

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
46	51	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Ed DeBolt to Anderson RE: gathering information on election night. Handwritten note added by multiple unidentified individuals. Charts and figures included. Duplicate attached. 14 pgs.
46	51	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: election night programming. Proposed schedule of events attached. 7 pgs.
46	51	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Kehrli to Haldeman RE: election night plans. Handwritten notes added by Haldeman. 3 pgs.
46	51	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: election day and evening activity planning. Handwritten notes added by unknown. Budget figures and floor plan of the Regency Ballroom at the Shoreham Hotel attached. 15 pgs.
46	51	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Anderson to MacGregor RE: the retrieval of election results on election night. 5 pgs.

Republican
National
Committee.

October 18, 1972

MEMORANDUM TO: STAN ANDERSON
FROM: ED DeBOLT
RE: ELECTION NIGHT INFORMATION GATHERING

This memo contains preliminary proposals dealing with the essential systems required to acquire and disseminate election data from all known sources so that the President will be provided with the most current election results available given certain reasonable cost parameters.

Below are listed the various components of such a system. (see Attachment I) The amount of detail given to discussion of each of these components varies with our level of proposed direct participation. It should be recognized at the outset that the President will have numerous other sources of information which need not be identified but will supplement the essential information components outlined here. Obviously, Election Data Control for which I have primary responsibility will be presented in greatest detail.

*Projected times of projected during
NRK-632*

COMPONENT I - Television, Radio and Wire Services - This monitoring should take place within the White House so that there will be no delay in transmitting this information to the President. Utilizing a complex computer system based on past voting data, surveys, Election Day polling and a nationwide reporting network, the media will provide rapid projections and trend information unavailable from other sources. Similar monitoring will be done by Election Data Control for posting in the public celebration area at the Shoreham.

*TW
with*

COMPONENT II - Selected opinion and political leaders and media contacts - these sources would be likely to respond only to White House operatives and they should be systematically communicated with as proposed by Mr. Finch and Mr. Klein. Their experience and "feel" for a state or community situation will provide information not available from other sources. Prior to Election Day, we will submit a proposed list of contacts for their use in supplementing their system.

OK (with?)

*CM/F MAA
no will all
CRA B*

*Tom
evens
shepherd
calls
ahead
of time
to all RAC*

Do it in selected areas so pollmen can say Nixon supported among youth, etc.

COMPONENT III - Survey Research - it is proposed that an extensive analysis of all of the most recent polling information be made by Bob Teeter during the three days prior to Election Day for use by the White House in making comparative evaluations of the election data being received on election night. Emphasis during this analysis should be placed on county information highlighting the youth, ethnic, blue collar, swing vote, etc.

↑ Pass 95 and? -??

COMPONENT IV - Election Data Control - In order to complement the election information being received by the White House on the one hand from key opinion and political leaders based on their experience and on the other hand the specific state-by-state Presidential projections from the nets and continuous race information from the wire services, via their extensive and, I might add, expensive data collections system throughout the country, I propose that the Republican Committees and the Committee for the Re-election of the President establish this system for feeding specific information on Presidential, Senate, Gubernatorial and Congressional races to the White House as follows:

B7 (S)

Arrange pre-req forms w/ 60, 64, 68 for just filling in elec vote projects

How often?

A) PRESIDENTIAL DATA - the Committee for the Re-election of the President (Ed Failor and Manion Milliken) would be responsible for obtaining timely Presidential election results from the 300 major counties in the country which comprise over 65 percent of the President's 1968 vote. Utilizing the 800 wats system, now in use for canvass and turnout control, these counties would be required to report on a regular and timely basis the results of the Presidential race. In addition, 50 key counties (a list of those proposed counties to be submitted by October 24) would be contacted by CRP Washington monitors for specific election information. Precinct information for a number of carefully selected bellweather, blue collar, ethnic, youth, etc. areas would also be collected. This would require approximately 10 to 15 monitors to make calls on election night for this particular phase of the system. Nixon headquarters in the remaining counties in the country would be asked in advance to provide contact information for election night in the event that any specific request for information in these counties is received by Election Data Control. An additional responsibility to be assigned to the CRP portion will be to monitor the three networks and wire services to keep a running state total posted on their large display boards in the public celebration area of the Shoreham Hotel.

Special, secret reporting system on Miss, W. Va, Wisc, (S.D.) Cal. for sphs to hypo-projected med won't carry on state"

Key man in each st
for each Sen + Gov race
Key man in each st
on Cong races

B) SENATE, GOVERNOR, CONGRESSIONAL DATA - providing up-to-date and timely information on a state and district basis will be the responsibility of the Republican Committees (RNC, Senate Campaign Committee, Governors Association, Congressional Campaign Committee). A comprehensive list of election night contacts will be developed by this group to insure a constant flow of timely information on these races with emphasis on the key Senate, Gubernatorial and 50 target Congressional races. (a specific listing of these races will be submitted by October 24 for discussion and approval) OK

By whom?
our POS
system

C) VOTER TURNOUT PROJECTIONS - at 1:00 and 5:00 p. m., EST, a voter turnout projection report will be issued based on data from 50 pre-selected key counties around the country with emphasis on trends in blue collar, ethnic, youth and swing precincts.

Maybe this should be released. Keep close use of the outside.

(See TD Ltr)?

The Election Data Control system will be manned by 25 experienced political/research staffers who will monitor the Senate, Gubernatorial and key Congressional races in the states and assist in analyzing Presidential returns. These specially trained monitors will spend considerable weekend and evening time during the two weeks prior to Election Day establishing an extensive list of contacts within each state to insure the accurate and timely gathering of election information on election night. In addition, these staffers will have available and will be familiar with detailed ten year vote history, census (including fourth count), various demographic, swing vote and bedrock data. Their experience and intensive training prior to election night will allow them to make the necessary political interpretations of the data as it is received so as to insure that the information transmitted from Election Data Control will adequately complement the other information flowing into the White House.

W.H.
We need! Behavioral!

During our initial planning meeting, there was a general consensus not to attempt to design systems to compete with the election result gathering and projection capabilities of the nets. These resources of all the various groups involved in election night activities can better be utilized prior to Election Day to insure that there is a substantial voter turnout effort launched on November 7. In addition, the funds necessary to match the nets expertise in this area and the lead time required to establish a similar system make such an effort impractical, if not impossible. However, Election Data Control, as proposed, can provide the following information to augment the other election night information sources:

agree but must be cleared W.H.

- ✓ A) Presidential election totals from selected significant key counties not likely to be reported individually by the nets. (CRP)
- ✓ B) Presidential election results from weather vane and selected ethnic, youth, blue collar, urban, etc., precincts. (CRP)
- ✓ C) Regular state-by-state reports on current totals for Senate and Governor races. ~~(GOP)~~ *WH - Timmons*
- ✓ D) Regular reports on district totals for 50 selected target Congressional districts. ~~(GOP)~~ *CRP - Anderson*
- ✓ E) Special area analyses which may include state offices, mayors races and state legislative reports not available on national network reports. (GOP)

wh used by speaker to bypass the victory. not just FBI

Election Data Control will also allow the White House to specifically request information such as:

- A) Individual and specific county information on demographics, '68
 → Presidential totals, results of last Senate or Governors races, etc. *60,64*
- Look County of ...* B) Presidential county totals for any one of the 300 key counties selected for monitoring by CRP.
- C) Specific contact for results of any of the minor counties having CRP headquarters.
- D) Current individual state totals on request for Senate, Governor and selected House races.

This and similar information will be collected, analyzed and disseminated to the White House via a computer terminal backed up with telecopier capability. This unique approach should be possible within our given financial restraints. An experienced terminal operator will be assigned to see that there is no interruption to the scheduled information flow and a back-up terminal will be provided for Mr. Klein and Mr. Finch. I also propose that there be an open telephone line between the director of Election Data Control and the information receiving point in the White House so as to facilitate any specific requests not contained in current terminal print-outs.

also need Teetone AT WH / ? / Benham at WH? / CUC - Harris Sindlinger / S - Gallup

MEMO TO: STAN ANDERSON
October 18, 1972
Page 5.

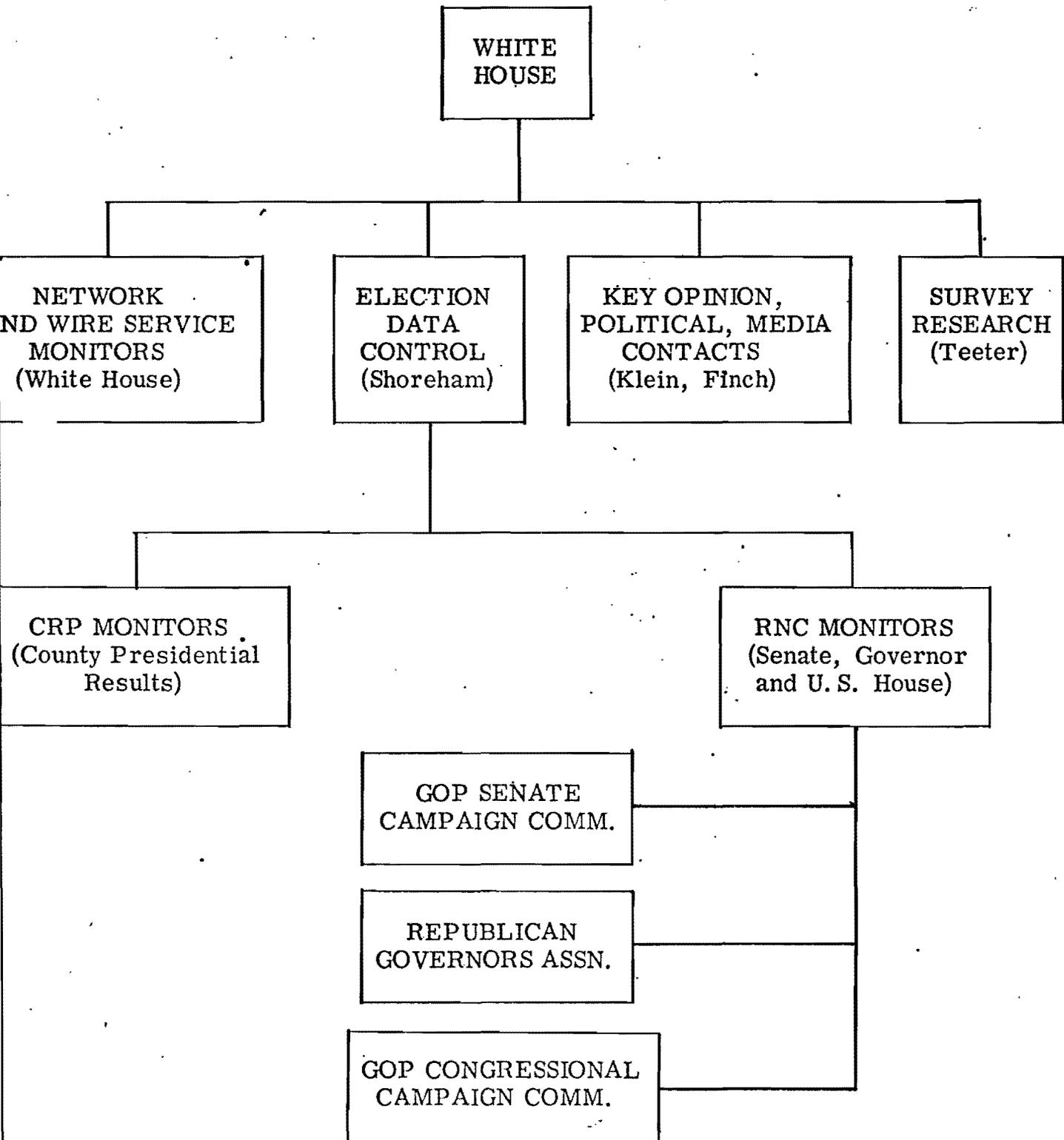
To aid White House decision-makers in analyzing election returns received from all sources, I will provide, well in advance of Election Day, the following county-by-county data:

- A) First and fourth count census data, including housing, income, education, voting age, etc.
- B) Presidential, Senate, Gubernatorial election data
- C) Bedrock reports
- D) Swing vote reports
- E) Nixon '68 contribution reports

Preliminary requirements for space and communications equipment are contained in Attachment II. Approximately 50 YVP-types will be required for assignment to Election Data Control to serve as messengers and runners.

ED:jg
Attachments I, II

ELECTION NIGHT INFORMATION



PRELIMINARY
COMMUNICATIONS AND SPACE
REQUIREMENTS

COMMUNICATIONS:

<u>Equipment</u>	<u>Use:</u>
2 telecopiers (SH-White H)	backup data transmission
15 single lines (SH)	CRP monitors augment 800 Wats
2 single lines (White H)	data transmission
4 single lines (SH)	data transmission
2 open lines to White House (SH)	EDC mgr - data
10 line rotary (SH)	EDC management
25-2 line rotary (SH)	GOP monitors

SPACE:

<u>Room</u>	<u>Use:</u>
large meeting (75-100)	GOP monitors
" " (50- 75)	CRP monitors
small office (15)	EDC management
" " (20)	data transmission
3 small offices (5-10)	Senate, Governor, House Committees
1 suite	EDC leadership

Republican
National
Committee.

October 18, 1972

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Time for Projected w/ JWB
Inside Guy

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To with OK

COMPONENT II - Selected opinion and political leaders and media contacts - these sources would be likely to respond only to White House operatives and they should be systematically communicated with as proposed by Mr. Finch and Mr. Klein. Their experience and "feel" for a state or community situation will provide information not available from other sources. Prior to Election Day, we will submit a proposed list of contacts for their use in supplementing their system.

OK (with ?) - Tom Evans Set up calls

Calvin - Lines open

MEMO TO: STAN ANDERSON

October 18, 1972

Page 2.

Commitment on President

COMPONENT III - Survey Research - it is proposed that an extensive analysis of all of the most recent polling information be made by Bob Teeter during the three days prior to Election Day for use by the White House in making comparative evaluations of the election data being received on election night. Emphasis during this analysis should be placed on county information highlighting the youth, ethnic, blue collar, swing vote, etc. areas.

↑ RISE 95 and? - ??
→ 8-10 STATES →

COMPONENT IV - Election Data Control - In order to complement the election information being received by the White House on the one hand from key opinion and political leaders based on their experience and on the other hand the specific state-by-state Presidential projections from the nets and continuous race information from the wire services, via their extensive and, I might add, expensive data collections system throughout the country, I propose that the Republican Committees and the Committee for the Re-election of the President establish this system for feeding specific information on Presidential, Senate, Gubernatorial and Congressional races to the White House as follows:

By Region

Form 60'64'69

24 out of 100

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30-50 Target President How often
OHIO
ILLINOIS

OK

Display Boards →

Out of agency in 14 minutes
Governors Congress
B) SENATE, GOVERNOR, CONGRESSIONAL DATA - providing up-to-date and timely information on a state and district basis will be the responsibility of the Republican Committees (RNC, Senate Campaign Committee, Governors Association, Congressional Campaign Committee). A comprehensive list of election night contacts will be developed by this group to insure a constant flow of timely information on these races with emphasis on the key Senate, Gubernatorial and 50 target Congressional races. (a specific listing of these races will be submitted by October 24 for discussion and approval)

By whom? How post reports (D by TD LW)?
C) VOTER TURNOUT PROJECTIONS - at 1:00 and 5:00 P.m., EST, a voter turnout projection report will be issued based on data from 50 pre-selected key counties around the country with emphasis on trends in blue collar, ethnic, youth and swing precincts. *12-4 -> Reports Predict SO TOO many ->*

The Election Data Control system will be manned by 25 experienced political/research staffers who will monitor the Senate, Gubernatorial and key Congressional races in the states and assist in analyzing Presidential returns. These specially trained monitors will spend considerable weekend and evening time during the two weeks prior to Election Day establishing an extensive list of contacts within each state to insure the accurate and timely gathering of election information on election night. In addition, these staffers will have available and will be familiar with detailed ten year vote history, census (including fourth count), various demographic, swing vote and bedrock data. *We need Refinement* Their experience and intensive training prior to election night will allow them to make the necessary political interpretations of the data as it is received so as to insure that the information transmitted from Election Data Control will adequately complement the other information flowing into the White House.

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- ✓ B) Presidential election results from weather vane and selected ethnic, youth, blue collar, urban, etc., precincts. (CRP) } *JFK - 30-50*
- ✓ C) Regular state-by-state reports on current totals for Senate and Governor races. (GOP) } *by only*
- ✓ D) Regular reports on district totals for 50 selected target Congressional districts. (GOP) } *write contact*
- ✓ E) Special area analyses which may include state offices, mayors races and state legislative reports not available on national network reports. (GOP) } *NO →*

Election Data Control will also allow the White House to specifically request information such as:

- A) Individual and specific county information on demographics, '68 Presidential totals, results of last Senate or Governors races, etc. *Look complete to [unclear]*
- B) Presidential county totals for any one of the 30 key counties selected for monitoring by CRP. }
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Also would Tector at WH

MEMO TO: STAN ANDERSON
October 18, 1972
Page 5.

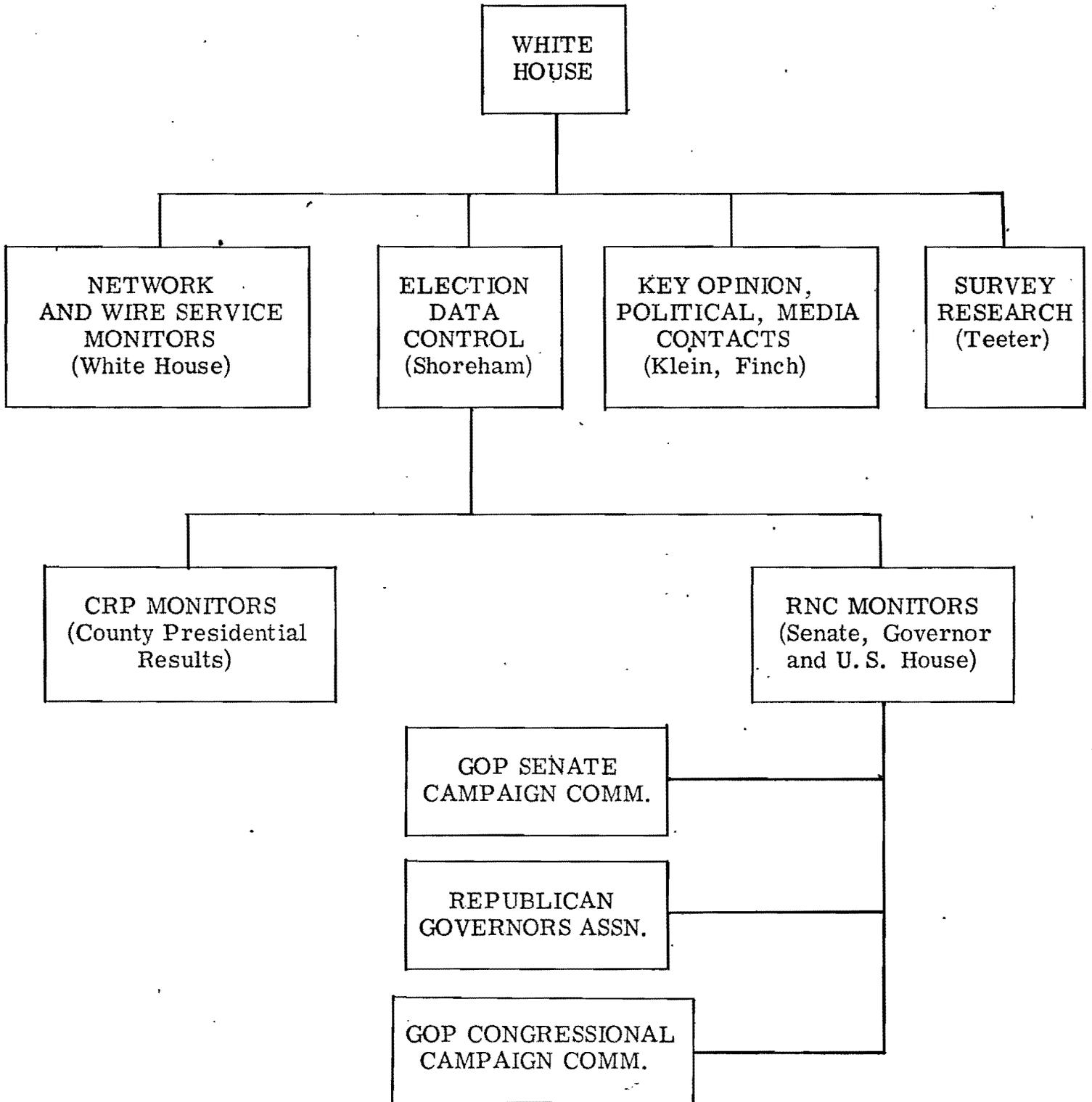
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ED:jg
Attachments I, II

ELECTION NIGHT INFORMATION



PRELIMINARY
COMMUNICATIONS AND SPACE
REQUIREMENTS

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Equipment

Use:

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SPACE:

Room

Use:

large meeting (75-100)	GOP monitors
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small office (15)	EDC management
" " (20)	data transmission
3 small offices (5-10)	Senate, Governor, House Committees
1 suite	EDC leadership

MEMORANDUM

October 26, 1972

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

FROM: STANTON D. ANDERSON
SUBJECT: Election Night Program

This memorandum outlines our plans for the programmatic segment of election night activities. The program segment is designed to begin at 6:00 p.m. election night and continue through the anticipated appearance of the President at the Shoreham. This memorandum is one of four outlining the other aspects of election day and evening. You have already received a memorandum dated October 20 entitled "Election Day and Evening Activities," outlining hotel arrangements and other logistic details, a memorandum dated October 23 entitled "Retrieval of Election Results," outlining the process we propose to follow in gathering election results for the President and for you, and a third memorandum now being written, entitled "Influencing the Vote," which deals with the activity occurring on election day and the use of surrogates and other Administration spokesmen during the early evening hours.

Purpose and Tone of Election Evening

The primary purpose of our election night activity is to provide a suitable setting for the anticipated appearance of the President. An auxiliary purpose is to provide for the invited guests at the Hotel an opportunity to view election results and to participate personally in the President's first public appearance after his re-election.

The tone of the evening is designed to start off with upbeat entertainment aimed primarily at the Young Voters who will be present, and gradually throughout the evening the entertainment will become more Presidential in tone, culminating, of course, in the President's anticipated arrival.

I propose that, as Campaign Director, you be the Master of Ceremonies throughout the evening. You would introduce the

The Honorable Clark MacGregor
October 26, 1972
Page Two

evening and explain it's purpose, then act as interpreter, analyst and announcer of major political developments throughout the evening. You would also be Master of Ceremonies during the Presidential program segment discussed in detail below.

Entertainment

Mike Viner of MGM Records has agreed to produce the entertainment portion of election night. The entire entertainment segment will play a secondary role to the other activities that evening. However, I feel that a certain amount of entertainment is important in that it can help create enthusiasm and excitement as the evening progresses.

I think it would be appropriate to have Mike Curb, President of MGM Records, be the Master of Ceremonies for the entertainment segment. As you know, his group recorded the Nixon Rally Song and he has contributed a great deal of time and effort in helping with our Celebrities program.

We anticipate starting the entertainment at 6:00 p.m. Most of the guests at this time will be YVP's and junior staff people from the Committee, the White House and the RNC who will not have election night duties. Accordingly, for this first segment we have scheduled a rock and roll group to entertain from 6:00 to 6:30. (See Tab A for a proposed time schedule for the entire evening.)

The second entertainment segment will run from 7:15 to 7:30. We have scheduled Solomen Burke, a black rhythm and blues singer, for this segment. The third segment will run from 8:30 to 8:45 and feature the Nashville Brass, an upbeat instrumental group. The fourth segment will run from 9:30 to 9:45, and feature Pete Fountain and his group.

We have also made arrangements for Don Costa, Frank Sinatra's band leader and arranger, to form an orchestra for election evening. The Costa segment is planned for immediately before the anticipated Presidential program segment. This orchestra would also play "Ruffles and Flourishes" and "Hail to the Chief" at the President's arrival. The orchestra would also play appropriate music during the applause period for the President as he enters and departs.

The Honorable Clark MacGregor
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Page Three

We recognize that all of the entertainment segments must necessarily be tentative since the evening's timing is dependent upon election results and on the anticipated arrival of the President. All of the entertainers have been informed of the need for flexibility and they also realize that their presentations may be interrupted if important events develop.

Election Results Segment

The primary purpose of our retrieval of election results is to provide the President and you with additional information and analysis to supplement network election results coverage. However, keeping the guests in the ballroom apprised of up-to-date election results is a secondary purpose.

As you know, we plan to locate a 9' by 12' Eidaphor Screen behind the speakers' podium. On this screen we will have the capability to carry live coverage of the three networks plus the ability to print any election information we develop. In other words, we can show the best parts of election coverage from all three networks plus any information or analysis we feel is important.

We anticipate showing election results on the Eidaphor screen during the following periods: 6:30 to 7:15, 7:30 to 8:30, 8:45 to 9:30, and 9:45 to 10:45. We also anticipate breaking into the entertainment segments to report any significant developments that occur. During these election results segments both the Eidaphor video and audio capabilities will be operating. During the entertainment segments the video portion of the Eidaphor will continue to operate, keeping the guests informed at all times.

As indicated earlier in the entertainment discussion, the time schedule for viewing election results must be flexible, and will be subject to change if McGovern concedes earlier than expected or if the anticipated appearance of the President is changed.

Presidential Program Segment

This is the single most important aspect of election night. The proposals contained herein are necessarily tentative,

The Honorable Clark MacGregor
October 26, 1972
Page Four

but I believe they serve as a starting point for further development. I suggest that the McGovern concession statement serve as the beginning point of the Presidential program segment. It is difficult to estimate exactly when McGovern will concede. Bob Teeter and I have been informed that the networks will not project a winner in a state until the polls in that state have closed. Based upon the poll closing times in each state, we estimate that the President will be projected the winner in states totalling 303 electoral votes by 8:30 p.m. However, these are only network projections and we feel that McGovern will not concede until the early network projections are received from California. This would be between 11:00 and 11:30 p.m. Eastern Standard Time.

After introductory remarks, you would introduce and recognize the individual members of the Committee for the Re-election of the President (Mr. Dale, Ed Nixon, Etc.). Next you would introduce Tom Evans and Anne Armstrong, Co-Chairmen of the RNC. The RNC involvement is important to show the spirit of cooperation which has existed throughout the campaign. Evans could then introduce Senator Dole for a few brief comments.

Next you would introduce the Vice President and members of the Vice President's family. The Vice President would then give his remarks.

This segment would take approximately 20 minutes, time enough for the President and the First Family to motor from the White House to the Shoreham.

After the Vice President had finished his remarks, you would return to the podium and introduce the President and the First Family. There will be a great deal of enthusiasm generated for this segment, and I would anticipate a prolonged period of applause before the President begins his remarks. The details concerning who should be on the podium during the Presidential remarks will have to be determined by the White House at a later date. The podium was constructed to be large enough to comfortably hold the President and the First Family, Mrs. Mamie Eisenhower, the Vice President and Mrs. Agnew, and members of the Vice President's family.

The Honorable Clark MacGregor
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Page Five

Conclusion

This memo goes into some detail, but I feel that it is important for you to focus on these details since they mean so much to the tone and character of the evening. Since time is now of the essence, your comments on or approval of this proposal as quickly as possible is requested.

_____ Approve _____ Disapprove _____ Discuss

T
A
B

A

Tab A

Proposed Time Schedule for Election Night

6:00 - 6:30	The Mob
6:30 - 7:15	Election Results
7:15 - 7:30	Solomen Burke
7:30 - 8:30	Election Results
8:30 - 8:45	Nashville Brass
8:45 - 9:30	Election Results
9:30 - 9:45	Pete Fountain
9:45 - 10:45	Election Results
10:45 - 11:05	Presidential Program Segment
	-- Clark MacGregor Remarks
	-- Clark MacGregor Introduces the Committee for the Re- Election of the President
	-- Clark MacGregor Introduces Anne Armstrong and Tom Evans
	-- Tom Evans Introduces Senator Bob Dole
	-- Clark MacGregor Introduces Vice President and Mrs. Agnew and Family
	-- Clark MacGregor Introduces President and First Family

Bruce

THE WHITE HOUSE
WASHINGTON

October 24, 1972

*X get phone tips
for all same
Candle & key House
members - to WH
board.*

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

BRUCE KEHRLI

SUBJECT:

Election Night Plan

good start

Attached at Tab A is the general plan for Election night activities at the Shoreham. This does not include the specifics of influencing the vote and of information retrieval at the White House. The information plan is included at Tab B and the vote influence plan is due by close of business, Wednesday

The reason that these are being forwarded now (without the PR/voting influence plan) is that we would like to get some feedback on the type of information that you and the President will need.

You should review both plans and particularly note any changes, additions or deletions on the information plan.

In addition to the resources of the Re-election Committee and the RNC, the following will be set up in the West Wing.

1. Monitoring of all three networks, the Washington and "A" wires of UPI and AP and the Election night wire that prints out detailed results by state for Presidential, House and Senate races every 45 minutes starting at approximately 7:00 p.m.
2. A system of receiving information on standard forms similar to the system we have after speeches will be set up in Timmons' office and the Roosevelt Room. According to Chapin, the President will be in the Residence; if plans change the ~~following~~ apparatus will be shifted downstairs or to the EOB so as ~~not~~ to disturb him if he's in his office.

No need - it won't disturb him in the office. The office will be set up for TV

3. Access to the West Wing will be limited to those working on the follow-up system and people with offices here.

4. Bob Teeter will be located in the West Wing to analyze the data coming in.

5. Teeter will have information on when the nets will release their information. They may attempt to hold it for awhile trying not to influence the vote, and if so, we'll try to put someone "inside" to forward information as it comes in. Also, we are trying to get information on when the nets will project a winner.

6. We expect quite a few congratulatory phone calls and we propose to set up a system to have the following people take the calls for VIPs and close friends:

Who directs them?

Butterfield -- Cabinet, Administration

Timmons -- Senate and Congress

Dent -- Governors.

Colson -- Labor, Business

Klein -- Editors, Publishers

Rose Woods -- Close friends

Finch - big Pol.

Each of the VIP calls will be noted (on standard form) along with the message so that a letter can be sent thanking them for the calls.

If you approve, a draft will be submitted.

APPROVE

H

DISAPPROVE

7. Should we "gin up" congratulatory calls from the Cabinet and friends for the President to take himself?

YES

NO

H) LC

have a little backlog on hand

but we should be able to on short notice -

8. Strachan, Colson, and Teeter can get comments from pollsters -- Gallup, Harris, Benham.

9. If it looks like a landslide, we should have Colson program prominent people to release statistics about the overwhelming mandate for the President.

YES H NO _____

NO

10. Suggest we skip the news summary on the day after the Election. Give Mort Allin one night off to help out with the follow-up. Have Mort put together a summary of the Wednesday morning papers during the day on November 8th.

NO - we need it

yes

11. Will the President want to send out telegrams to Republican winners and losers in House, Senate and Governor races? If so, suggest we not send out until all results can be checked and verified which may take a couple of days.

OK

The specific Senate and House races to be monitored, specific counties and precincts to be watched, and sample forms will be forwarded close of business, Monday, October 30, if we're on the right track.

OK



Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

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October 20, 1972

MEMORANDUM FOR: CLARK MacGREGOR
FROM: STAN ANDERSON
SUBJECT: Election Day and Evening Activities

This memorandum sets forth the results of initial planning we have completed for the activities on election day and evening, and asks for your concurrence. The memo also outlines the type of programmatic activity we anticipate and outlines the various logistic and support activities necessary to carry out our plans.

PURPOSE OF ELECTION DAY AND
EVENING ACTIVITIES

The purpose of the proposed election day and evening activities at the Shoreham are threefold:

- To provide a gathering pt for public purpose*
- a) The primary purpose of the day and evening is to get out the vote in all states and to influence the vote for the President in the West. *Bad - don't want this in NE*
 - b) An auxiliary purpose is to provide a mechanism and forum to collect and display election results primarily for use in influencing the vote in the West and providing the President and you with up-to-date election results and analysis.
 - c) A third purpose is to provide a suitable public forum for the President's first public appearance after his reelection.

In essence there are three separate phases: 1) affecting the vote, 2) collecting the results and 3) providing a suitable setting for the President. Phases one and two will overlap in the early evening as the polls close in the East and the results begin to pour in and while we still attempt to influence the vote in the West. Later in the evening phases two and three may also overlap.

→ bcc: Bruce Kehrli

OVER-VIEW OF ELECTION DAY ACTIVITIES

Shoreham. We anticipate making the Shoreham the Nixon Headquarters Hotel. The Shoreham will serve as the focal point of activities throughout the day and evening. The primary emphasis in all planning and preparation will be the need for an effective "get out the vote" effort on election day. This philosophy will permeate everything we do in an effort to insure that the staff focuses on the important "get out the vote" activities of the last day and not on the celebration aspects which may also occur.

Approve _____ Disapprove _____ Discuss _____

No good unless can concentrate on our good states - So. + Md.

Invitations. It is our feeling that election night activity should not be a mammoth show but rather an opportunity for those people here in Washington who have worked long and hard on the campaign to get together to view election returns and to hopefully have a personal opportunity to see the President in his first personal appearance after his reelection. In this regard I recommend invitations to the following groups in the number indicated.

CREP Staff - Approximately 700 (including spouses). This number includes all campaign staff except those field people having election day responsibilities who will remain in the field.

Approve H _____ Disapprove _____ Discuss _____

CREP Volunteers - 500 (including spouses). We anticipate selecting the 250 volunteers who have worked the hardest in the past 18 months.

Approve H _____ Disapprove _____ Discuss _____

White House Staff - Approximately 1,200 (including spouses). This number would include all White House staff including administrative people who have worked long and hard in the campaign.

Approve H _____ Disapprove _____ Discuss _____

C - will be more

"Rose Mary Woods List" - Approximately 200 (including spouses). This list includes family members and close friends of the President who are normally invited to this type of event.

Approve H _____ Disapprove _____ Discuss _____

Republican National Committee - Approximately 400 (including spouses). We feel it is important that the RNC participate fully in election day activities to further exemplify the close working relationship between our two organizations.

Approve H Disapprove _____ Discuss _____

CREP Finance Committee - Approximately 450 (including spouses). This is the maximum number that Mr. Stans anticipates attending.

Approve H Disapprove _____ Discuss _____

Surrogates - Approximately 30 (including spouses). Surrogates normally based in Washington will be invited, those who are Governors, Senators and Congressmen will be encouraged to stay in their state.

Approve H Disapprove _____ Discuss _____

Administration Appointees - Approximately 500 (including spouses). This list includes all the Agency Heads, Under Secretaries, and Assistant Secretaries.

Approve H Disapprove _____ Discuss _____

Democrats for Nixon - Approximately 100 (including spouses). This list will be supplied by Mr. Connally's office.

Approve H *don't limit them if they want more* Disapprove _____ Discuss _____

Young Voters for the President - Approximately 500 (including spouses - no dates). This number will liven-up the evening and provide an opportunity for these young workers to be involved in an exiting event.

Approve H Disapprove _____ Discuss _____

Vice President - Approximately 200 (including spouses). We are advised that this is the approximate number of invitations that will be required by the Vice President's office.

Approve H Disapprove _____ Discuss _____

in good states only

PROGRAM ACTIVITIES

*Tailor by state
via spot masters
- Radio*

Influencing the Vote. All activities on election day at the Shoreham will be aimed at influencing voters to come out and vote for the President. The development of a detailed program will be undertaken by Ed Failor. A schedule will be devised which will provide for you, and some of our major surrogates, a forum to hold press conferences and briefings for the press assembled at the Shoreham. Mixed into these formal briefings will be press coverage of the President voting in California and you voting in D.C. We will provide special spot-masters, featuring various Administration spokesmen, aimed at key western states. We will be forwarding to you shortly a detailed program to influence the vote.

Collection of Election Results. We have concluded that it is unrealistic to try and compete with the networks on the collection and projection of election results in the Presidential race. They have invested nearly two million dollars in their combined retrieval system and have developed a very sophisticated computer system to instantly analyze the results as they are received. We are informed that the networks will telecast results as they are received.

We do plan however to develop a collection system which will amplify upon the material collected by the networks. There are basically three types of data which in our view would be useful to the President and to you during the day and early evening hours:

- 1) Periodic information on voter turnout with comparison data on voter turnout in similar areas in prior Presidential elections.
- 2) Voting data from special target precincts in blue collar, black and Catholic areas selected by Bob Teeter.
- 3) Collection of reports from political operatives across the country who will analyze early results in their areas.

forget about black

We also plan to lease a UPI election night wire which, beginning at 7:00 p.m. will print out the complete vote count from each state for Presidential, Senate and House races. The cost for this service is \$300. I have asked Ed DeBolt of the RNC to pull together a detailed plan for the election night collection operation. Ed will combine the resources of our Committee, the White House, the RNC and the Senate and House Campaign Committees in this project. This plan will be forwarded to you shortly.

Election Night Entertainment. We feel that the entertainment aspects of election night should be simple and flexible enough to adapt to the coverage of election results. I have asked Mike Viner, producer of the Miami Beach Marine Stadium program, to produce our election night program. Mike has agreed to undertake this responsibility for no cost. He is in a position to arrange for entertainers who will blend easily into the evenings activities. The entertainment will be in individual modules interspersed around election results which will be shown on the eidaphor screen behind the podium.

HOTEL LAYOUT AND LOGISTICS

Hotel Selection and Proposal. As previously discussed, the Shoreham Hotel has been selected as the most appropriate facility in which to hold the Committee's election night activity. All necessary press facilities for excellent nationwide media coverage throughout the evening can easily be accommodated in the Ballroom and still leave sufficient space for our invited guests. All meeting rooms in the hotel are being provided at no cost to the Committee. See Tab B for a proposed layout of the ground floor rooms in the hotel.

Sleeping Rooms. We have reserved 400 sleeping rooms in the hotel. We have also reserved 40 suites. All Finance Committee invitees will pay for their own rooms or suites. Some senior staff at the White House and here at the Committee will require either sleeping rooms or suites which should be paid for by the Committee. We will determine these needs on an individual basis in the next week.

Regency Ballroom Layout. Attached at Tab C is a proposed layout of the Regency Ballroom. This layout is geared to the anticipated desires and needs of the networks. We are working closely with the networks to maximize media coverage. A detailed layout of the Ballroom will be forwarded to you as soon as negotiations for final placement of the network facilities are completed.

We will be required to install an audio system in the Ballroom to insure proper nationwide network coverage. We will also install an audio control panel with appropriate microphone inputs and speakers with the ability to feed the PA system to the Empire Room where the working press will be located.

We also plan an eidaphor screen behind the podium. The screen will serve as an electronic "tote board" throughout the evening. We will have the capability to show the various network programing on the screen or show independent results that we collect.

Cash bars are to be set up in the Ambassador Room, which is immediately across the hall from the Regency Ballroom. No food will be provided. The Committee will not bear any costs associated with these bars. Soft drinks will be provided at no cost.

Transportation. We plan to have a shuttle bus system with two 51 passenger busses operating from 5:00 p.m. until the evening activities have concluded. The busses will run a continuous loop between the White House, 1701 and the Shoreham. Pick-up and dispatch will occur every 15 minutes at each location.

Telephones. We plan to utilize the existing 90 unused three-digit branch lines at 1730 and extend the 1730 telephone system to the Shoreham. With the addition of some seven-digit telephone numbers this will keep the telephone expenses at a minimum level. This procedure will allow users access to the WATS system at 1730 and 1701. A telephone directory will also be developed.

Food and Beverages. We have found it necessary to divide the invited guests into three separate categories, each receiving a varied degree of hospitality because of the wide range in the types of person invited to the election night activities. The first group is the Finance people who will be invited directly by Mr. Stans. In accordance with prior custom the Finance people require a separate area and top quality food and beverages for their invitees.

The second group are the VIP's who don't fit into the Finance area. This group is composed of senior White House, CREP and Administration officials and friends of the President and other high officials. We plan to have a separate area for the VIP's and provide them with good quality food and beverages.

The third group is the remainder of the invited guests. This group will be gathered in the main Ballroom and they will have cash bar facilities in the Ambassador Room adjacent to the main Ballroom.

Conclusion. In 1968 the election night activities cost approximately \$300,000 and planning for the event began in early September with full-time commitment of time on the part of several staff people. We started late on this project but I'm confident with the group now working on the event that it will be a success.

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PRELIMINARY BUDGET

ELECTION DAY AND EVENING -- 1972

Decorations and Supplies

- Main ballroom -- decorations	\$ 2,800	
- VIP and Finance Committee rooms -- decorations	800	
- Office supplies	950	
- Campaign supplies for crowd in main ballroom	1,500	
- Invitations and printing	<u>500</u>	\$ 6,550

Hotel

- Hotel labor -- premium overtime for room set-up	1,950	
- Sleeping rooms and suites	<u>3,750</u>	5,700

Program

- TV set rentals	1,800	
- Audio systems -- main ball room and press room. Required for potential Presidential visit	8,500	
- Eidaphor -- projector, screen and installation -- to be used for projection of elec- tion statistics and for view- ing live network coverage	10,500	
- Staging and platform for main ballroom	1,800	
- Election data collection	4,100	
- Program -- union musicians and entertainers, transportation, and rooms if required	<u>8,000</u>	34,700

Security

- Pins -- already ordered and necessary for crowd control with a possible Presidential visit; will also serve as a memento of the evening.	6,600	
- Security service	1,000	
- Equipment rental	<u>1,900</u>	9,500

Food and Beverage

- Food		
Finance room	\$ 9,000	
VIP rooms	6,600	
Press	4,400	
Staff Lunch	1,220	
Staff Dinner	<u>3,300</u>	\$24,520

- Beverage		
Finance room	2,777	
VIP rooms	3,333	
Press	2,400	
Suites	1,300	
Coffee (50 gallons)	<u>500</u>	10,310

- Gratuities		<u>500</u>
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Note: All rooms where crowd activity will occur are being provided on a complimentary basis. This includes the main ballroom, the Finance Committee and VIP rooms, plus miscellaneous office space.

35,330

Transportation

- This includes shuttle busses and cars which will operate between 1701/White House and The Shoreham.		750
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Telephones

- This will be an extension of the 1730 system, which will give access to WAT's lines, existing Committee numbers, and telephone operators familiar with CREP personnel.		2,200
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Press Costs

- Wire services, printing, Xerox machine, etc.		1,400
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Miscellaneous

		<u>2,000</u>
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Total		<u>\$98,130</u>
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FOR YOUR MEETINGS, BANQUETS, & EXHIBITS

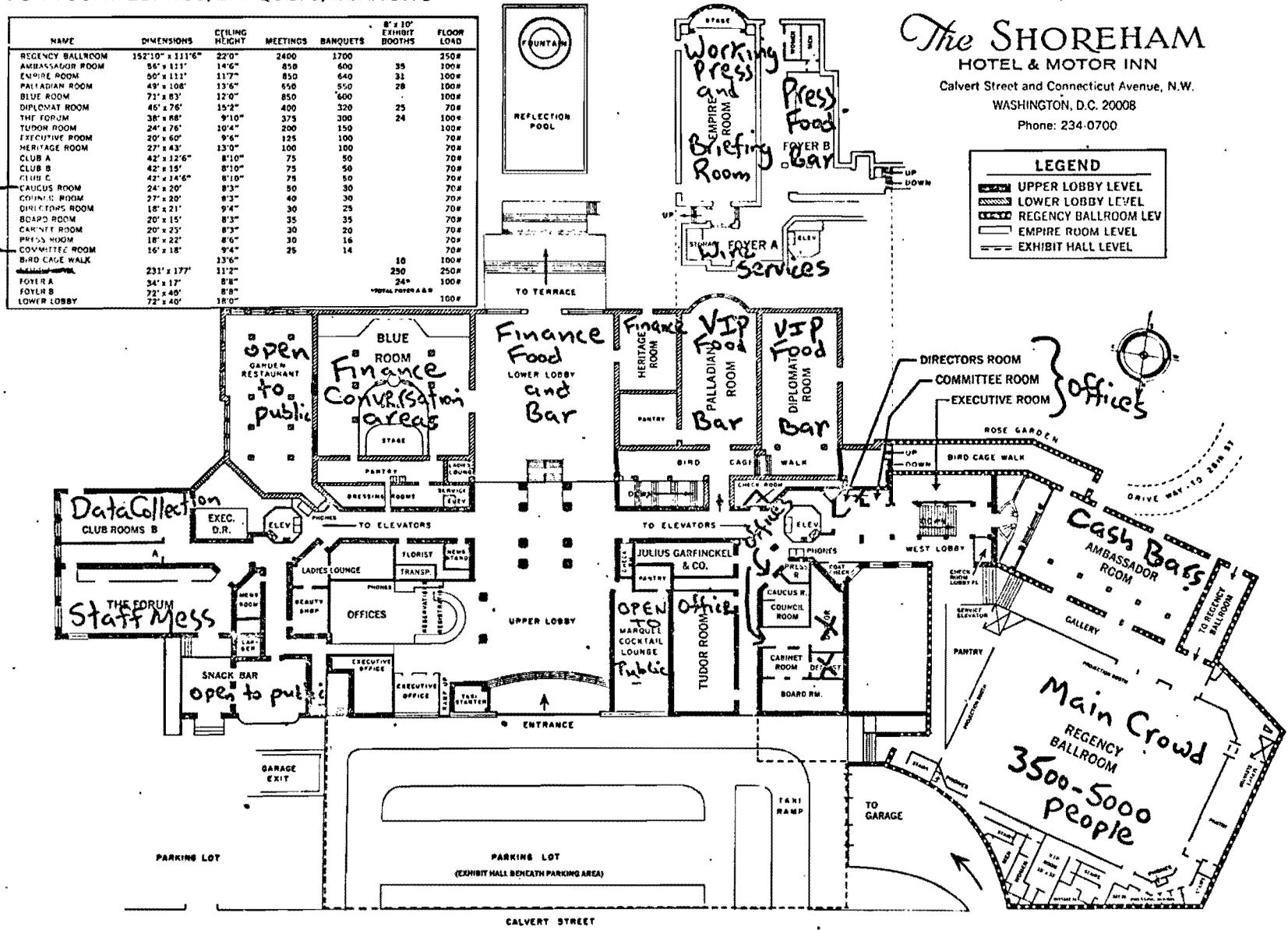
NAME	DIMENSIONS	CEILING HEIGHT	MEETINGS	BANQUETS	8' x 10' EXHIBIT BOOTHS	FLOOR LOAD
REGENCY BALLROOM	152'10" x 111'6"	22'0"	2400	1700		250#
AMBASSADOR ROOM	56' x 111'	14'6"	850	600	35	100#
EMPIRE ROOM	50' x 111'	11'7"	850	640	31	100#
PALLADIAN ROOM	49' x 108'	13'6"	850	550	28	100#
BLUE ROOM	71' x 83'	12'0"	850	600		100#
DIPLOMAT ROOM	46' x 76'	15'2"	400	320	25	70#
THE FORUM	38' x 88'	9'10"	375	300	24	100#
TUDOR ROOM	24' x 76'	10'4"	200	150		100#
EXECUTIVE ROOM	20' x 60'	9'6"	125	100		70#
HERITAGE ROOM	27' x 43'	13'0"	100	100		70#
CLUB A	42' x 12'6"	8'10"	75	50		70#
CLUB B	42' x 15'	8'10"	75	50		70#
CLUB C	42' x 14'6"	8'10"	75	50		70#
CAUCUS ROOM	24' x 20'	8'3"	50	30		70#
CONFERENCE ROOM	27' x 20'	8'3"	40	30		70#
DIRECTORS ROOM	18' x 21'	9'4"	30	25		70#
BOARD ROOM	20' x 15'	8'3"	35	35		70#
CARINET ROOM	20' x 25'	8'3"	30	20		70#
PRESS ROOM	18' x 22'	8'6"	30	16		70#
COMMITTEE ROOM	16' x 18'	9'4"	25	14		70#
BIRD CAGE WALK		13'6"			18	100#
EXECUTIVE WALK	231' x 177'	11'2"			230	250#
FOYER A	34' x 17'	8'8"			24*	100#
FOYER B	72' x 40'	8'8"				100#
LOWER LOBBY	72' x 40'	18'0"				100#

CREP offices

The SHOREHAM
HOTEL & MOTOR INN
Calvert Street and Connecticut Avenue, N.W.
WASHINGTON, D.C. 20008
Phone: 234-0700

LEGEND

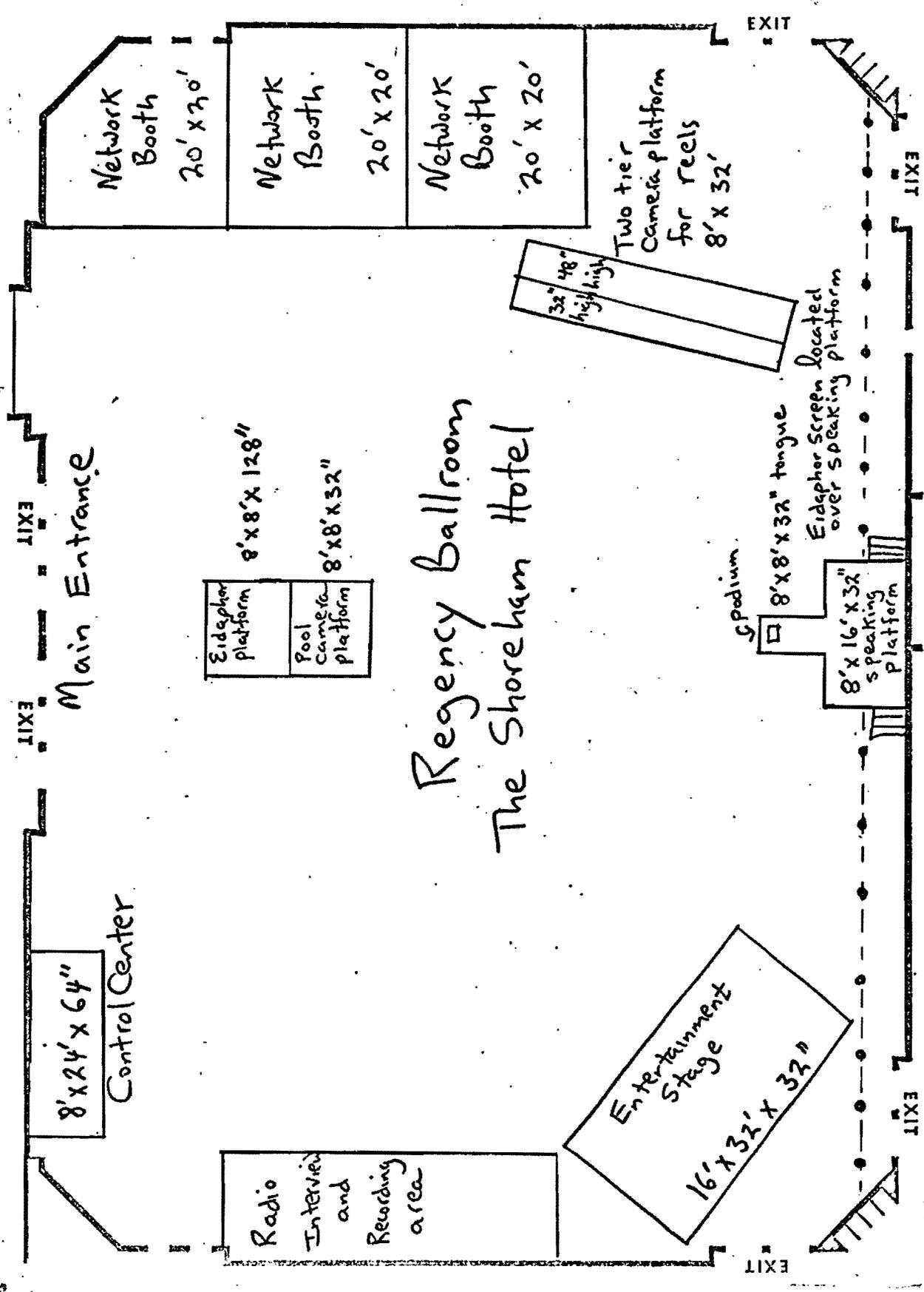
- UPPER LOBBY LEVEL
- LOWER LOBBY LEVEL
- REGENCY BALLROOM LEVEL
- EMPIRE ROOM LEVEL
- EXHIBIT HALL LEVEL



10/20/72 9:00AM

T
A
B

C



Regency Ballroom
The Shoreham Hotel



1000

Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

B

October 23, 1972

MEMORANDUM FOR:

CLARK MacGREGOR

FROM:

STAN ANDERSON *Stan Anderson*

SUBJECT:

Retrieval of Election Results

This memo outlines our proposed plans for the retrieval of election results on election night.

INTRODUCTION

The retrieval of election results is an important aspect of our election day and evening activities. A great deal of study and thought has been given to exactly how this retrieval system should work. Members of my Working Committee including Chapin, Moore, Scali, Goode, Failor and Teeter have decided that we cannot and should not attempt to compete with the TV Networks on either the early collection of results or the projection of winners in most races and particularly the Presidential race. The networks have invested millions of dollars into their election night systems and there is no way we can put together a better system than the ones they have developed.

What we can do and plan to do however, is to develop a relatively simple system to collect certain specified types of results which will help us analyze the results compiled by the networks. We also plan to develop a system to sound out local political experts on their analysis of local results and then correlate the results into a uniform report for use by you and by the White House.

SPECIFIC ELECTION NIGHT COMPONENTS

Following is a detailed explanation of the various components which will be available on election night.

Component 1. Bob Teeter will prepare an analysis by close of business Monday, November 6th, of all last minute polling results which are available to him

→ bcc: Bruce Kehrl

at that time. Many surveys are taken over the last weekend before the election and Bob will prepare this analysis to aid in interpreting election results as they are received.

Component II. Both the White House and Election Data Control at the Shoreham will constantly monitor the TV networks and the wire services. The networks will begin their election coverage at 6:30 p.m. and continue throughout the evening. The wire services, beginning at 7:00 will have special election wires which will print out results by state for the Presidential, Senate and House races.

We will monitor these election night services at the Shoreham and flash up on the Eidaphor Screen in the main Ballroom interesting results from both the networks and the wires as the evening progresses.

Component III. We will also establish a system to collect and collate the opinions of selected local political leaders. In actuality there will be three separate collection systems; one involving White House sources, one involving regular GOP sources and one involving Re-election Committee sources.

White House - Both Herb Klein and Bob Finch have in the past made calls to political leaders across the country to receive their analysis of local results. These analyses were then passed on to Mr. Nixon. Finch's calls were directed mostly to political leaders and Klein's to newspaper publishers who had reporters out in the field collecting results. I am informed that this system was effective and should be continued. Both Klein and Finch will be located in the White House and their inputs will be coordinated by Bruce Kehrli.

GOP - We will ask Tom Evans to develop a list of Republican Chairmen and other Republican leaders across the country. Evans and his staff will constantly monitor these sources throughout the evening. These calls will be made from the Shoreham and the results channelled through Ed DeBolt, our Election Data Control Chairman, to you and to Kehrli at the White House for further distribution.

Re-election Committee. Jerry Jones will coordinate a series of phone calls to Nixon Committee officials across the country. These calls will also be made from the Shoreham and the results will also be channelled to you and to the White House.

Each group will know the local sources being called by the other groups so there will be no overlap. Both DeBolt and Kehrli will use standard forms to insure that information coming to you and to the White House will be uniform in nature to aid in quick analysis.

Component IV. We also plan to have Election Data Control collect results on the Presidential race in approximately 40-45 key counties. We feel this separate system is necessary because the networks do not always carry county results from key counties such as Nausau, Westchester, Philadelphia, Cuyahoga, Cook, Orange, Los Angeles and San Diego Counties. We will place a contact in the County Clerk's office in each of these counties who will phone in the results as soon as they are available. These calls will come into Election Data Control at the Shoreham then the results will be funnelled to you and to the White House. We will install a computer terminal at the Shoreham and at the White House so that information can be quickly transferred. We have obtained these computer terminals at no cost and they will transfer information from one point to another at a rate of 25 characters per second.

We also plan to have Bob Teeter and Art Finkelstein identify 30-50 demographically important precincts. We will place a contact in each one of these precincts who will phone in the results to the Shoreham as soon as they are available. These precincts will be located in states where the polls close early, Ohio, Illinois, and will be selected to give us an early indication on the voting behavior of key groups such as youth, working and college, Jewish, Ethnic, and the elderly. These results will also be phoned into the Shoreham and transferred to you and to the White House.

Prior to election day we will prepare a standard form for each of these predetermined counties and precincts. The form will contain important voting data including results from 1960, 1964 and 1968.

We are also coordinating closely with both the Senatorial and Congressional Committees and the Republican Governor's Association. Each of these groups will have representatives at the Shoreham and will provide us with information as they receive it.

Because of our particular interest in Senate races this year, we will also place a contact in the Campaign Headquarters of each of the target Senate races. These contacts will continually keep Election Data Control apprised of developments in these key races.

Component V. We also plan to develop voter turnout information in certain key precincts. For the most part these precincts will be the same as those Teeter will select to track Presidential voting results. We will develop, to the extent possible, 1968 registration figures and voter turnout results at specified hours in 1968. We will also develop 1972 registration figures for these precincts. A voter turnout report will be made at 1:00 p.m. and again at 5:00 p.m. EST.

SPECIAL REQUESTS

We also anticipate that from time to time either you or the White House will have special requests for particular types of information. We propose to handle these requests in two ways:

1) By having Election Data Control manned by a number of highly trained people who will have available detailed voting information on key counties and precincts around the country. These staff people will receive intensive evening and weekend training between now and election day.

2) Insure that all the Nixon Chairmen in the 300 key counties will be available on a standby basis to answer any questions that may arise concerning developments in their county.

I am confident that we can properly handle all reasonable requests in this manner.