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STRICTLY CONFIDENTIAL

DRAFT

SUGGESTIONS REGARDING
APPEARANCES
OF THE
VICE PRESIDENT

AUGUST, 1960

Your primary function as Advance Man is to serve as a personal representative of the Vice President 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 the Vice President and his party during the time they are in your area.

The success of the Vice President's appearance 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 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.

GENERAL POLICY

1. You must always bear in mind that your responsibility is to the Vice President. At all times this responsibility supercedes your responsibilities 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 Vice President.
2. The Washington Office will help you in every way possible to smooth out differences.
3. Let the Secret Service worry about the Vice President's security. They are concerned with his personal protection by authority of Federal Law, and will coordinate all security arrangements to fit his local schedule of events and appearances.

4/ In this connection, the Secret Services/ are also responsible for all contact with local law enforcement authorities and will take care of this part of the arrangements for you. It is undesirable for advance men to deal directly with city, county or state police officials for a number of reasons and all of such dealings should be handled directly by the Secret Service rather than by the Advance Man.

For this reason, it is important that you work out your plans in close conjunction with the local Secret Service personnel so that they are fully aware of all arrangements being made and are also aware of any changes as they occur in the plans so that they can coordinate with local law enforcement personnel.

4. 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 Washington.
2. Get in touch by phone with the local contacts and let them know when you will be arriving, length of stay, etc. Also notify local Secret Service office.
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 V. P. 's visit.
5. Contact local Secret Service and go over tentative schedule.
6. Meet with local committee (include Secret Service) and set up chairman for the following:
 - Publicity
 - Press facilities
 - Radio & TV facilities
 - Airport/railroad facilities
 - Greeting committee
 - Motorcade
 - Hotel arrangements
 - Meeting arrangements and program
7. 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 V. P. and party. Have Secret Service and over-all chairman accompany you.
8. Draw up, with Secret Service and overall 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.

9. **Transmit schedule to Washington 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.**
10. **Make courtesy calls to all major Republican officials in the area--give them quick rundown on general plans. Include Governor, Senators, Congressmen, National Committeemen and women, State Chairman and local, regional or state Nixon chairmen. Ask each of them to send Office immediately, a one-page memo on local issues and their suggestions for V. P. 's speech.**
11. **Confirm schedule and final arrangements with local committee and Secret Service.**
12. **~~Arrange to maintain regular~~ Prepare and transmit to the Washington Office, all of the required Advance information as covered at a later point in this Manual.**
13. **Arrange to maintain regular telephone contact with overall chairman, key political contact and Secret Service. No changes are to be made by them without your O. K. Be sure to clear all changes with Washington Office.**
14. **Plan to arrive in the city well in advance of V. P. 's party -- so you can recheck all plans and be prepared to meet the plane. Transmit any last-minute revisions to VP's aide as soon as the plane lands.**
15. **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.**

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 or back to the point of departure.
2. Specific times for press conferences are not 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 over-all 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.
5. Do not schedule any meals. If the V. P. is to appear at a breakfast, luncheon or dinner meeting, he will arrive after the meal, in time for his speech.
6. No private homes are to be used for overnight or daytime stops.
7. Do not schedule any small, private, off-the-record meetings for finance or any other purpose.
8. No fund-raising dinners or other fund-raising events are to be scheduled.
9. No individual appointments are to be scheduled.
10. There must always be two hours time reserved for the Vice President prior to any television appearance or major speech.
11. The over-all day's schedule must be prepared so that the V. P. 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 Vice President can leave in time to actually be in his room by 11:00 P. M.
12. No commitments are to be made in advance on factory drop-bys. This will always be done on a last-minute basis if at all.
13. Although the V. P. will of course attend church every Sunday during the campaign, no announcements are to be made in advance of church attendance and no

14. As a general over-all guide, always plan on working the good areas of the city in which we are visiting -- don't go across the tracks. Thus meetings should be scheduled for places where we know we can get a big crowd and a favorable crowd. We should not attempt to schedule appearances in those areas where "help is needed".
15. The V. P. 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 it is possible.
16. Private dinners, cocktail parties or after-meeting social events must not be accepted. Be sure that the local committee is aware of this so they don't schedule anything without your knowledge.
17. Nothing should ever be scheduled for the Vice President following an evening meeting unless you have specific instructions to the contrary from the Office.
18. The local committee should be advised that the press secretary and the aides traveling with the Vice President 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 the Vice President.
19. The use of radio time must never restrict the starting and time for 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.
20. 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 doesn't appear forced. Possibilities include special interviews with news women, visits to hospitals, churches, schools, orphanages, etc.

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 V. P. 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 V. P. 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.

Arrange to have the committee lined up in a pre-determined order when the plane arrives so that the V. P. can walk along the line and greet each of the people. This is much more satisfactory than having the committee walk past him and it makes possible to ~~gave~~ get much better pictures. One key official should be designated as the person to greet the Vice President at the bottom of the steps and take him along the line of the greeting committee. Also, one person should be selected to introduce the Vice President on the microphone if this is planned. These names must be cleared with the Office.

5. For overnight stops, make arrangements for fast removal of staff and press baggage from plane and transfer to baggage truck. (Secret Service will handle Nixon personal baggage.)
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.
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 will want to file.

Motorcade

1. Motorcade transportation from the airport into the city and to all points visited should be furnished by the local committee.

Driver for the Vice President's car will be furnished by the Secret Service. He will be a local Secret Service agent or an area policeman in plain clothes who knows the territory thoroughly and will give full time and attention to driving.

Each driver of the other automobiles should be a young person fully familiar with the local area and entirely capable of handling an automobile in traffic and motorcade formation. Paid professional drivers are preferable to W. I. P. volunteers and should be used wherever possible.

The motorcade cars should be lined up at the airport and ready to go one hour ahead of time. Each car should be numbered.

Each driver should be at the wheel of his automobile with motor running, at least five minutes before scheduled departure time. This applies to both arrival and departure and at all stops. 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 emphasize the necessity for the drivers to be ready to proceed at the appointed time with motor running and lights on.

The cars used for the motorcade should all be in good running condition and of course, clean. Do not use brand new cars. Use only cars that have at least 1,000 miles on them. New cars create a number of problems including overheating, the fact that they have not been sufficiently checked out and broken in; some insurance problems in some states, etc.

Instruct all drivers that they must leave the keys in their cars at all times. They are never to remove the keys from the car. This is necessary because it is sometimes important that we get into the truck of the car, or that the cars be moved when the driver can't be located.

The chairman of the motorcade or one driver designated by him must be with the cars at all times during the entire period of the visit. This is so that if there are any changes in motorcade plans, a contact with the motorcade chairman can be made by going directly to the car location.

All drivers should stay together and if they go into the meeting, should sit in the back of the hall at a location familiar to the man who is remaining with the motorcade so the drivers can be quickly located if necessary.

At all times, the cars in the motorcade must be lined up in their proper numerical order. This applies to the lineup at the airport, to their procedure through any

Movement and to their parking at any location during the visit. In no case is the Vice President's car or any other car to be pulled out of its normal position or to be lined up in inverse order. The only way to keep the motorcade in proper order and to assure its starting out in one piece is to have it lined up in the proper driving sequence at all times.

The lineup of the cars in the motorcade is as follows:

No. 1: The Vice President and Mrs. Nixon. Passengers are: the driver, aide, and one of the traveling Secret Service agents in the front seat; the Vice President and Mrs. Nixon in the back seat. (If Mrs. Nixon is on the trip - she will always ride with the V. P. If Mrs. Nixon is not with the V. P., highest local Republican or Nixon committee official rides with the V. P.) Any proposed changes in this seating arrangement must be cleared with the Office in advance. Car should be marked with signs on both sides saying "Vice President and Mrs. Nixon".

No. 2: Security.

Second traveling Secret Service agent and local security people. A plain, unmarked, 4-door, police-radio car should be used.

No. 3: Nixon staff.

V. P.'s aide, administrative assistant and press secretary; also Advance Man if he is traveling with the motorcade.

No. 4: Photographers' open car.

Appropriately decorated and marked with large sign indicating PRESS. In case there are a number of local photographers and it is necessary to use a flatbed stake truck, it can be placed ahead of car No. 1 and car No. 4 can be eliminated.

No. 5: Wire services open car.

No local press. This car is for use of traveling wire service people only.

No. 6: Press bus.

If necessary, can use more than one press bus, numbered 6-A, 6-B, etc.

No. 7, 8, 9, 10, 11 and 12 - Local V. L. P.'s

Only use as many cars as needed. Cars of candidates should have their names on the side. No more than four cars for local V. L. P.'s unless prior clearance has been obtained from the Office.

No. 13, 14: Local Staff.

These cars are to be used for local arrangements personnel who must travel with the motorcade. Also, they can be considered as reserve cars in case an additional car is necessary for some purpose.

Limit of 14 cars in motorcade unless prior clearance with Washington Office.

The Vice President's car should be an open convertible only if a big crowd has been built up and specific arrangements have been made for a parade route which will be lined with people. Otherwise the Vice President should travel in a closed sedan.

If a photographers' truck is used ahead of the motorcade, the driver should be thoroughly instructed on speed to be used. The Advance Man should also arrange to have a number of the staff ride in the cab ahead of this truck with the driver to coordinate speed with him, taking his cue from the signal from the No. 1 car.

If a publicized motorcade route with large crowds is planned and the Vice President 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.

All people riding in the motorcade with the exception of Nixon staff, should be assigned to specific car numbers.

Be sure all press cars are so identified with large signs on the outside.

Each car in the motorcade should be numbered -- with a small card in the lower right corner of the front windshield. Each car should be decorated - and occupants identified by large signs on the side in the case of candidates and press - not staff.

One additional car with police escort will be required for the Advance Man to precede the party. This car should be numbered "A".

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 the V. P. Do not use a lead car or an honor guard around the V. P.'s car.

The Vice President's auto should not exceed existing speed limits.

One other additional car should be provided for Nixon staff to travel independently of the motorcade. It should be numbered "B"

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.

Local committee people should arrange vehicles and manpower for speedy removal and handling of all baggage for the Vice President's party during the visit. The traveling Secret Service agents will supervise handling of the Nixon's personal baggage.

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 Vice President and Mrs. Nixon.
2. Rooms for the remaining members of the staff should be in close proximity and on the same floor.

The two Secret Service Agents who will be traveling with the Vice President should have a twin-bedded room adjacent (not necessarily connected) to the Nixon suite. This room is not to be used by local Secret Service agents or police.

The Vice President's aide 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.

Single rooms should be provided for all other members of the traveling staff.

3. One extra room should be provided at the farthest end of the area of rooms occupied by the Nixon staff, away from the Nixon suite -- to be used as a waiting room for local groups who may be meeting with the Vice President or who may be conferring with members of the staff. This can be designated as a reception room.
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 at airport. Also send room assignment list to Office as far ahead as possible. Press keys should be in envelopes at desk -- by name.
6. 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 Washington Office for payment.
7. Copies of all local newspapers should be in the Vice President's and the Press Secretary's rooms 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.

8. It is essential that accommodations NOT be made at any private home. There will be no exceptions. If adequate hotel accommodations are not available at any given city or town, arrange accommodations in a nearby city or town.
9. Be sure that all hotels send a written confirmation of reservations to the Washington Office.
10. Room 361, Senate Office Building, Washington, D. C. should be left at each hotel as the forwarding address for mail for the Vice President and Mrs. Nixon and members of the party.
11. Arrange for the hotel to give fast laundry service.
12. Arrange for the hotel to give fast valet service.
13. Arrange for the hotel to give fast food service.
14. Have the hotel put a direct phone line to Miss Woods' office and if the hotel switchboard facilities are really inadequate, also have a direct line put into the Press Secretary's room. The numbers for these lines should be provided to the Washington Office in advance.
15. If a room is provided for the local Secret Service or police officers, it should be very far removed from the Nixon Suite. It must also be outside the perimeter of the Nixon staff rooms. This will help to keep down noise, confusion and interference with the staff operation.
16. A press room of adequate size with tables, typewriters and telephones should be provided by the hotel for the use of the traveling press during the entire period of the visit.
17. Arrange with Hotel or local I. B. M. office to have I. B. M. typewriter in office (Miss Woods' parlor) on a regular typewriter stand. 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.
18. 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. 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.

Meetings

1. **The Vice President 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 sponsorship of each meeting, including Women's clubs, Young Republicans, and Citizens Groups, etc.**
4. **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.**
5. **The chairman of the meeting should arrange for the band to play the campaign song or other suitable music when the Vice President first enters the meeting place or comes out on the platform. The band should also strike up again when the Vice President 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 of from Office before confirming.**
7. **Presentation of the colors by local veteran, boy scout or other patriotic organization should be made. Don't use military.**
8. **Pledge of Allegiance should be led by a veteran whose name should be given to the Vice President in advance. Invocation should be given by a local clergyman.**
9. **Work out the exact details of the V. P.'s entrance with the committee. Preferably, the V. P. and Mrs. Nixon enter alone after the head table or speakers' platform group are seated. This is the most effective entrance. If, however, the V. P. 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 V. P. 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 Republican United States Senator or Governor or 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 the Vice President.
13. At the conclusion of the meeting the chairman should request the audience to remain seated until the Vice President and his party leave the auditorium if this is necessary because of physical arrangements or schedule demands. Never do this with captive audience of general public/^{or} public event that is non-political.
local
14. Pictures of the Vice President 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 Washington 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 the Vice President 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 the Vice President to and from the speaker's 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 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. Typewriters, paper and carbon should be provided, along with tables and chairs. 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 Vice President's Press Secretary will be available to the press at this location throughout the meeting.
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 half-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 the Vice President is speaking; the microphone should be an all-directional one so as to pick up the Vice President'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 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 the Vice President. 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 Vice President'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 height. 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 should be kept in mind in the event of inclement weather.
26. 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.
27. Encourage local committee to put a little life into the program, and have something prior to the Vice President's appearance which will warm up the crowd.
28. Be sure to have a tape recording made of all speeches by the Vice President. Also press conferences -- and informal Q & A sessions. Arrange to pick up tape yourself at end of meeting and give to Press Secretary.

Television Arrangements

1. No meeting is to be televised live without prior O. K. News coverage on film for TV is excepted. Fund-raising events are not to be televised, ~~xx~~ since the donor is entitled to a "for-these-in-the-room-only" appearance of the Vice President. Also, televising such a meeting may cut down on the attendance and contributions.
2. The Advance Man should, however, arrange maximum TV coverage at the airport arrival and meeting with the press at the airport, or hotel, if any, and explore the possibility of other television appearances on local programs (explore only, always avoid any commitment.) In some instances, if the local committee has the money and is anxious for the Vice President to go on television in the area, a question and answer or other interview type program may be appropriate.
3. If television is used, following rules apply:
When introducing the Vice President to the television audience, there should be only a one-sentence introduction. Long introductions are ~~xxxx~~ absolutely taboo.

The political disclaimer should be made from the studio if possible.

There should be no cued applause. It is expected that the Vice President will always make his first appearance on the television program. When he is introduced on TV for the first time at the meeting, he will draw a substantial and enthusiastic applause. In other words, the Vice President does not make two entrances; he does not make his first appearance prior to his speech, sit down, be introduced, and then get a second applause. He should get only one applause -- when he makes his ONLY entrance.

If possible, on TV appearances, have at least two cameras---one to pick up ~~q/v~~ crowd reaction and the other to concentrate on the speaker in a close bust shot.

The pre-broadcast ceremony should be stopped approximately two minutes prior to the start of the TV program.

110 volt AC line is needed in each television setup to terminate within 50 feet of the speakers' stand. This line is the power feed for cueing equipment.

Lighting is critical. Adequate lighting equipment and power should be available at the pick-up point.

When discussing television coverage with local committees, always discuss television time purchase and paid tune-in ads in newspapers as a single unit. The TV time purchase should never be separated in the minds of the local committee from the paid tune-in ad purchase; they should be one and the same thing and always said in the same breath.

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 traveling with the Vice President.
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 traveling press people at each event. . . also that there is ample provision for food for the traveling 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. The Vice President 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, a local committee person should be designated to handle similar arrangements for this meeting and should be present to check people in, etc.
8. The local press person should be assigned the task of making arrangements for tape recordings of each of the Vice President'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.

Advance Publicity

1. The local committee should designate a publicity man to handle the entire appearance and he should release the announcement of the Vice President'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 glosses or mats, of the Vice President 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 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 Office of the Vice President, 361 Senate Office Building, Washington 25, D. C.
3. All press matters during the visit should be referred to the Press Secretary traveling with the Vice President.
4. Advance copies of speeches usually will not be available until time of arrival. On many occasions, only excerpts from the speech will be prepared.

Security Arrangements

1. The details regarding specific security provisions and arrangements are covered in the appropriate sections of the preceding material.
2. As covered in the general policy statement, the secret service has the over-all responsibility for security of the Vice President and they will also coordinate all security arrangements for the local visit.
3. You should be sure the local Secret Service and police understand that the small staff badge worn by all members of the Vice President's staff entitles the wearer to absolutely free and unrestricted access to all secured areas at all times.
4. It is important that someone from the local committee be ~~at~~ at the door to press conferences and other closed meetings to check people in. It is not necessary that security officers search people or take undue security measures at these points, but the people should be identified before permitted entry.
5. Do anything you can to avoid the over-abundance of uniformed police, especially in escorting the Vice President through a crowd.
6. As covered in the Hotel instructions, do not permit the local police to set up headquarters in the hotel within the area occupied by the Vice President and his party. If they have to have a room in the hotel, it must be in another area of the building.
7. Do what you can to avoid a large number of plainclothes or uniformed officers standing around in the halls of the hotel. Especially in the area occupied by the Vice President and his party.
8. If you become involved in a discussion regarding escorts for motorcades, keep in mind the basic policy that the purpose of the escort is to keep the motorcade closed up and enable it to arrive at the point of destination ~~at~~ in time and as a unit. We do not want an honor guard in any sense for the Vice President, nor should the escort be unduly concerned with protection of the Vice President. There should not be a lead car ahead of the motorcade which will distract attention from the Vice President's car. If a motorcycle or an escort is used, be sure sufficient escort is provided so the motorcade will be properly protected in going through intersections.
9. At airport arrivals and all public events where there is a stand-up crowd or a crowd that is not restrained by some already existing physical barriers such as a ~~high~~ fence, ~~and~~ some physical method of crowd control must be provided such as the use of heavy ropes on stanchions or saw horses or temporary fencing. In addition to this type of temporary barrier, it is necessary to have sufficient committee personnel or security officers to make sure the crowd observes the barrier.

This does not mean that the Vice President doesn't want to mingle with the crowds but it does mean that some positive method of crowd control is essential so he can get into the crowd for a period of time and then get back out of it or can walk along the edge of the crowd shaking hands rather than being mobbed from all directions. This is essential in order to prevent injury to the people in the crowd.

- 10. The Advance Man should not, on his own, without discussing with Secret Service personnel, issue orders to local police regarding changes in various security measures. These should be handled through the Secret Service if changes must be made. If there is some security precaution which you feel needs to be changed, the best procedure is to discuss this with Jack Sherwood at the time of the visit.**

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ADVANCE INFORMATION

One of the primary functions of the Advance Man is to acquire and transmit to the Office, a considerable amount of information regarding the local area, the people, the background, political situation, etc. Several forms are provided for this purpose and they should be filled out in complete details since in many cases this is the only possible way that this information can be obtained accurately and quickly.

This information which is provided by the Advance Man himself is in addition to the information covered earlier, which the Advance Man should request from each of the key political leaders whom he contacts on his first trip. You will recall that each of these people is requested to send in a one-page memorandum summarizing their feelings as to what are the principle issues and any recommendations they have on material to be covered by the Vice President.

1. As quickly as possible, the following information should be forwarded to the Washington Office:
 - a. Names of Republican state-wide elective officials and nominees if offices are up for election.
 - b. Names of Republican Congressmen or nominee in District.
 - c. Name of Republican legislators or nominees in particular District.
 - d. Population of locality.
 - e. Principal industries and agricultural products.
 - f. Local problems or needs.
 - g. What local people think are the principle national issues.
 - h. How the area voted in the last presidential, state and local Congressional election.

(Most of the foregoing information can be obtained from the local Chamber of Commerce office or newspaper editor.)

2. As soon as you can determine it, notify the Office of what leading Democratic politicians will be in the city two weeks before, during and two weeks after the appearance of the Vice President. Also... what special events are taking place on or about that time, particularly on the day of the Vice President's visit, of both a civic and partisan nature.
3. Detailed information is needed on the media in the city and the outlying area. The form for this material should be filled in completely and forwarded to the Office as soon as possible. Do not contact the media people or otherwise give them the feeling that the Vice President might pay visits to them... just obtain the information.
4. It is important that you assemble a list of names, brief biographical data, phone numbers and addresses of all the important Republican Nixon committee and other civic leaders in the area in list form so that it can be used in making calls to these people in behalf of the Vice President at the time the party is in the area.

5. You also will have to prepare a list of the key people involved in the visit who might come in contact with the Vice President, together with a brief sentence on the background of each so the Vice President will be properly briefed for his meeting with them.
6. It is absolutely essential that you have completely filled in, the form providing for listing of addresses and activities of all people who participate in any way in the visit or arrangements for same. Copies of this list should be turned over to key staff people at the time of the arrival of the party as they can make notes regarding the individuals listed as the visit progresses. These will be of great assistance in preparing proper thank-you letters for the Vice President's signature.

In addition to the specific names required to fill in the form, you should add anyone to this list whom you feel is worthy of inclusion. Keep one copy of the list yourself and make notes on it during the visit so that your comments can be also be included in the preparation of the letters.

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Also instruct the local chairman to send the Washington Office a follow-up list after the event with any additional names which should be included. This is extremely important.

PUBLIC PARTICIPATION

Airport Arrival

1. It is vitally important that the largest possible crowds be encouraged to meet the Vice President 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 uniforms should be encouraged.
4. Insist on having at least one band... a good high school band is preferable... at airport receptions. In no case should it be a military band.
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 co-operate in making it possible for people to turn out at the airport to see the 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 co-operation.

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

Motorcade routes

1. If the motorcade route is to be publicized and the Vice President 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 devices as suggested 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 at least 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.

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 Vice President 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 bag-pipe 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 ~~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 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.

ADVANCE MAN PROCEDURE DURING VISIT

1. The Advance Man will be expected to be on hand and to meet the Vice President'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 misunderstanding.
3. As soon as the party comes down from the plane, the Advance Man should brief the Vice President's aide on any revisions in local plans or local information that is of immediate importance to the Vice President.
4. Be sure that the local greeting committee is lined up in proper order along the ramp, ready to meet the Vice President. They should stay in place.
5. Immediately upon arrival, someone 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 with police escort to get him to the hotel or meeting place fast after the Vice President has arrived and the arrival ceremonies are underway and after he has passed along any pertinent data or briefing concerning late local developments.
- 7.
- 4/4. After the immediate events take place upon the arrival of the party, the Vice President 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 sd rooms for the Vice President and Mrs. Nixon.
8. Local committee people should assign station wagon or small pick-up truck to handle baggage for the Vice President and his party during the visit. Prior arrangements should be made to speed removal of party's luggage from airplanes. It is the Advance Man's responsibility to be sure that all baggage for the entire party except for that of Vice President and Mrs. Nixon 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 the Vice President'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 the Vice President'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 the Vice President's actual moves. This procedure

should be followed unless there is a possible off-beat activity planned enroute in which case the Vice President should ride at the head of the motorcade in one of the first few cars so as to be ready to handle this event as it happens. For the purpose, the Advance Man should arrange, of course, a separate car for him with the police escort so he can move from place to place independent of the rest of the motorcade and without delay.

- 10.
7. For earlier instructions, prior arrangements will have been 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 the Vice President's aide rather than directly to the Vice President. It is important that all information in the way of unexpected changes and plans, addition of personnel, etc., be transmitted quickly to the Vice President'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 the Vice President 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 "Kennedy for President" sign or next to a person wearing a "Kennedy" hat, etc.

CONCLUSION

1. **Be tactful, diplomatic, firm and persuasive with local committees.**
2. **Keep in constant communication with the Washington Office. Please advise of your whereabouts at all times and report immediately any changes in arrangements.**
3. **Any major changes in the planned schedule or itinerary should first be cleared with the Office in Washington.**
4. **A time schedule must be made and strictly adhered to. The Vice President 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 the Vice President 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 of the Vice President and that he will be judged by your conduct.**

GOOD LUCK !!