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October 1958

Suggestions Regarding Appearances
of The Vice President

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

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

Please do NOT give a copy of this memorandum to the local committees or anyone else. Instead, pick out the pertinent portions which are applicable to the particular visit and make them available to 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. The Secret Service always has the final say on matters affecting security. Copies of Secret Service Rosters of Area Offices throughout the country will be furnished you. Consult Roster and telephone appropriate Area Office as far in advance as possible of your arrival in the locality to be advanced so that the local Secret Service Agent will be prepared to meet you and assist with the advance work.

Standard Operating Procedure

1. The itinerary and instructions will be furnished from Washington.
2. Get in touch with the local contact and let him know when you will be arriving, length of stay, etc.

3. Proceed to assigned location and make contact with the local organization and the local Secret Service Agent.
4. Make courtesy call to highest Republican official in the area.
5. Get completely informed of developments to date, present plan of visit to local organization and assign work details to arrange the following:

Publicity
Press facilities
Radio and TV facilities
Airport facilities
Motorcade
Program and Decorations
Public Address System
Hotel Accommodations
Greeting Committee

6. Do not grant interviews or issue any press releases or announcements. Publicity stories should be released through local committees.
7. Local committee should NOT advise press of the arrival of the Vice President's representative.

Advance Publicity

1. The local committee should designate a publicity man to handle the entire appearance and he should have already released the announcement of the Vice President's coming appearance. (No overall schedule will be issued either by the Vice President's Office or the Republican National Committee at any point.)
2. All stories should be hung on local people.
3. Pictures of local committees preparing for event should be featured at intervals.
4. Biographies, and glossies or mats, of the Vice President and Mrs. Nixon should be given to newspapers. Be sure to carry a sufficient supply of each item. Weekly and most small city dailies use mats. Large metropolitan newspapers prefer 8 X 10 glossies.
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 committees 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, D. C.
3. All press matters 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.
5. The local committee should have an experienced secretary available and mimeograph facilities in readiness for the Vice President's staff upon his arrival.

Hotel Accommodations

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, John T. Sherwood and H. Dale Grubb, must have a twin-bedded room immediately adjacent (not necessarily connected) to the Nixon suite. The Vice President's Aide should have a single room next to that of the Secret Service Agents, or on the other side of the Nixon suite. Miss Woods' room should be in the immediate area but not adjacent to the Nixon suite, as telephone and office activity is centered in her room. Single rooms should be provided for all other members of the traveling staff.
3. Traveling press, if any, should have rooms in the same hotel, but on another floor. While the Vice President's representative can be of assistance in reserving and controlling the rooms for the traveling press, it must be made clear that they or their newspapers are to be billed individually by the hotel for their rooms.

4. Advance registrations should be made for each member of the party so that keys will be available immediately on arrival.
5. Please determine if the local committee will be taking care of the hotel bills. Do not make a point of this. If the local committee is not taking care of them, please see that the hotel mails the bills to the Washington office for payment.
6. Copies of all local newspapers should be in the press secretary's room on arrival at each city. The local committee should designate a person to take care of this.
7. It is essential that accommodations NOT be made at any private home. There will be no exceptions. If adequate hotel accommodations are not available in any given city or town, arrange accommodations in a nearby city or town.
8. Be sure that all hotels send a written confirmation of reservations to the Washington office.
9. 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.
10. Arrange for the hotel to give fast laundry service.
11. Arrange for the hotel to give fast valet service.
12. Arrange for the hotel to give fast food service.
13. Ask the hotel to assign a room at the opposite end of the hall from the Vice President's suite, and in no case next to it, to be used by the local security officers.

Advance Data to be obtained by the Vice President's representative

1. The Vice President's representative should endeavor to make an original appearance in the city involved as far ahead of the Vice President's appearance as possible.
2. As quickly as possible, he should forward the following information to the Washington office:
 - a. names of Republican state-wide elective officials and nominees if offices are up for election.
 - b. names of Republican Congressman 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 principal 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)

- 3. Additionally, the Vice President's representative should determine what leading Democrat politicians will be in the city two weeks before, during and two weeks after the appearance of the Vice President, what special events are taking place on or about the time, and particularly on the day of the Vice President's visit, of both a civic and partisan nature.
- 4. There should be a detailed memorandum forwarded to the Washington office on the media in the city and the outlying areas. With regard to the television and radio, special programs with a high local following should be noted. With regard to newspapers, the name of the publisher, editor, or other editorial policy maker should be obtained for each paper, as well as their apparent political sentiments. Particular importance should be paid to daily or weekly newspapers in the outlying areas. Just obtain the information. Do not contact the media people or otherwise give them any encouragement or indication that there is a possibility of a meeting or appearance with the Vice President.

Arrival of the Vice President

- 1. The Vice President's representative will be expected to be on hand and to meet the Vice President and his party on arrival in the city.
- 2. 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.

3. The representative should have a car available 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.
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, if such have been requested. 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 room for the Vice President and Mrs. Nixon.
5. 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.
6. If possible, a local security officer should accompany baggage during the movement to and from transportation.
7. You will be specifically advised of places where hotel accommodations for members of the party will be required.

Airport Arrival Arrangements

1. It is vitally important that the largest possible crowds be encouraged to greet the Vice President and Mrs. Nixon when they arrive at the airport.
2. Where his principal appearance is a fund-raising event, it should be much easier to get a large turnout at the airport.
3. Outlying Republican organizations should be encouraged to hire buses and bring in groups of people. Homemade welcoming signs should be abundant.
4. Use of noisemakers, bands, groups of college students, and Young Republican groups, as well as Boy Scouts, should be encouraged. Should insist on having at least one band, a good high school band is preferable, at airport receptions and in no case should it be a military band.
5. Motorcade cars should be lined up on the air strip near the plane whenever it is possible to make such arrangements with the airport authorities. Remember that fire and other safety regulations at airports must be considered.

6. Suggest to Young Republicans and other groups the advisability of getting some of their people and signs away from the airport as soon as possible after the arrival ceremonies so that they can reach the hotel where the Vice President will be staying in advance of his arrival and be on hand to welcome him there.

7. Another way to add to the crowd at the hotel is to suggest use of a sound truck with music in the area immediately surrounding the hotel about 15 minutes before arrival of the Vice President. This way can get some people who did not go to the airport to join in the welcoming at the hotel.

Press Conferences

1. Press conferences must NOT be scheduled. The reason for this should be given to the local committees. It is primarily that all matters of policy are declared by the President, and, therefore, the Vice President does not hold press conferences as such. However, he will be available to the press on his arrival at the airport to answer questions pertaining to the campaign and kindred subjects.
2. Be sure that there is a suitable room available at the airport at each stop for the Vice President to meet with the press. Access to this room should be restricted to the press and a minimum (not more than three if possible) local committeemen or candidates. There should be stand-up microphones only.

Transportation

1. In most instances, the Vice President and his party will be traveling by plane.
2. Motorcade from the airport into the city should be furnished by the local committee.

Driver for the Vice President's car will be furnished by the Secret Service.

The local committee should designate ONE person for EACH automobile for the purpose of getting the right people to the right automobile promptly.

Each driver should be a young person entirely capable of handling an automobile in traffic and motorcade formation.

Each driver should be at the wheel of his automobile at least five minutes before departure time. This applies to both arrival and departure from the city. 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 motorcade cars should be lined up at the airport and ready to go one hour ahead of time. Each car should be decorated. ~~You will receive car numbers and a sign for the Vice President's car in advance of appearance.~~

The Vice President's car will always be the No. 1 car in the motorcade, and passengers are: the driver and one of the traveling Secret Service Agents in the front seat; the Vice President and Mrs. Nixon in the back seat.

Car No. 2: Security. Other traveling Secret Service Agent and local security people. A plain, unmarked, 4-door, police-radio car should be used.

Cars No. 3 and 4: Cars for photographers and press, appropriately decorated and marked with large sign indicating PRESS.

Cars No. 5, 6 and 7: Cars for VIP's. (Cars of candidates should show their name or names on the side.)

Cars No. 8 and 9: Nixon Staff

Limit of 9 cars in motorcade unless prior clearance with Washington office.

Police escort OK, but no sirens except in the case of an emergency. No horn-blowing by motorcade drivers.

Speed limits and other traffic regulations must be adhered to strictly.

4 ladies
10 men
2 YR

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. The Vice President's car should not exceed existing local speed limit.

Meeting

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 organizations should be included in the sponsorship of each meeting, particularly Women's Clubs, Young Republicans and Citizens Groups.
4. A program consisting of band music, community singing, or other lively entertainment is to be encouraged before the meeting formally opens.
5. The chairman of the meeting should arrange for the band to play "California Here I Come," 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.
7. Presentation of the colors by local veteran, boy scout, or other patriotic organization should be made.
8. Pledge of Allegiance should be led by a veteran whose name should be given to the Vice President in advance.
9. Invocation should be given by a local clergyman.
10. Talks by local candidates and officials should be held to a bare minimum, both in number and in length.
11. Introduction should be as brief as possible, and if media is 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 for this.

12. Mrs. Nixon will be introduced by 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.
14. Pictures of the Vice President with local candidates for use by the local candidates in their campaigns should not be taken at the meeting, but should be arranged to be taken at the hotel. This must be cleared in advance if not taken care of at airport arrival.
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. Local officers should be available 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.
17. A working press section must be provided near the platform and an exit door of the meeting place. No one else should sit in this section except the working press and the publicity man handling the meeting. 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. There should be proper lighting for the press to work.
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 this 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. If the meeting is at night, there should be electric lights on the lectern.
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 club 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 a fund-raising dinner program, and have something prior to the Vice President's address which will warm up the crowd.

Attendance at Meetings

1. To insure a capacity crowd, all means should be used, such as newspaper publicity, signs, street decorations, sound trucks, mailing notices, telephone campaign and personal calls on friends and neighbors and transporting them to the meeting.
2. The success of the campaign will depend to a great extent on the enthusiasm and size of the crowds that attend the pre-election meetings. Please stress this with the local committees so that the attendance is not taken for granted nor left to chance.

Extra Meetings During Visit

1. The Vice President may want to drop in at organization meetings that are going on in the hotel where he is staying or in 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 Washington office as far in advance of the Vice President's visit to the city as possible, as mentioned previously in this memo.

2. Private dinners, cocktail parties, or after-meeting social events cannot be accepted during the course of the campaign. Please be sure that the local committee is aware of this requirement.
3. If at all possible, please allow two full hours free time before each evening meeting.
4. Nothing should be scheduled for the Vice President following an evening meeting unless you receive instructions to the contrary.

Individual Appointments

1. Time will not permit individual appointments with people who will want to see the Vice President.
2. Local committees should be advised that the press secretary or aide traveling with the Vice President will be available to receive suggestions and messages for him and that they will be delivered to him without fail.

Television Arrangements

1. Fund-raising events are not to be televised, since the donor is entitled to a for-those-in-the-room-only appearance of the Vice President. Also, televising such a meeting may cut down on the attendance and contributions.
2. The Vice President's representative should, however, obtain maximum TV coverage of the airport arrival and meeting with the press at the airport, 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, can suggest a question and answer or other interview type program which 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 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 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, get 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 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 set-up 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.

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!