

Richard Nixon Presidential Library
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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>
53	10	n.d.	Memo	The Advance Man's job description and procedures. 22 pgs
53	10	n.d.	Memo	Standard Operating Procedure. Advance Man Instructions. 18 pgs

file

Your primary function as Advance Man is to serve as Dick Nixon's personal representative in the advance planning of all the facets of his visit to a given area. It is your further function to be on the scene at the time of the visit to insure that all details pertaining to the visit are carried out as planned and in a way that will make the trip one of maximum effectiveness.

You are responsible for maintaining local contact and for the development of the program and activities for RN and his party during the time they are in your area.

The success of RN's appearances will depend on the advance preparation.

It will be appreciated if you will make a special point of checking every one of the applicable items in this memorandum to make certain that the local committees have the situation well in hand.

Please do NOT give a copy of this memorandum to the local committee 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.

General Policy

1. You must always bear in mind that your responsibility is to the candidate. At all times this responsibility supercedes your responsibility to the local committee or anyone else. Often the wishes of the local committee will be in conflict, and your job is to effect a compromise satisfactory to all, if possible, but in any event, never one which is unacceptable to the candidate.
2. The Schedule Office will help you in every way possible to smooth out differences. If you reach an impasse - refer the problem to the Office.
3. Do not grant interviews or issue any press releases or announcements. Publicity stories should be released through local committees.

Local committee should NOT advise press of the arrival of the Advance Man.

STANDARD OPERATING PROCEDURE

(Follow in order listed)

1. The itinerary and instructions will be furnished from Headquarters
 2. Get in touch by phone with the local contacts and let them know when you will be arriving, length of stay, etc.
 3. Proceed to assigned location and meet first with local key political contact--check general preliminary plan with him for overall o.k. Determine any potential complications from him before meeting local overall arrangements chairman. Keep in touch with him as plans are developed and settled.
 4. Contact local over-all arrangements chairman--get completely informed on developments to date, discuss plan of visit and arrange meeting of local committee. Lay out tentative time schedule for visit.
 5. Meet with local committee and set up chairmen for the following:
 - Publicity
 - Press facilities
 - Radio and TV facilities
 - Airport/railroad facilities
 - Greeting committee
 - Motorcade
 - Hotel arrangements
 - Meeting arrangements and program
- Review with each of these people the matters for which he is responsible. Also have the committee appoint a competent young man to act as a general assistant to the Nixon Staff during the entire period of the visit. Be sure he is fully familiar with all personnel, plans, routes, etc. He should own or have access to a car - if needed.
6. Go over entire route, starting from landing position of plane, to determine exact routes and times--both on foot and by car. See below for specific arrangements to be made at each point on route. Be sure to walk and drive at speed which will approximate that of candidate's party. Have over-all chairman accompany you.

7. Draw up, with over-all chairman, an exact schedule for entire visit with all details included. Make sure that all understand that NO changes are to be made in this schedule without your prior knowledge. See below for specific instructions on preparation of schedule. Keep in mind the possibility of a suitable separate schedule for Mrs. Nixon.
8. Transmit schedule to Schedule Office--with any questions or suggestions. This will be cleared and re-confirmed to you. Do not confirm schedule to local chairman until Office has re-confirmed to you.
9. Make courtesy phone calls to all major Republican officials in the area--give them quick rundown on general plans. Include GOP County Chairmen, State Senators, Congressman, Assemblyman. Ask each of them to send Office immediately (at RN's request) a one-page memo on local issues and their suggestions for RN's speech.
10. Confirm schedule and final arrangements with local committee.
11. Prepare and transmit to the Schedule Office, all of the required advance information as covered at a later point in this Manual.
12. Arrange to maintain regular telephone contact with overall chairman and key political contact. No changes are to be made by them without your o.k. Be sure to clear all changes with Schedule Office.
13. Plan to arrive in the city well in advance of RN's party--so you can re-check all plans and be prepared to meet the plane. Transmit any last-minute revisions to RN's aide as soon as plane lands.
14. Be prepared to guide party thru the visit, maintain schedule, meet emergencies, handle local committee contacts for party and be sure everything proceeds as planned.

SPECIFIC ADVANCE ARRANGEMENTS

Schedule

1. Basic schedule should include the arrival in the city, transportation to the hotel which will serve as headquarters, sufficient time at the hotel to prepare for the major appearance, transportation to the place for the meeting, the meeting itself, transportation back to the hotel if it's an overnight stop, and/or back to the point of departure.
2. Specific times for press conferences aren't to be scheduled but sufficient time will be allowed in each day's program for a press conference if it is decided to have one.
3. No stop-bys at small meetings or functions other than the main event are to be scheduled. Again, time should be allowed in the over-all schedule for the possibilities of unscheduled stop-bys.
4. In drawing up the overall schedule, keep in mind the probability of impromptu hand-shaking in the streets or the hall or at the rally, but do not schedule any formal reception or hand-shaking session of any kind unless specifically instructed to do so.
5. No private homes are to be used for overnight or daytime stops.
6. Do not schedule any small, private, off-the-record meetings for finance or any other purpose.
7. No fund-raising dinners or other fund-raising events are to be scheduled.
8. No individual appointments are to be scheduled without prior instructions.
9. There must always be two hours' time reserved for the candidate prior to any television appearance or major speech.
10. The over-all day's schedule must be prepared so that RN is in his room at the hotel by 11 o'clock every night. In other words, any night meetings must be scheduled so that the candidate can leave in time to actually be in his room by 11:00. No morning events should be scheduled before 9:00--or that require hotel departure before 8:00 A.M.
11. No commitments are to be made in advance on factory drop-bus. This will always be done on a last-minute basis if at all.

12. Although RN will, of course, attend Church on Sunday, no announcements are to be made in advance of church attendance and no invitations accepted for church services.
13. RN may want to drop in on organization meetings which are going on in the hotel where he is staying or the city he is visiting. No arrangements for this should be made in advance, but a list of such meetings should be submitted to the Office as far in advance as possible. This is important.
14. Private dinners, cocktail parties or after-meeting social events must not be accepted. Because the local committee is aware of this so they don't schedule anything without your knowledge.
15. Nothing should ever be scheduled for RN following an evening meeting unless you have specific instructions to the contrary from the Office.
16. The local committee should be advised that the press secretary and the aides traveling with RN will be available to receive suggestions and messages for him and that these will be delivered to him without fail. Time will not permit individual appointments with people who will want to see RN.
17. The use of radio time must never restrict the starting time of a speech. That is, if the program is covered by live radio, it must be on an open-time basis so the schedule is not made rigid merely to conform with radio requirements. In the case of live television coverage, however, it will, of course, be necessary to have restricted time segments.
18. Keep in mind the possibility of a separate schedule for Mrs. Nixon. Do not make any commitments in this regard without prior clearance from the Office. Separate schedules should only be arranged where appropriate and where it does not appear forced. Possibilities include special interviews with news women, community receptions, special interest activities.

Airport Arrival

1. Determine with airport manager exact location for spotting plane, waiting area for press and greeting committee, location of general public, motorcade lineup. Arrange so crowd is concentrated in one area - NOT spread out.
2. Arrange room for press conference -- if specified in instructions.
3. If a crowd of any substantial size is expected at the airport, arrange facilities for RN to address the crowd.

Unless there is a planned ceremony or activity and the assurance of a large crowd at the airport, the best arrangement is to have a sound truck out of the way some place with a microphone on a long extension line. A hand mike is satisfactory. It is much better to let RN speak informally, standing on a baggage truck or the hood of a car, using a hand mike.

If the stop calls for a scheduled speech or acceptance of an award or other such ceremony at the airport, and you are sure there will be a big crowd, then it is o.k. to have a regular platform and a standup mike.

4. Work out with the local chairman a satisfactory greeting committee. This should be limited to the smallest number of people possible while still including all of those who should be part of the reception group. Send the list of the names of the greeting committee to the Office as soon as possible. Do not confirm the makeup of the committee until it has been o.k.'d by the Office.
5. For overnight stops, make arrangements for fast removal of staff and press baggage from plane and transfer to baggage truck.
6. Motorcade cars should be lined up on the air strip near the plane whenever possible to make such arrangements with airport authorities (unless press conference is held in terminal building in which case cars should be lined up at most convenient exit.)
7. Locate the cars so that the official party does NOT have to walk through the crowd to get to them, if possible. Otherwise, have an aisle cleared through the crowd to the cars.
8. Be sure that Western Union is notified of the details of the airport arrival so that they will have personnel there to handle any copy the newsmen on the plane may want to file.
9. If the party is travelling on more than one plane, the press plane(s) will always land before RN's plane - and take off after RN's plane.

Motorcade

Cars:

1. The cars should be in good running condition, and clean - and should be carefully pre-checked. Be sure the gas tanks are full. Use four-door sedans unless convertibles specified.
2. Please do not use brand new cars. Instead, use cars with at least 1,000 miles on them. New cars create a number of problems including overheating, insurance problems, the fact that they have not been sufficiently checked out and broken in, danger of mechanical failure.
3. Be sure the tops work on all convertibles as it is sometimes necessary to put up the tops.
4. Each car should be decorated and numbered - with a small card in the lower right corner of the windshield.
5. RM's car should be a convertible only if a big crowd has been built up along the route. Otherwise, he should use a closed four-door sedan - of the medium price class.

Drivers:

1. Drivers for the cars should be young people fully familiar with the local area and entirely capable of handling an automobile in traffic and motorcade formation. Paid professional drivers are preferable to volunteers.
2. Each driver should be at the wheel of his automobile...with motor running and headlights on, at least five minutes before scheduled departure time. This applies to arrival and departure in the city and all stops during his visit. This is necessary even if the drivers have to leave a meeting or rally before it is concluded in order to arrive at their designated station.

Please strongly emphasize the importance of the drivers being ready to proceed at the appointed time - with motors running and lights on.

3. The drivers must leave the keys in their cars at all times. The keys should never be removed. This is necessary because we may have to get into a trunk of the car - or move it when the driver is not readily available.
4. The motorcade chairman - or someone designated by him - must be with the cars at all times during the entire period of the visit. This is because it is sometimes necessary to make a quick change in plans and we must have a pre-determined point of contact.

5. All of the drivers should stay together - and if they go into a meeting or to eat - they should keep their location known to you or the man remaining with the cars - so they can be quickly located if necessary.

PROCEDURE:

1. Motorcade cars should be lined up at the airport - checked and ready to go - one hour ahead of scheduled time.
2. At all times, the cars should be lined up in a proper numerical order - both when moving and when parked.
3. All persons riding in the motorcade except Nixon staff should be assigned to specific car numbers and remain in those cars.
4. It is extremely important that the entire motorcade remain together and in order at all times. For this reason, drivers should be instructed to move their cars with the motorcade as soon as the car ahead of them moves. They are not to wait for passengers or delay for conversations, etc. Once a motorcade gets split up, it is very difficult to get it back together. For this reason also, drivers should remain at the wheel of their cars - not get out to help passengers in.

GENERAL:

1. If a publicized motorcade route with large crowds is planned and RN is riding in an open convertible, there should be a sound truck out well ahead of the motorcade - about 15 minutes before expected arrival - to notify people that the motorcade is coming. Also, the route should be thoroughly publicized - the streets decorated. Do not allow foot marchers to precede the motorcade because they move too slowly. The parade should proceed at 15-15 miles per hour.
2. RN's auto should not exceed existing speed limits.
3. A quiet police escort may be used, if conditions require same. No sirens except in case of an emergency. Purpose of escort is to keep entire motorcade together; not to protect RN. Do not use a lead car or an honor guard around RN's car.
4. Make sure that Press bus drivers are instructed to take orders only from Nixon Staff personnel. This is essential.
5. Be sure to make a dry-run over the motorcade route, taking into consideration actual conditions that will occur at the time of the event. Do not rely on local estimates of driving time or mileage.
6. Local committee people should arrange vehicles and manpower for speedy removal and handling of all baggage for Nixon party during visit.

HOTEL ACCOMODATIONS: (You will be advised if complete hotel accommodations are not needed.)

1. A parlor and two adjoining bedrooms, one on each side of the parlor, are required for RN and Mrs. Nixon.
2. Rooms for the remaining members of the staff should be in close proximity and on the same floor.

Bob Hamilton should have a single room adjacent to the Nixon suite.

Miss Woods' suite (bedroom and parlor) should be in the immediate area but not adjacent to the Nixon suite, as telephone and office activity is centered in her parlor. Be sure the parlor is large enough to accommodate working facilities for Miss Woods and the staff. Single rooms should be provided for all other members of the travelling staff.

3. Travelling press should have single rooms in the same hotel, but on another floor. While the Advance Man can be of assistance in reserving and controlling the rooms for the travelling press, it must be made clear that they or their newspapers will be billed individually by the hotel for their rooms.
4. Advance registrations should be made for each member of the party. Staff keys should be in doors -- and Advance Man should have room assignment list for staff to distribute at airport. Also, send room assignment list to Office as far ahead as possible. Press keys should be in envelopes at desk - by name.
5. Please determine if the local committee will be taking care of the hotel bills. Do not make a point of this. If the local committee is not taking care of them, please see that the hotel mails the bills to the office for payment o/o Nick Ruwe.
6. Copies of all local newspapers should be in RN's and the Press Secretary's room on arrival at each city. Additional papers should be provided as they are issued during the stay. The local committee should designate a person to take care of this.
7. It is essential that accommodations NOT be made at any private home. There will be no exceptions. If adequate hotel accommodations are not available in any given city or town, arrange accommodations in a nearby city or town.
8. Be sure that all hotels send a written confirmation of reservations to the Schedule Office.
9. 3908 Wilshire Blvd., Los Angeles 5, should be left at each hotel as the forwarding address for mail for RN and Mrs. Nixon and members of the party.
10. Arrange for the hotel to give fast valet service.

11. Arrange for the hotel to give fast food service.
12. Special direct line phone arrangements will be set up for RN and staff. More later.
13. A press room of adequate size with tables, typewriters and pay telephones should be provided by the hotel for the use of the travelling press during the entire period of the visit.
14. Arrange with Hotel or local IBM office to have IBM typewriters in office (Miss Woods' parlor) on regular typewriter stands. Have one typewriter for each secretary on travel list. Also have a mimeograph machine in the office. Arrange to have a competent, trained operator stand by to run the mimeo on short notice at any time during the visit. Operator's name and phone number should be on the machine. Operator should not wait at the hotel.
15. Prior arrangements should be made with the hotel so that when the baggage arrives from the airport, it is moved directly to the rooms - both in the case of press and staff. All bags will be marked with tags identifying the owner's name. Any baggage that is not so marked should be held by the bell captain to be claimed by the owner.

Please instruct hotel not to write room numbers on luggage tags as they will be used for entire rout, in many hotels.

On departure the members of the press will be instructed to call the bell captain and have their bags taken to his desk and held there at the designated time. The staff will have their baggage outside their doors at the designated time and the Advance Man should arrange to have the bell captain pick them up and assemble them with the press baggage to be moved to the airport. Be sure that the bell captain makes a count of the number of pieces of baggage brought in and checks this against the number moved out on departure.

Make arrangements with hotel and bell captain to add a tip of 50¢ per bag to the hotel bill.

MEETINGS:

1. RN and Mrs. Nixon are to remain together at all meetings unless you have received specific instructions to arrange a separate schedule for Mrs. Nixon.
2. Sponsorship of the meetings by individual organizations should be avoided except when you have been given instructions to the contrary.
3. All Republican and Nixon organizations should be included in the sponsrshrip of each meeting, including womens clubs, Young Republicans and Volunteer groups, etc.
4. A program consisting of band music, community singing or other lively entertainment is to be encouraged before the meeting formally opens.
5. The chairman of the meeting should arrange for the band to plan to play "California Here I Come" or other suitable music when RN first enters the meeting place or comes out on the platform. The band should also strike up again when RN is introduced to the audience at the beginning of his speech.
6. The chairman of the meeting should be determined by the local committee. Wherever possible, the chairman should be an outstanding civic figure. Get an O.K. on name from Office before confirming.
7. Presentation of the colors by local vereran, boy scout or other patriotic organization should be made.
8. Pledge of Allegiance should be led by a veteran or other suitable person. Invocation should be given by a local clergyman.
9. Work out the exact details of RN's entrance with the committee. Preferably, RN and Mrs. Nixon enter alone after the head table or speakers' platform group are seated. This is the most effective entrance. If, however, RN and Mrs. Nixon are to enter with the rest of the group -- be sure their positions in line are decided in advance.
10. Talks by local candidates and officials should be held to a bare minimum, both in number and in length.
11. Introduction of RN should be as brief as possible, and if TV or radio are used, should be only a one sentence introduction. Introduction should be made by a key public official in the area and many places will want to use the top Republican candidate for this. Get o.k. from Office.
12. It is imperative that if Mrs. Nixon is present, she be introduced by the Program Chairman prior to the introduction of RN.

13. At the conclusion of the meeting the chairman should not request the audience to remain seated until RN and his party leave the auditorium unless this is necessary because of physical arrangements or schedule demands. Never do this with captive audience of general public or at a public event that is non-political.
14. Pictures of RN with local candidates for use by the candidates in their campaigns should not be taken at the meeting but should be arranged to be taken at the airport arrival, if at all possible. If the pictures cannot be handled at the airport, it will be necessary to clear alternate arrangements in advance with the Schedule Office.
15. No meetings, such as luncheons, etc., should be arranged which will detract from the attendance at the main meeting, or which would require RN to make another speech to the same people who would be in attendance at the larger meeting.
16. Arrange to keep a passageway open for RN to and from the speakers' stand. Have a rope available, if needed, to make a passageway or use Boy Scouts in uniform. Avoid using uniformed police.
17. A working press section with tables and chairs must be provided near the platform and an exit door of the travelling press. No one else should sit in this section except the working press and the publicity man handling the meeting. Assign a local person to guard this area. The local Western Union office should be alerted to be available to handle news dispatches for the press. Give them a complete schedule. There should be proper lighting for the press to work. RN's Press Secretary will be available to the press at this location throughout the meeting. Have pay phones available nearby.
18. The size of the meeting place should be consistent with reasonable expectation of the number of people to attend. It is much better to have a small place overflowing, rather than a large place partly empty, even though the number of people in the larger place is greater.
19. Please test the public address system to make certain that every portion of the meeting place is covered by the horns being flared properly; the horns must be in front of the microphone to avoid a feedback into the mike while RN is speaking; the microphone should be an all-directional one so as to pick up RN's voice evenly no matter which way he may be turning his head during the course of his speech. Whenever possible, request two microphones for the public address system to be placed approximately 18 inches apart in front of the rostrum.
20. If the program is broadcast, and if the meeting is outdoors, there should be a pick-up microphones placed strategically in the area to pick up the applause and cheers of the crowd.
21. No one should be seated directly in back of RN, One reason for that is that quite often they are doing something which the television camera picks up, and in addition, to avoid any possible distractions from RN's speech, it is better that the space be left clear in every case.

22. The lectern should be decorated and should be 40 inches in high. The top should slant downward toward the speaker. There must be adequate electric lights on the lectern itself. Do not rely on house lighting.
23. A pitcher of ice water and a glass should be available on the shelf of the lectern. Usually it will have shelves which are not visible to the audience.
24. If you are not satisfied with the lectern, suggest the American Legion hall, churches and service clubs as sources for obtaining a suitable one.
25. If an outdoor meeting is planned, a stand-by meeting location must be arranged in the event of inclement weather.
26. Technique of having young people down front to trigger applause works very well, and this is a good suggestion to make to the local people.
27. Encourage local committee to put a little life into the program and have something prior to RN's appearance which will warm up the crowd.
28. Important. Be sure to have a tape recording made of all speeches by RN. Also press conferences--and informal Q & A sessions. Arrange to pick up tape yourself at end of meeting and give to Press Secretary.

PRESS ARRANGEMENTS

1. The local committee should designate a person to be in charge of all press arrangements. This is a separate and distinct job from that of the publicity chairman whose assignment it is to prepare and release stories regarding the visit and disseminate information. The press man has as his primary assignment, the setting up of facilities for the working press and handling all arrangements for them during the period of the visit.
 2. All press matters during the time of the visit should be referred to the Press Secretary travelling with RN.
 3. It will be the responsibility of the man assigned to handle the press locally, to maintain contact with the Press Secretary during the visit and to take care of any needs that may arise.
 4. He should also check to be sure there are specifically reserved seats for each of the travelling press people at each event...also that there is ample provision for food for the travelling press and that the press work room at the hotel and at the locations of the events are properly set up.
 5. He is responsible for checking people into a press conference if one is scheduled.
 6. He is also responsible for arranging a suitable room at the airport or hotel for a press conference if one has been specified. In setting this room up, he should arrange to permit access only to the working press. There should be stand-up mikes. RN does not sit down at a press conference. He should be sure there is television coverage of this press meeting.
 7. Any time a meeting with the ladies of the press is scheduled for Mrs. Nixon, another local committee person should be designated to handle similar arrangements for this meeting and should be present to check people in, etc. Coffee and rolls or cookies should always be served.
 8. The local press person should be assigned to the task of making arrangements for tape recordings of each of RN's speeches, press conferences, etc., to be turned over to the Advance Man or Press Secretary immediately at the conclusion of the meeting.
 9. He should also notify the local Western Union office of all details of the schedule and location of stops and instruct them to be sure to cover all stops and to cover the hotel press work room during the entire period of the visit. He should also be sure that Western Union is present at the airport arrival and that their personnel are properly and readily identifiable.
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10. If there is not enough time or available facilities for the press to purchase meals at normal meal times, provision should be made to feed them in the press room or other suitable location.

ADVANCE PUBLICITY

1. The local committee should designate a publicity man to handle the entire appearance and he should release the announcement of RN's coming appearance as soon as it is confirmed.
2. All stories should be hung on local people.
3. Pictures of local committees preparing for event should be featured at intervals.
4. Biographies and glossies or mats, of RN and Mrs. Nixon should be given to newspapers. Order from Office if needed.
5. Advance stories should be distributed by the local committees to the local press.
6. Newspapers must be given complete and accurate information pertaining to the visit.

PUBLICITY DURING THE VISIT

1. Local committee should see that the event is covered by representatives of local and surrounding press.
2. If a photographer from the local newspaper is not available, the local committee should engage and pay for a photographer to supply pictures to newspapers. If at all possible, try to have a glossy print of all pictures sent to the Headquarters in L.A.
3. All press matters during the visit should be referred to the Press Secretary travelling with RN.
4. Advance copies of speeches usually will not be available until time of arrival. On most occasions, only excerpts from the speech will be prepared.

AIRPORT ARRIVAL

1. It is vitally important that the largest possible crowds be encouraged to meet RN and Mrs. Nixon when they arrive at the airport.
2. Outlying Republican and Nixon organizations should be encouraged to hire buses and bring in groups of people. Home-made welcoming signs should be abundant.
3. Use of noise-makers, bands, college students and Young Republican groups as well as Boy and Girl Scouts in uniform should be encouraged.
4. Insist on having at least one vand...a good high school band is preferable... at airport receptions.
5. Have the committee contact all the local civic clubs and other organizations and invite them to be represented. Also suggest that schools be dismissed so that pupils and teachers can attend.

Although the visit is, of course, being made in connection with a partisan political campaign, you will find that many civic and other non-political organizations as well as schools will be willing to cooperate in making it possible for people to turn out at the airport to see the former Vice President of the United States. In any event, no harm can be done by contacting them and there is always the possibility of their interest and cooperation.

Church groups and Jr. Chambers of Commerce and business organizations should be contacted in this regard. Also, by having groups such as Boy Scouts or Girl Scouts as honor guards, it is possible to encourage the attendance of their parents. The same applies to a high school band.

MOTORCADE ROUTES

1. If the motorcade route is to be publicized and RN is to ride in an open car, it is, of course, essential that a large crowd be assembled along the entire route.
2. The same suggestions outlined above for the airport arrival can be applied also to the motorcade route.
3. In addition, the cooperation of all local businesses in letting employees out to watch the motorcade pass by can be very effective.
4. Be sure that the streets are decorated and that a sound truck precedes the motorcade to notify people that it is coming. This should be about 15 minutes in advance.

5. Be sure that the actual route is published in the newspaper the day before and the day of the visit so that people will know exactly where, and at what time the motorcade is passing.
- ✓ 6. Bands and other crowd-gathering groups should be assembled at various points along the route to stimulate public interest.
7. Flyers stuffed in hotel boxes at hotels along the route are very effective. Also, handbills distributed at debarkation points of public transportation - and window cards in store fronts along the route.

HOTEL ARRIVAL

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 where RN 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 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 to stimulate the 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.
5. The use of a sound truck with music in the area immediately around the hotel will also help to bring people in to join in the welcoming.

MEETINGS

1. It is imperative that printed invitations be mailed out a week prior to all major meetings. The form for these will be provided by the Office - as well as the minimum quantity for each specific event. In case of doubt - use 10,000 as the minimum.

To insure a capacity crowd, all means should be used...such as newspaper publicity, paid advertising in newspapers and television and radio, signs, street decorations, sound trucks, mailing notices, telephone campaigns and personal calls on friends and neighbors and transportation to the meetings. Encourage motorcades and buses. Especially encourage telephone campaigns to make direct personal contacts since this is the most effective way of getting people to come to a meeting.

3. The success of the campaign will depend to a great extent, on the enthusiasm and size of the crowds which attend these meetings. Please stress this with the local committee. Do not let them take attendance for granted or leave it to chance. They must work hard and long in order to insure large crowds at every stop.
4. Don't publicize the fact that a large crowd is expected, and by all means, never allow estimated number of persons to be published. Instead, put out the word that there are plenty of seats and plenty of accommodations for everyone who wishes to attend. If people get the impression that the event is too crowded, they won't come. It's much better to have them feel that there will be plenty of room

ADVANCE MAN PROCEDURE DURING VISIT

1. The Advance Man will be expected to be on hand and to meet RN's party on arrival in the city.
2. Before the plane arrives, the Advance Man should have a meeting with the motorcade chairman and drivers and go over in detail with them, the required motorcade procedure and instructions so that there is no possibility of any mis-understanding.
3. As soon as the party comes down from the plane, the Advance Man should brief RN's aide on any revisions in local plans or local information that is of immediate importance to RN. If there is an immediate crisis, board the plane before the party comes down and quietly and calmly brief the aide.
4. Be sure that the local greeting committee is lined up in proper order along the ramp, ready to meet RN. They should stay in place.
5. Immediately upon arrival, one person from the local committee should be prepared to step forward and take charge to see that the proper introductions are made and that whatever is planned including photographs, proceeds expeditiously.
6. The Advance Man should have a car available to get him to the hotel or meeting place fast after RN has arrived and the arrival ceremonies are underway and after he has passed along any pertinent data or briefing concerning late local developments.
7. After the immediate events take place upon the arrival of the party, RN and Mrs. Nixon must be permitted to go directly to their hotel rooms. This gives the rest of the party an opportunity to re-group and become oriented to the local situation. All-day schedules should include maximum use of brief rest intervals in rooms for RN and Mrs. Nixon.
8. Local committee people should provide a closed truck to handle baggage for RN and his party during the visit. Prior arrangements should be made to speed removal of party's luggage from airplane. It is the Advance Man's responsibility to be sure that all baggage for the entire party is moved to their hotel, and from their hotel back to the airport, as quickly as possible.

The advance Man should also determine the pickup time for the baggage at the hotel and notify RN's aide and the Press Secretary so that all members of the party will have their bags packed and ready to go at the designated time.

9. There is no need for the Advance Man to accompany the party on all its movements during the stay. Instead, he should leave each point at least 15 or 20 minutes prior to RN's departure, check the motorcade arrangements to be sure they are ready to go, and then go ahead and check the arrangements at the next stop. Before leaving, he should be sure, of course, to brief the staff so that they can take care of RN's actual moves.
10. Per earlier instructions, prior arrangements will be made to have all speeches, press meetings and Q & A sessions tape-recorded. The advance man is responsible for picking up the tape himself at the end of the meeting and turning it over to the Press Secretary. Be sure that the tape is properly identified on the container.
11. Any changes in plans or any new information on local issues or arrangements that might come up during the course of the visit should be transmitted to RN's aide rather than directly to RN. It is important that all information in the way of unexpected changes and plans, addition or personnel, etc., be transmitted quickly to RN's aide.
12. The Advance Man should be constantly on the alert for opposition signs, costumes, and other visible items so that any possibilities of news pictures of RN in conjunction with these items can be avoided. For instance, he should not be allowed to be maneuvered into a position in front of a "Brown for Governor" sign or next to a person wearing a Brown hat, etc.

CONCLUSION

1. Be tactful, diplomatic, firm and persuasive with local committees.
2. Keep in constant communication with the Schedule Office. Please advise of your whereabouts at all times and report immediately any changes in arrangements.
3. Any major changes in his planned schedule or itinerary should first be cleared with the Office.
4. A time schedule must be made and strictly adhered to. RN and his party must not be early or late. For example, the cars in a motorcade must not pass any given point earlier than planned.
5. Remember that attention to details makes the difference between the success or the failure of a meeting. No detail is so small nor so insignificant that it should escape your complete attention.
6. If in doubt on anything...do not hesitate to call headquarters. You have been asked to take on this important assignment for Dick Nixon because of your proven capabilities, and he has complete confidence in you.
7. Don't forget that at all times during the campaign, you are a personal representative for Dick Nixon and that he will be judged by your conduct.

GOOD LUCK ..

Advance Man Instructions

✓ *Folder file*

STANDARD OPERATING PROCEDURE

(Follow in order listed)

1. The itinerary and instructions will be furnished from campaign headquarters.
2. Get in touch by phone with the local contacts and let them know when you will be arriving, length of stay, etc.
3. Proceed to assigned location and meet first with local key political contact - check general preliminary plan with him for overall o.k. Determine any potential complications from him before meeting local overall arrangements chairman. Keep in touch with him as plans are developed and settled.
4. Contact local over-all arrangements chairman - get completely informed on developments to date, discuss plan of visit and arrange meeting of local committee. Lay out tentative time schedule for candidate's visit.
5. Meet with local committee and set up chairmen for the following where required:

Publicity	Greeting committee
Press facilities	Motorcade
Radio and TV facilities	Hotel arrangements
Airport-railroad facilities	Meeting arrangements and program

6. Go over entire route of candidate on a dry-run basis.
7. Draw up an exact schedule for entire visit with all details included.
8. Arrange to maintain regular telephone contact with overall chairman and key political contact.
9. Be prepared to guide party through the visit, maintain schedule, meet emergencies, handle local committee contacts for party and be sure everything proceeds as planned.

PUBLIC PARTICIPATION

(Crowd Raising Techniques)

Airport Arrival

1. It is vitally important that the largest possible crowds be encouraged to meet the candidates when they arrive at the airport.
2. Outlying Republican and volunteer organizations should be encouraged to hire buses and bring in groups of people. Home-made welcoming signs should be abundant.
3. Use of noise-makers, bands, college students and Young Republican groups as well as Boy and Girl Scouts in uniforms should be encouraged.
4. Insist on having at least one band - a good high school band is preferable - at airport receptions.
5. Have the committee contact all the local civic clubs and other organizations and invite them to be represented. Also suggest that schools be dismissed so that pupils and teachers can attend.

Although the visit is, of course, being made in connection with a partisan political campaign, you will find that many civic and other non-political organizations as well as schools will be willing to cooperate in making it possible for people to turn out at the airport to see the candidates. No harm can be done by contacting them and there is always the possibility of their interest and cooperation.

Church groups and Jr. Chambers of Commerce and business organizations should be contacted in this regard. Also, by having groups such as Boy Scouts or Girl Scouts as honor guards, it is possible to encourage the attendance of their parents. The same applies to a high school band.

Motorcade Routes

1. If the motorcade route is to be publicized and the candidate is to ride in an open car, it is, of course, essential that a large crowd be assembled along the entire route.
2. The same suggestions outlined above for the airport arrival can be applied also to the motorcade route.

3. In addition, the cooperation of local businesses in letting employees out to watch the motorcade pass by can be very effective.
4. Be sure that the streets are decorated and that a sound truck precedes the motorcade to notify people that it is coming. This should be about 15 minutes in advance.
5. Be sure that the actual route is published in the newspaper the day before and the day of the visit so that people will know exactly where, and at what time the motorcade is passing.
6. Bands and other crowd-gathering groups should be assembled at various points along the route to stimulate public interest.
7. Flyers stuffed in hotel boxes at hotels along the route are very effective. Also, handbills distributed at debarkation points of public transportation, and window cards in store fronts along the route.

Hotel Arrival

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 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 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 to stimulate the 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 over-all impression of excitement and interest in the visit.
5. The use of a sound truck with music in the area immediately around the hotel will also help to bring people in to join in the welcoming.

Meetings

1. To insure a capacity crowd, all means should be used ... such as newspaper publicity, paid advertising in newspapers and television and radio,

signs, street decorations, sound trucks, mailing notices, telephone campaigns and personal calls on friends and neighbors and transportation to the meetings. Encourage motorcades and buses. Especially encourage telephone campaigns to make direct personal contacts, since this is the most effective way of getting people to come to a meeting.

2. The success of the campaign will depend to a great extent on the enthusiasm and size of the crowds which attend these meetings. Please stress this with the local committee. Do not let them take attendance for granted or leave it to chance. They must work hard and long in order to insure large crowds at every stop.
3. Don't publicize the fact that a large crowd is expected, and by all means, never allow estimated number of persons to be published. Instead, put out the word that there are plenty of seats and plenty of accommodations for everyone who wishes to attend. If people get the impression that the event is too crowded, they won't come. It's much better to have them feel that there will be plenty of room.
4. If free tickets are printed for the event, be sure that at least three times as many tickets are distributed as there are seats in the hall so there is no danger of empty seats. In many cases, it is better to use a 5-to-1 ratio instead of a 3-to-1. Generally, however, it's better not to use tickets at all and to rely on good, solid telephone campaigning to get the people out, in addition, of course, to a background of publicity and advertising.

A Guide of Press Relations
for Advance Men

In the advance man's work involving press relations and press arrangements, it is of first importance to understand the philosophy behind the candidate organization's regard for the communications media en toto.

Everything possible, within the bounds of common sense and good taste, should be done to build and maintain favorable press for the candidates.

Good press relations is fostered not only by the professional dissemination of news and information by the Press Secretaries -- obviously the caliber of information is of prime importance -- but equally important are matters with which the advance man deals -- matters of travel and transportation arrangements, working facilities for the press, hotel accommodations, communications, schedules, any even seemingly tiny details affecting a reporter, photographer, radio broadcaster, TV cameraman or commentator or technician, magazine correspondent -- everybody.

A cooperative, friendly attitude developed over thousands of miles of traveling may flipflop into disgruntlement or wrath -- which even though temporary can spell "bad stories" -- when one little thing goes wrong.

Our objective must be to make the newsman's tasks easier, not only through the information supplied, but by enabling him to write and dispatch his news quickly; have writing time; to save him time for work or rest by the extra built-in service we provide. He has an important job and responsibility.

Every campaign event has the purpose not only of impressing the local or regional populace, those who may see the candidates in person, but of making favorable news that will be transmitted to every city in the state or even national wire service stories. The newsman with the traveling press is the man who decides how much he will write, whether to write merely about the speech or whether to do a valuable "color" story besides, whether to add the something extra that makes an otherwise ordinary story become a vote-winner. The way he writes -- and how much -- influences how big the headlines are and whether the story makes Page 1 or Page 20.

What you advance men will be planning and staging will be done as much for the press results as for any other purpose.

It's fine to have 1,000 people attend a rally, but don't forget that through the newsmen we are reaching not 1,000, but hundreds of thousands.

The press pays its own way.

Remember that the newsmen work exceptionally hard on campaign trips. They become overly tired. Their work scarcely ever stops. When they are not covering some official function, they are writing about it or broadcasting about it, or they are telephoning or telegraphing. They are rushing to meet harsh deadlines. It is difficult, exhausting, patience-testing work.

That is why one of the keys to making a newsman contented, cooperative and helpful is a smoothly flowing, no-hitch operation that provides the special tools he needs, the time, and a minimum of delay, confusion, and signal-changing.

Generally speaking arrangements for handling both local and travelling press should be the responsibility of a local press chairman. Usually this will be an experienced public relations man or newspaperman. But in many places such persons will never have handled a campaign group and may not think of all that will be needed. Thus it becomes the advance man's job to indoctrinate the local chairman very thoroughly and to double-check that he makes arrangements according to your standard procedures.

Wherever possible, you should line up a responsible, experienced person to plan press arrangements at (a) the airport arrival, (b) press conference, if any, (c) headquarters press room, (d) facilities for monitoring any TV studio appearance, (e) facilities for covering principal speeches, banquets or public events. They should also plan local press credentials, or badges, and a strict system to keep unauthorized persons from infringing on press privileges.

Press Conference

When the candidate is to hold a regular press conference, here are some "must" considerations.

The room must be plenty large for all expected.

The candidate should never be seated. He prefers to stand. It is good to provide a rostrum. The rostrum should preferably be raised. A PA system should be provided so all can hear. If the conference is large, hand mikes for reporters asking questions are desirable.

Emphasize that the local press chairman must guarantee that the room will be arranged so that all media - reporters, still photographers and movie-TV photographers have an even break. One group cannot block another. The set-up must be planned and policed, or else the media men

themselves will set it up on a first-come, first-served basis -- usually with TV and movie cameras taking a commanding position and blocking their colleagues. Keep 8-10 feet behind the rostrum and first row of chairs as move-about space for still photographers. TV and movie cameras will want to be 20-25 feet from the rostrum. They should be assured -- and still photographers should so understand -- that nobody will be permitted to move around in front of TV and movie cameras and clutter their shot; however, it is understood that some of the chairs for reporters will be in front of movie and TV cameras. It is a good idea to provide a riser or, better still, a raised stand for movie and TV cameras. Similarly, a space at the rear or sides, as well as in the front, should be planned for still photographers. With all this, there must be plenty of chairs, with an unblocked view, for reporters.

Exactly how these conditions will be met will depend on the size and shape of the room. Too much space is better than not enough.

Remember, the staff TV adviser on the scene can be of material assistance in the press conference set-up. They will know how it has worked in other places.

A major "must" is to have the local chairman provide foolproof control at the door to keep out unauthorized spectators. Press conferences are for working press only. This takes a bit of doing. Confusion and excitement reign when the candidate arrives. All doors must be guarded. Spectators and "tourists" with Brownies love to crowd out legitimate correspondents and photographers - or at least interfere.

The rostrum will be lighted automatically if TV and movie cameras cover. But it would be best to count on placing a couple of moderate spots so the candidate, while not blinded, will be well lighted.

Press Rooms

Whenever the campaign party is staying any length of time, even if only for one speech or parade or banquet, there should be a well-equipped press room handy to the lobby but not part of any public area.

In a major hotel, often the hotel PR manager will take on the job of press room set-up.

There should be typewriters on tables, plenty of chairs, copy paper, Western Union blanks, bulletin board, pencils, telephones, phone books. It is difficult to specify how many typewriters or phones. The amount of press room use will depend on the length of stay, type of events, similar facilities at other program spots, etc. Again it is better to have too much than not

enough. In major cities, the local chairman will have the best assessment. A good "happy medium" might be 5 typewriters and 5 phones.

The telephone company will make local phone arrangements. Both telephone and Western Union service can usually be arranged without cost as a public service to both political parties.

A supply of soft drinks or coffee is always acceptable in the press room. No hard liquor. Beer is acceptable but not necessary. On hot days, refreshments placed in the press buses are most acceptable.

If the schedule shows no extra time for lunch or dinner, arrangements should be made to put coffee or sandwiches or some kind of light snack in the press room for the press to eat while working.

The press room should be kept open at all times. Try to have a local volunteer assigned to monitor it - to keep it cleaned up and be on hand to answer local questions.

TV Studio Appearances

If the candidate is participating in a studio television program, it makes news. The press should not be required, if it can be helped, to have to cover the event from a hotel or distant TV set. If space is at all available, a monitoring room in the studio should be set up. If not, monitors should be placed in the press room. There should be a TV set in hotel press rooms.

Press Facilities at Speeches and Special Events

Whenever the candidate makes a speech, press tables should be provided in front of the speaker's platform. This press section should be protected from crowd intrusion. Nothing should obstruct the reporters' view. Outdoors, be careful lest the press be blinded by the sun.

At a banquet, press tables in adequate number for traveling press as well as major local media should be assured. If practicable, check with the candidate's Press Secretary on how many of the travelling press corps could be expected to attend, as some might not cover the event. Dinner tickets should be made available to the travelling press, by placement in their rooms or by name at a registration table, for example. On arrival each travelling press person should receive written instructions on what will transpire, where he obtains tickets, etc.

At banquets, press tables need not be in the center position of honor, but they should be well up in front, with a good rostrum view.

If major addresses, banquets and special events are very far removed from the main press room, some press room facilities -- typewriters and phones -- should be available nearby.

Western Union, in addition to having a representative traveling with the press, will have local agents at each principal event -- and will usually set up teletype equipment or messengers in the press room. Be sure it does.

Press Credentials

The traveling press will have distinguishing badges. The local press chairman should provide something different for his local working press corps. Local police and security officers should be notified in advance as to how to identify press personnel and as to the free access they are permitted to have.

Special attention should be paid to close control over local credentials and establishment of methods of preventing uncredentialed persons, who may claim to be press, from entering press rooms, press sections, press conferences, moving onto ramps, through barricades and into the path of the official party.

Press Hotel Registrations

Traveling press should be pre-registered and their keys made ready for immediate pickup, without delay, as the press arrives - in named envelopes. This is particularly important on late-at-night arrivals, when night crews might not have received proper instructions.

It is good practice for the advance man to check with the Press Secretary as to what time to have the hotel make a wake-up call to each member of the press party if departure is to be unusually early.

Newspapers and Clippings

The advance man should have the local press chairman put a complete set of newspapers of the arrival day (and even day before, if publicity was heavy) in the Press Secretary's room. A set of latest available papers should be provided the Press Secretary or one of his assistants just prior to departure.

Crowd Estimates

It is of prime importance to receive early, dependable estimates of crowds on parade routes and at major affairs. It would help if the advance man could prime a police authority or responsible official to advise the Press Secretary of the crowd size. Local Press Chairmen should volunteer such an authority's location to the press secretaries.

One final basic point: As for what it told the press, whether it be about a schedule change, a detail of the local program, crowd estimates, or even a possible news item, there is only one source that should pass the word to the news corps. That source is the Press Secretary.

Even the local press chairman should not independently make news announcements after the campaign party's arrival.

Suggestions for Large Rallies

1. A program consisting of band music, community singing or other lively entertainment is to be encouraged before the meeting formally opens. Use union band - no service bands.
2. The chairman of the meeting should arrange for the band to play the campaign song or other suitable music when the candidate first enters the meeting place or comes out on the platform. The band should also strike up again when the candidate is introduced to the audience at the beginning of his speech.
3. The chairman of the meeting should be determined by the local committee. Wherever possible, the chairman should be an outstanding civic figure.
4. Presentation of the colors by local veteran, boy scout or other patriotic organization should be made. Don't use military.
5. Pledge of Allegiance should be led by a veteran or other suitable person. Invocation should be given by a local clergyman.
6. Work out the exact details of the candidate's entrance with the committee. Preferably, the candidate enters alone after the head table or speakers' platform group are seated. This is the most effective entrance.
7. At the conclusion of the meeting the chairman should not request the audience to remain seated until the candidate and his party leave the auditorium unless this is necessary because of physical arrangements or schedule demands.
8. Arrange to keep a passageway open for the candidate to and from the speaker's stand. Have a rope available, if needed, to make a passageway or use Boy Scout in uniform. Avoid using uniformed police.
9. A working press section with tables and chairs must be provided near the platform and an exit door of the meeting place. Be sure specific places are reserved for the traveling press. No one else should sit in this section except the working press and the publicity man handling the meeting. Assign a local person to guard this area. The local Western Union office should be alerted to be available to handle news dispatches for the press. Give them a complete schedule. There should be proper lighting for the press to work. The candidate's press secretary will be available to the press at this location throughout the meeting. Have 5 pay phones available nearby or on the press tables. These telephones are usually provided as a public service without charge.

10. The size of the meeting place should be consistent with reasonable expectation of the number of people to attend. It is much better to have a small place overflowing, rather than a large place partly empty, even though the number of people in the larger place is greater.
11. Please test the public address system to make certain that every portion of the meeting place is covered by the horns being flared properly; the horns must be in front of the microphone to avoid a feedback into the mike while the candidate is speaking; the microphone should be an all-directional one so as to pick up the candidate's voice evenly no matter which way he may be turning his head during the course of his speech. Whenever possible, request two microphones for the public address system to be placed approximately 18 inches apart in front of the rostrum.
12. If the program is broadcast, and if the meeting is outdoors, there should be pick-up microphones placed strategically in the area to pick up the applause and cheers of the crowd.
13. No one should be seated directly in back of the candidate. One reason for that is that quite often they are doing something which the television camera picks up, and in addition, to avoid any possible distractions from the candidate's speech, it is better that the space be left clear in every case. An aisle 15 feet wide in back of the candidate is required.
14. The lectern should be decorated. The top should slant downward toward the speaker. There must be adequate electric lights on the lectern itself. Do not rely on house lighting.
15. A pitcher of ice water and a glass should be available on the shelf of the lectern. Usually it will have shelves which are not visible to the audience.
16. If you are not satisfied with the lectern, suggest the American Legion hall, churches and service clubs as sources for obtaining a suitable one.
17. If an outdoor meeting is planned, a stand-by meeting location must be arranged in the event of inclement weather.
18. The technique of having young people down front to trigger applause works very well, and this might be a good suggestion to make to the local people.
19. Encourage local committee to put a little life into the program and have something prior to the candidate's appearance which will warm up the crowd.
20. Be sure to have a tape recording made of all speeches by the candidate. Also press conferences - and informal Q & A sessions. Arrange to pick up tape yourself at end of meeting and give to Press Secretary.

Hotel Accommodations: (You will be advised if complete hotel accommodations are not needed.)

1. A parlor and two adjoining bedrooms, one on each side of the parlor, are required for the candidate.
2. Rooms for the remaining members of the staff should be in close proximity and on the same floor.
3. One extra room should be provided at the farthest end of the area of rooms occupied by the candidates - to be used as a waiting room for local groups who may be meeting with the candidate or who may be conferring with members of the staff. This can be designated as a reception room. Use a parlor if available and properly located.
4. Traveling press should have single rooms in the same hotel, but on another floor. While the Advance Man can be of assistance in reserving and controlling the rooms for the traveling press, it must be made clear that they or their newspapers will be billed individually by the hotel for their rooms.
5. Advance registrations should be made for each member of the party. Staff keys should be in doors - and Advance Man should have room assignment list for staff to distribute to the candidates' party. Press keys should be in envelopes at desk - by name.
6. Copies of all local newspapers should be in the candidates and the Press Secretary's room on arrival at each city. Additional papers should be provided as they are issued during the stay. The local committee should designate a person to take care of this.
7. Be sure that all hotels send a written confirmation of reservations to the campaign headquarters.
8. Arrange for the hotel to give fast laundry service.
9. Arrange for the hotel to give fast valet service.
10. Arrange for the hotel to give fast food service.
11. A press room of adequate size with tables, 5 typewriters and 5 pay telephones should be provided by the hotel for the use of the traveling press during the entire period of the visit.

12. Prior arrangements should be made with the hotel so that when the baggage arrives from the airport, it is moved directly to the rooms - both in the case of press and staff. All bags will be marked with tags identifying the owner's name. Any baggage that is not so marked should be held by the bell captain to be claimed by the owner.

Please instruct hotel not to write room numbers on luggage tags as they will be used for entire route, in many hotels.

On departure the members of the press will be instructed to call the bell captain and have their bags taken to his desk and held there at the designated time. The staff will have their baggage outside their doors at the designated time and the Advance Man should arrange to have the bell captain pick them up and assemble them with the press baggage. Be sure that the bell captain makes a count of the number of pieces of baggage brought in and checks this against the number moved out on departure.

Motorcade

Motorcade transportation from the airport into the city and to all points visited should be furnished by the local committee. Motorcades are particularly important for all day campaigning and too much attention cannot be given to them.

Motorcade Lineup:

- | | |
|--------------|--|
| Car No. A | Local police car carrying advance man with walki-talki communication with the candidate's car. |
| Car No. P | <u>Photographers' Car</u>

Open convertible for traveling photographers - ahead of candidate's car.

Signs on both sides "Press Photographers". |
| Car No. 1 | <u>The Candidate's Car</u> |
| Car No. 2 | <u>Press Car</u>

For traveling wire service reporters and local press. If there are too many press, use a bus rather than a large number of sedans which become unmanageable. |
| Car No. 3, 4 | <u>Local candidates and VIP's</u>

Maximum of four cars - use only as many as needed. Where appropriate, signs should be used to identify occupants. |
| Car No. 5 | <u>Local Staff</u>

Local arrangements personnel who must travel with motorcade. If possible use mobile telephone car supplied by telephone company. |

* For state-wide campaigning it may be possible to combine the entire motorcade into one bus carrying candidates, staff, press and radio-telephone communications, or perhaps two cars, one for candidates and the other for the press.

Cars:

1. The cars should all be in good running condition, clean, and should be carefully pre-checked. Be sure the gas tanks are full. Use four-door sedans unless convertibles specified.
2. Please do not use brand new cars. Instead, use cars with at least 1,000 miles on them. New cars create a number of problems including overheating, insurance problems, the fact that they have not been sufficiently checked out and broken in, danger of mechanical failure.
3. Be sure the tops work on all convertibles as it is sometimes necessary to put up the tops.
4. Each car should be decorated and numbered - with a small card in the lower right corner of the windshield.

Drivers:

1. Drivers for the cars should be young people fully familiar with the local area and entirely capable of handling an automobile in traffic and motorcade formation. Paid professional drivers are preferable to volunteers.
2. Each driver should be at the wheel of his automobile .. with motor running and headlights on, at least five minutes before scheduled departure time. This applies to arrival and departure in the city and all stops during the visit. This is necessary even if the drivers have to leave a meeting or rally before it is concluded in order to arrive at their designated station.

Please strongly emphasize the importance of the drivers being ready to proceed at the appointed time - with motors running and lights on.

3. The drivers must leave the keys in their cars at all times. The keys should never be removed. This is necessary because we may have to get into the trunk of the car - or move it when the driver is not readily available.
4. The motorcade chairman - or someone designated by him - must be with the cars at all times during the entire period of the visit. This is because it is sometimes necessary to make a quick change in plans and we must have a pre-determined point of contact.
5. All of the drivers should stay together - and if they go into a meeting or to eat - they should keep their location known to you or the man remaining with the cars - so they can be quickly located if necessary.

General:

1. If a publicized motorcade route with large crowds is planned and the candidate is riding in an open convertible, there should be a sound truck out well ahead of the motorcade - about 15 minutes before expected arrival - to notify people that the motorcade is coming. Also, the route should be thoroughly publicized - the streets decorated. Do not allow foot marchers to precede the motorcade because they move too slowly. The parade should proceed at 15-18 miles per hour.
2. The candidate's auto should not exceed existing speed limits.
3. Be sure to make a dry-run over the motorcade route, taking into consideration actual conditions that will occur at the time of the event. Do not rely on local estimates of driving time or mileage.

Airport Arrival - or Prop-stopping and Airport Rallies

1. Determine with airport manager exact location for spotting plane, waiting area for press and greeting committee, location of general public, motorcade lineup. Arrange so crowd is concentrated in one area - not spread out.
2. Arrange room for press conference - if specified in instructions.
3. If a crowd of any substantial size is expected at the airport, arrange facilities for candidate to address the crowd.

Unless there is a planned ceremony or activity and the assurance of a large crowd at the airport, the best arrangement is to have a sound truck out of the way some place with a microphone on a long extension line. A hand mike is satisfactory. Do not have a platform or any obviously prepared arrangements. It is much better to let the candidate speak informally, standing on a baggage truck or the hood of a car using a hand mike.

If the stop calls for a scheduled speech or acceptance of an award or other such ceremony at the airport, and you are sure there will be a big crowd, then it is o.k. to have a regular platform and a standup mike.

4. Work out with the local chairman a satisfactory greeting committee; this should be limited to the smallest number of people possible while still including all of those who should be part of the reception group.
5. For overnight stops, make arrangement for fast removal of staff and press baggage from plane and transfer to baggage truck.
6. Motorcade cars should be lined up on the air strip near the plane whenever possible to make such arrangements with airport authorities (unless press conference is held in terminal building in which case cars should be lined up at most convenient exit).
7. Locate the cars so that the official party does not have to walk through the crowd to get to them, if possible. Otherwise, have an aisle cleared through the crowd to the cars.
8. Be sure that Western Union is notified of the details of the airport arrival so that they will have personnel there to handle any copy the newsmen on the plane may want to file.