crowd On Wednesday. Written by Robert McBride for the Portland Reporter. Not scanned.
50	27	09/14/1960	Memo	Post-Mortem: Oregon Visit.

CRITIQUE OF ADVANCE WORK  
Vancouver and Portland

*file*

Started with protocol possibilities of landing in one state and going into another and back into the original state. The first advance man to enter the area was Dick Miller, who made certain decisions as to locations. These were subsequently changed several times. Miller left Oregon with several items dangling to go to Minnesota and South Dakota. Shortly thereafter Dick Ports came in to head up rally activities. Perhaps not because of him but only because he was available, the Nixon chairman had him doing many errands and making decisions that were rightfully Miller's.

Second guesses:

(1) The location at the airport was determined to be a regular gate entrance, yet the other flight schedules of other airlines were going to continue. Moreover, the airport management quite properly forbade crowds on the apron where there were other planes involved. A decision was obvious that the location should have been selected away from other traffic so that a maximum crowd could be accommodated, as long as there were promotional efforts (including newspaper advertising) toward getting an airport crowd.

(2) The location agreed upon at the Lloyd Center was changed two or three times but the final change came early Tuesday morning (the day of arrival)

- (A) The emphasis was completely on television and we thus have these dissatisfactions: The turn-away crowd and the crowd that would not see him was greater than the line-of-sight crowd. On the original plan three press tables, accommodating 50 to 75 press would have been only 20 feet away from a closed room where their teletypes and television were installed. Because of the television switch the newsmen were a complete floor and a spiral staircase away from the press room.
- (B) The V.I.P.'s were relegated to completely side-bar positions.
- (C) A rapport was not established with Republican officialdom to such an extent that the county chairman and advance man were not in contact during the last day or two.
- (D) The urging that we in Oregon had made for hand-shaking perhaps went out the window with the Hospitalization, but in every memo we have filed

we have urged that some of it be done to offset Kennedy's personal technique. At one point Ted Rogers gave us assurance that television would cover some extended handshaking.

- (E) The television arrangements handled by the local committee were a repeat of that memorable and unfortunate experience when you were here for the dedication of The Dalles Dam in which the original arrangements were to tie up one station (Channel 6-- CBS) exclusively. It was done again. By the time it was checked with me by George Rogers it was too late to make other arrangements. Moreover, no down-state television was provided despite repeated pleas.

Chairman : Tony Yturri will do a fine job if he will carry out his pledge to spend time in Portland. It cannot be run from clear across the state. His cooperation with this office is tops. He needs guidance from your headquarters, having never conducted a statewide campaign before. There is no one in Oregon to whom he can turn with confidence on organization and procedural questions that can compare to Ed Tarrar or some such.

Ad Agency: A repeat hiring of the agency that handled the primary campaign, the unimaginative organization that handled Sig Unander's unsuccessful campaign for Governor.

Publicity: Hollis Goodrich, an able old pro if he will give it the time it deserves but he left much to be desired when he counselled Unander. Ask advance man Dick Miller re. view.

Hired Help: Wes Phillips can do detail but cannot be counted upon for initiative.

Party Tie: Better coordination needed with party. This is one state which I believe you will find rare in which the party may be better organized than the Nixon committee.

Visiting V.I.P.'s Oregon has a complete lineup already scheduled of Morton, Judd, John Roosevelt, etc. Goldwater has been here--re. the 20,000 attendance clipping I sent you. This leaves only Rockefeller among the big-wigs to schedule Oregon.

Travis Cross

(Dictated but not read)

September 14, 1960

*file*

POST-MORTEM: OREGON VISIT

1. Weak Spot: While Yturri and Hatfield urged motorcade through Williams Avenue (colored section) it was always agreed with advance man a stop would be made only if crowd was sufficient to do so. One journalist actually used the phrase "weak spot" in his story of the day because of small crowd. This can be turned to asset in that RN stops no matter how few (providing Negro Republicans can be made to understand.)
2. Television time and location arrangements: These must be established earlier than in Portland. This means either advance man must give TV decisions or TV advance must get to scene earlier. Last minute change fouled up motorcade, security, press, etc. While elaborate detail went into TV background for Lloyd's Center, people were all over camera at Vancouver as RN was speaking. Although latter not carried live or in entirety, filmed excerpts of long duration were used.
3. Motorcade: While in larger cities it is understandable that press busses precede a Governor and a Secretary of Interior, believe it or not the locals here have caught hell for Seaton getting shoddy treatment behind busses. Miller agreed at one time Hatfield-Seaton right behind RN, then reversed self at airport. Impact of Hatfield flying in somewhat lost thereby.  
  
In motorcade instructions check list should include a mat to place on trunk lid for RN to stand on to avoid ill will of scratched enamel. (As at Nixon-Lodge headquarters). This would also (a la rubber bath mat) avoid slippage during bad knee recovery.
4. Press at local level: Virtually no contact except for Portland papers. Invitations and instructions should go throughout state. Localized pictures should be supplied as goes down reception line. (This is local committee area.)
5. Clips to Klein: Have sent clips to Klein which indicate surprise at size of crowds.
6. Return: While every state desires another visit this one with six electoral votes not critical. If had to choose, Eugene might be good spot (McArthur Court, capacity 10,000), center of state N-S and 2nd largest city, 1/3 way Seattle to San Francisco, or Roseburg, where he has not been, Klamath Falls, Pendleton, or Bend. Special note--if it is to be Portland again, believe 13,000 capacity Memorial Coliseum (Exposition-Recreation Center) will be finished. Should be able to fill it if given enough advance time.

Travis Cross