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Robin B. Martin Papers, Box 8, folder title: First Family Manual

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IMPORTANT !!!

UNDER NO CIRCUMSTANCES SHOULD YOU EVER LET THIS MANUAL OUT OF YOUR SIGHT. Never give, or even show, a copy to the local committee or anyone else. When using this Manual, study the pertinent portions which are applicable to a particular discussion prior to your meeting. You should never make reference to this Manual when discussing advance techniques with anyone other than another Advanceman.

By the time of your first advance you should have committed to memory a complete outline of your responsibilities and duties. Without this basic know-how, coupled with a generous dose of common sense and the ability to make discrete and diplomatic decisions, you cannot be a n Advanceman.

As an Advanceman you have an opportunity to make a real contribution to the Admerican political process at its best, and--in winning--a quiet sense of pride for your contribution will remain with you the rest of your life.

CHAPTER I

INTRODUCTION

Advancing is the art of engaging in detailed and exhaustive planning and of supervising the execution of those plans in a way that makes every trip and appearance seem to be an effortless success. It involves an incredible diversity of activities: deciding where, when and how the First Family or the President's representative will go; arranging for the right people to be in all the right places at the right time; organizing the efforts of local people anxious to help; meeting with governors, mayors, political leaders, and business leaders and telling them what to do in a way that convinces them that they are doing exactly what they want to do; and above all anticipating potential problems and having solutions available. The Advanceman is the personal representative of the First Family or Presidential representative. As such, he must remember that his actions will have a direct reflection on the individual he represents, as well as on the President. The Advanceman should never underestimate his responsibility in that respect.

THE PHILOSOPHY OF THE FIRST FAMILY OPERATION

The First Family operation is a vital part of the Presidential image. The President simply cannot, because of the dictates of his office, participate in all of the events at which his presence is requested. Consequently, members of the First Family will represent him on numerous occasions. In each case the event becomes the vehicle to get the First Family member into an appropriate area. However, once in the area, the event becomes secondary to a more important operation - to give the First Family member the widest exposure that can be developed. The Advanceman's responsibility will be to insure the success of the First Family operation.

WHAT IS AN ADVANCEMAN?

He is a leader and decision maker. He never accepts anything on assumption. He is the personal representative of an important member of the Administration, a member of the First Family, or the President. Thus, the Advanceman's authority and responsibilities are significant. He possesses a rare combination of characteristics and abilities: he is the decision-maker graced with a tremendous amount of common sense and good judgement; he is diplomatic yet forceful; he has the ability to anticipate and think of things in their total context;

and, while the master of every detail, he must not get bogged down in petty details; he is resourceful and has a unique ability to organize people, things and his own time; he has answers or knows how to get the right answers promptly; in short, he can get the job done in a manner becoming the representative of such an important person. Yet, the Advanceman must accomplish these things in an anonymous fashion, giving all the credit for a successful visit to the local people and organizers of the event.

CONCEPTS OF ADVANCING

In light of the above parameters, what follows is a guide to successful advancing. However, while the methods and concepts enunciated are proven, no two advances are totally similar. Therefore, the Advanceman must use his common sense and judicious doses of flexible thinking in light of specific local conditions. One note of caution--when you deviate from proven concepts you had better make sure you are right.

To do your job effectively, you must think in terms of the total trip package at all times, but give meticulous attention to the detailed planning of the five major events usually associated with a visit. Also, you should never lose sight of the political purpose of the trip and the fact that the actual events are in many cases only a vehicle

for a more important purpose -- namely exposure of a member of the Administration.

The events are:

- 1) The arrival, which for members of the First Family is almost always a closed arrival.
- 2) Transportation of the principal, her staff, press, local VIP's, etc. throughout the entire visit.
- 3) Hotel/Motel accomodations and eating arrangements.
- 4) Meetings and other functions, including rallies, press conferences, meetings with newspaper publishers and editors, TV appearances, color drop-bys, formal gatherings, etc.
- 5) The departure, which, as with arrivals, is always a closed event.

The actual planning and execution for the trip begins as soon as you receive your instructions, although numerous important steps must be taken prior to your departure.

The policy guidelines in the following chapters will assist you in understanding your functions.

CHAPTER II

GENERAL POLICY

I) You must always remember that your responsibility is to the First Family member. At all times this responsibility supercedes your responsibility to the local committees or to anyone else. If the wishes of the local committees and sponsors conflict with the needs of the First Family member, your job is to effect a compromise satisfactory to all, if possible, but in any event, never one which is unacceptable from the standpoint of the First Family member. In short, never let the First Family member be used to promote local self interest. This emphatically includes your own.

II) The Advance Office at the White House is your principal point of contact. This office will do everything possible to help smooth out differences. If you reach an impasse, refer the problem to the office immediately.

All event information will be coordinated and controlled by Allen Hall and, in his absence, Red Cavaney.

III) Never make schedule changes without communicating them to the Advance Office, when practical, and to the First Family member or her staff representative. There should never be surprises.

IV) Do not grant interviews or issue any press releases or announcements. Publicity stories must be coordinated through the Advance Office.

CHAPTER III

THE SCHEDULE

In order to appreciate your function as an Advanceman, it is necessary to understand the schedule. This document guides the First Family member and her party from the time she departs for the event until she returns. It has to be accurate and detailed. The schedule must be so thorough that the First Family member could go through the event in its entirety without the Advanceman. In other words, the schedule is the document that allows the trip to stand and proceed by itself. (See examples).

The Advanceman plays an important part in preparing the schedule. The Advanceman will work closely with the Advance Office in preparing the final schedule. The central point of scheduling is that most events are symbolic, i. e., it is not what the First Family member actually does as much as what it appears she does. This means the image the public receives via the media is the key point of scheduling. Therefore, in a media region, one or two news leads should be developed each day and should possibly include a local interest story. Keep this point in mind and use it as an argument with local sponsors that expect the First Family member to do numerous events. A schedule which includes numerous events will only fuzz up the news leads and exhaust the First Family member.

Exposure via the media is the ultimate objective of scheduling. Therefore, the logic of the situation dictates that the First Family member reaches the public via 1) television -- news, press conferences, talk shows, interviews, etc.; 2) radio -- news, press conferences, talk shows, interviews, etc.; 3) newspapers -- columnists, photographers; 4) wire services reporters. Hence, your job is to expose the First Family member to these media, and where there is a crowd required, it must be large and enthusiastic to favorably influence the media. (Remember - 200 people in a room with a capacity of 200 creates a much more favorable impression than 200 people in a room with a capacity of 500.)

The following guidelines should be adhered to when helping develop a schedule:

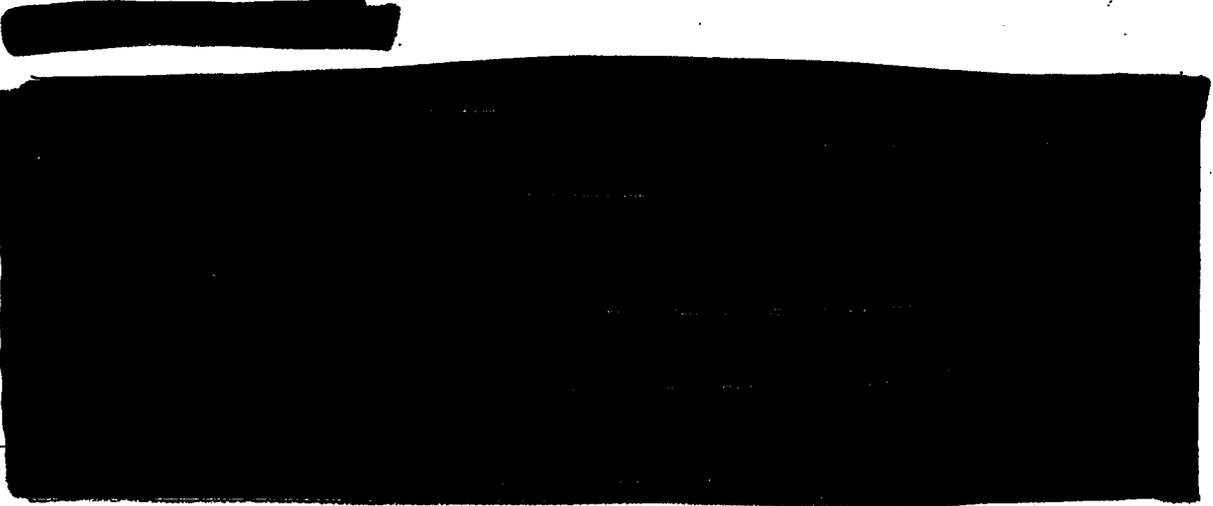
- 1) generate major news and media coverage
- 2) cover important localities, interest groups, etc.
- 3) when required, provide large, enthusiastic public meetings which serve as a newsworthy event (backdrop) for the media to report
- 4) private meetings with key effective political leaders and opinion makers (interviews, taping sessions)
- 5) leave adequate staff time for preparation, evaluation and phone calls

- 6)adequate periods for rest and eating
- 7) realistically determine the proper times required under the conditions that will prevail
- 8) be accurate with facts, names, places, etc.
- 9) at each stop or activity on the schedule, provide a telephone number so the First Family member can always be contacted by her office.

CHAPTER IVFIRST FAMILY ADVANCES

In many ways, a First Family advance is more difficult than a Presidential advance. You will not have the same amount of support. You will be largely on your own. Yet, to do a first rate job the same amount of planning and attention to detail is required.

The following paragraphs emphasize some of the important points in advancing for the First Family. This material is in no way intended to be inclusive. As is the case for a Presidential advance, there is no substitute for good judgment and common sense.

MEDIA

The principal difference between a Presidential advance and a First Family advance in handling the media is that there will be no Jack D'Arcy from the Press Office to help you. You may contact Penny Adams in the First Family office through the White House Switchboard (202-395-2000) for assistance. You, through your local press contact, will be expected to get the press out for the event and to handle such matters as accreditation, credentialing, setting up press areas, etc. The press section of the Manual is very informative with regard to your dealing with the local press contact. You should be thoroughly familiar with its contents. Do not hesitate to call the Advance Office

or Penny Adams through Signal if you have any problems.

The Advance Office will generally provide you with a name of a local press contact, a man or a woman who is familiar with the local media and who is willing to work closely with you on a volunteer basis to:

1. Publicize the event and get the press out;
2. Assist and control them once they are out;
3. Report on the quality and quantity of coverage on the event.

In advancing the First Family, the advance man should be more concerned with moving the press than with the principal. In almost all cases, the principal will be escorted by a local who knows what to do and where to go. It is, of course, the responsibility of the advanceman to make certain that the local is fully briefed. Members of the First Family have no objection to the press moving in reasonably close for photographs and even occasional comments when you are in motion. On the other hand, it is your job to see that the press does not interfere with the event and that they are prepositioned at strategic points during movement in order to obtain good photo coverage. This is particularly important when you are involved in a visit to a school or a hospital or some other place where the principal would be going from room to room.



Announcements of a First Family visit will be made initially from the White House by Helen Smith's office. This announcement should be made simultaneously with a local announcement if at all possible. A coordinated joint announcement will enhance local press relations. However, a local announcement should never come first. The First Family desk man in the advance office is responsible for coordinating the announcement, and notifying the appropriate offices and organizations of the pending visit.

In most cases, the girls will be appearing on a local television show during the visit. These arrangements will have been worked out in advance by the Advance Office. If a TV appearance is part of the activity, the Advance Office will be in contact with the advancement man to notify him of the arrangements. Since you will be developing a schedule, it will usually be up to the advancement man in coordination with local station to nail down the time for the appearance.

For the most part, there will be no press traveling from Washington with the First Family. Therefore, you will not normally be concerned with filing facilities and press rooms for briefings.

RADIO/TV STATIONS

When a member of the First Family is to do an interview or appearance on radio or TV, the advancement man should, in conjunction with his orientation visit to the station, meet with the interviewers. If for any reason he has doubts about the interviewers qualifications, he should let the Advance Office know at once.

Generally when the principal arrives, she should be met by a manager or an owner of the station who should escort her to a holding room.

For TV and radio interviews, generally two interviewers, a man and a woman, work out best. Although the interviewers are free to ask any questions they choose, it is best to encourage a good balance between substantive, issue-oriented questions and personal questions.

The principal should spend about 10 minutes (no more) with the interviewer prior to the taping. This provides an opportunity for both the interviewers and the principal to relax and get to know one another.

At friendly TV stations, if a make-up specialist is available, you should have him there.

HOTELS

Generally, the advanceman will be given the name of a hotel where the member of the First Family wishes to stay. If no hotel is specified, he should exercise extreme discretion in selecting one. Working with the Secret Service advance agent, he should consider location, security, ownership, reputation, service and decor.

The advanceman should reserve a room or two (if he is to have an office) at the far end of the hall from where the principal will stay or on another floor. The advanceman should work out the room plan with the Secret Service advance agent.

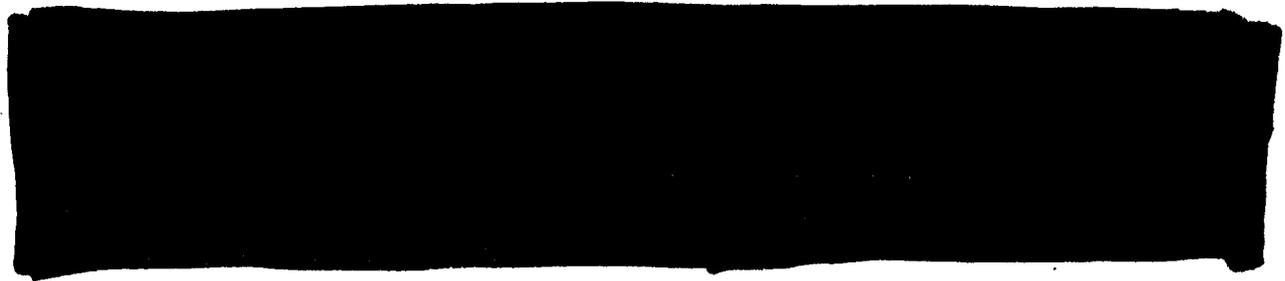
The manager or owner of the hotel should meet the principal when she first enters and may escort her to her room. The hotel may have a photographer present. An elevator should be held. Flowers or fruit may be placed in the principal's room, but should not be encouraged. No bar.



WHCA personnel do not participate in a First Family advance as a general rule; should there be a unique need for WHCA assistance, the advanceman should let the desk man know as soon as possible.

No elaborate buffet or food service should be set up for the principal in her room.

Julie prefers a deluxe single with enough room to sit and entertain. Tricia prefers a suite if available. The most recent editions of the city's newspapers should be available in the room, the lights should be on and the door should be open upon arrival. The advanceman should have a key to the room in his pocket.



EMERGENCY FACILITIES

You should always know where the nearest holding room is located at any particular location, making sure that it is clean and sanitary. Hospital/medical care is always the responsibility of the Secret Service.

GENERAL POINTS

The following are miscellaneous points of interest regarding a First Family advance.

1. The principal should never be introduced at a sporting event.
2. Never permit photographers to physically jostle, grab or move the principal when trying to position them for a "good" shot.
3. No press or photographers at the airport arrival or departure.
4. The principal should not be forced to stay at a luncheon more than 1-1/2 hours, if at all possible.
5. If more than one speaker is scheduled, generally, the principal should be the first. Introductory material may be drawn from the biography which is included in the advance kit.
6. No passenger should be scheduled to ride on the Jetstar or in the principal's car unless the principal extends the invitation or the proposal is cleared by the desk man.
7. No matter what the stop (school, hospital, tour, etc.) enough time should be spent to avoid a rushed, artificial, "whirlwind tour" effect.
8. Never use sawhorses for crowd control. Use rope extensions only when absolutely necessary.
9. 

ADVANCE OFFICE LIAISON

Call the Advance Office deskman ASAP upon arrival in the city of the event to let the deskman know the advance office location and telephone number plus the hotel telephone number and room numbers of all advancement.

Call the Advance Office as often as necessary but at least once in the morning and once in the late afternoon each day.

THANK YOU LETTERS

Attached at the end of this Chapter is the "Thank You Letters" form which is to be judiciously prepared for each event. The Advancement Checklist provides detailed instructions on completing this form. Ensure that it is compiled from your local contact list as the advance progresses and is mailed to the Advance Office with the Trip Report.

TRIP REPORT

This report should be completed and mailed to the Advance Office immediately after the event is over. The typed report should be sent "Registered Air Mail -Special Delivery" no later than the next day. This is a free form report. However, at a minimum it should include the following:

- Date of Event
- Location
- Name of First Family Member
- Name of Lead Advancement
- Nature of Event
- Principal's Role
- Overall evaluation of event
- Names and involvement of local contacts who were useful
- Names of local contacts who should not be used again (state why not)
- An Evaluation of trainees
- Miscellaneous Comments

A copy of your local contact list should be sent to the Advance Office as well as all diagrams, schedules, tickets, memos, etc.

BROADCAST MEDIA REPORT

All local TV news broadcasts (and radio, if possible) should be monitored and reported to the Advance Office immediately following the coverage. Your press contact should enlist two or three trusted associates to cover TV and radio stations after the event. TV reports should be phoned in by the press contact to Terry Ivey at the White House (202/456-2130) within 36 hours after the event. Mail the original to the Advance Office by "Air Mail - Special Delivery" or by personal delivery. A separate report should be filed for each broadcast monitored. The following is a guide for the Advanceman's use in reporting coverage. There is no need to include the question in your report. Simple yes/no answers are not sufficient:

- Event/Location being covered (including date, name of First Family member, etc.)
- Station call letters
- Location of Station
- Network affiliation (if applicable)
- Lead story (if not Principal, give length of lead)
- How did they get into report? Report voice over? First Family member? Crowd Scene?
- Crowd report. How many shots of the crowd? How did it look - enthusiastic, cheering, dead? Estimate of crowd size given? If so what was it?
- Did the report show the First Family member speaking? Voice over? Direct?
- A general feeling of the whole report - very positive, positive, neutral, negative.
- Any negative comments? Any strong plusses?
- Length of report.

Clippings should be mailed to the Advance Office immediately after the event. The original clippings should be sent to the Advance Office by "Air Mail Special Delivery." The best press coverage is usually in the a.m. paper the day after the event. If you are not there to obtain the papers, arrange for some reliable individual to clip the papers and mail the clippings "Air Mail Special Delivery" to the Advance Office immediately. All items should be cut and pasted on 8-1/2" x 11" paper. Please do not use tape. Include the name of the newspaper, the date and the number of the page on which the article appeared. If the article appears on the first page of the paper, include the paper's banner.

The mailing address for all reports: Advance Office (Room 348)
Old Executive Office Building
Washington, D. C. 20500

ADVANCEMAN EXPENSES

It is the responsibility of the Lead Advanceman to carry sufficient expense forms for all other advancemen as well as any other individuals who have legitimate expenses. All expense reports should be sent to the Advance Office. A copy is affixed at the end of the chapter.

The Advance Office will reimburse all advancemen for legitimate and reasonable personal expenses incurred on the road. A comfortable room and three square meals a day are essential. However, this does not mean that an advanceman should stay in a hotel's most luxurious suite or should eat steak and drink wine at each meal. All advancemen are expected to fly on a tourist fare basis, unless no other space is available. If someone has to fly first class, the reason why this was necessary should be noted on the personal expense form submitted after the event. The Advance Office will not pay for valet services unless someone is on the road for more than three consecutive days.

A sample of a personal expense form is attached. An expense report should be submitted to the Advance Office immediately after a trip is over. Please complete all applicable sections. You will be reimbursed promptly. All expenditures for air travel, hotels, material meal expenses, car rentals, and any appropriate entertainment, etc. must be documented by attaching original receipts to the expense report. Legitimate business entertainment will be reimbursed. State who, where, when, why and how much in the appropriate sections on the expense report. Personal entertainment will not be reimbursed.

The name of the city and the state where the event has occurred as well as the name of the First Family member should be noted at the top of the form. In addition, your full name, and home address including Zip Code, should be at the top of the form. The phrase "Advanceman" should be immediately below your name. If at all possible have the expense report typed. This would be helpful but is not absolutely necessary.

THANK YOU LETTERS

Date of Event: _____
Location: _____

Name of First Family
Member _____
Name of Lead Advanceman

Name and Address	Salutation	Description of Role
Complete name, address and title Include Zip Code	First, last and/or nick names to be used	Indicate if VIP

ADVANCEMAN REPORTS

Trip: _____

Date: _____

Diagrams

Seating

Reports

Audience Composition Report
(speaking situations)

Oral to Principal

Weather Report (for Event day)

Oral to Principal

Recommended Call Report

Oral to Principal

Media Report (post Event)

Local Press Contact: Terry Ivey

Significant Local Newspaper coverage

Thank You List

Post-Trip Report

CHAPTER V

IMPORTANT NOTE TO CHECKLIST

The following checklist itemizes numerous advance concepts and requirements that should be reviewed for each event. It will be your decision to choose which areas are applicable to each event. In many cases an elaborate committee structure may not be required, but give some thought to this in each instance. Use your common sense and knowledge of the events that the First Family member will be participating in and let that be your guide as to how you advance the step.

CHAPTER V

ADVANCEMAN'S CHECKLIST

Preliminary Information

- 1) Purpose of Trip _____
- 2) Tentative Schedule
Date _____ Time _____
Place _____
Event _____
- 3) Who will accompany the First Family Member

- 4) Methods of Transportation _____
Arrival/Departure _____
On Site _____
- 5) Background Information
Political _____
Financing (Who pays) _____
Local Contacts _____
Key Contact _____
Key Statewide Contacts _____
Citizens
State GOP Chairman
Committeeman
Committeewoman
State Elected GOP Officials
Congressional Delegation
Others
- 6) Previous Stops in Area (Check with Advance Office) .

Before You Leave

- 1) Contact Key Contact
 - Inform him of your arrival
 - Desire to meet with him alone on arrival
 - Have him make arrangements for your hotel, volunteer secretary, office, office supplies if required.
 - Have him begin thinking of potential chairman and volunteers for various committees (see section on committee chairmen)
- 2) Develop a tentative schedule based on the information available
- 3) Put together a game plan for discussion with key contact
- 4) Get organized and stay organized until you return
NOTE: Most of this will have been done by the Advance Office. You should obtain information on all of the above from the Advance Office prior to leaving and follow up on anything that has not been done.

The Advance/Organizing the Stop

NOTE: Remember the key to successful advancing is delegating responsibility to others and the Advanceman exercising control and authority.

Committees and Committee Chairmen

Overall Chairman :

(Advanceman's Principal Contact and directs efforts of other Chairmen)

Publicity Chairman :

Release news and color releases
Notify media of events

Advanceman's Checklist (3)

Publicity Chairman (con't)

Prepare and issue press credentials

Pick and direct media facilities chairman

sound

lighting

media accomodations at each event

Coordinate press conferences, interviewing, taping, etc.

Prepare and place newspaper ads, radio and T.V. spots
when necessary.

Crowd Raising Chairman _____

(Optional)

Recruit and coordinate efforts of following subchairmen:

Coordinate with publicity chairmen publicity campaign

Telephone (boiler room)

Provide facilities

Provide volunteers

Handbill

Print short, informative, and factually correct
flyer

Recruit volunteers

Distribute

Invitations

Print invitations

Produce invitation list

Mail or distribute invitations

Rally/Meeting/Event Chairman _____

(Optional)

Control efforts of sub-chairmen of functions:

Physical facilities

Media physical facilities

Decorations

Programs

Entertainment

Platform

VIP

Ushers

Parking

ADVANCEMAN'S CHECKLIST (4)

Airport, Transportation, and Hotel Chairmanships will actually be handled by the Advanceman; as these are all considered logistical in nature and to be handled with a minimum of fanfare.

Develop exact schedule and clear with the Advance Office.

Develop a Rooming List/fact sheet and place it in the hotel rooms. It should include room list, local information, hotel services and names of local VIP's.

Airport Arrival

Considerations

Military Air Base convenient
Private area-removed from commercial site not publicized
Sufficient space for arrival
 Airport
 Motorcade
 Press Area (usually not used)
 Crowds (usually not present)

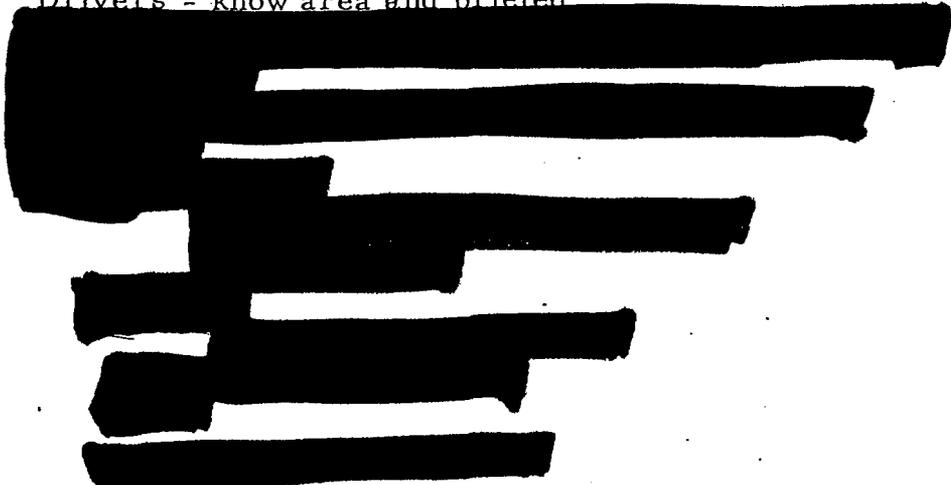
How best not to disturb airport operations

Airport Security
 For First Family member
 Crowds
 Parking and traffic access

Transportation



Cars - late model- fueled - labeled
Drivers - know area and briefed



Advanceman's Checklist (5)

Hotel/Motel Arrangements

Staff and Traveling Party

In same block of rooms or area

Rooming list/fact sheet in each room

Latest newspapers in room

Baggage delivered to rooms as soon as possible

Fast room service

Fast and reliable valet and laundry service

Staff Office

Secretary available

IBM electric typewriter

Desk top Xerox machine

Office supplies

Billing arrangements worked out with hotel management

First Family Requirements

Suite for First Lady and Tricia and large room with visiting area for Julie - removed from elevators and noises

Private phone installed

All hotel calls directed to staff assistant or Advanceman

Room list/fact sheet

Transportation for staff time in hotels and overnights.

Check with First Family member to see if desired. Also, coordinate with Secret Service.

Functions - Rallies/Meetings

Platform

Proper number of seats with name tags

Backdrop-background -- no busy designed or shiny material

Properly lighted

Tastefully decorated

Platform seating list and chart

Plenty of aisle space, including clear area in front of First Family member so he can be seen

Clear access route for First Family member to get to platform

Advanceman's Checklist - (6)

Crowd

- Adequate parking facilities
- Clear access - proper placement of information/directional signs
- Ropes and stanchions
- Flexible
- Ushers -- briefed and identifiable
- Reserved - VIP areas monitored
- Crowd enhancing facilities - bleachers and risers

Program

Develop program

- Recruit high quality entertainment
 - bands/choral groups
 - local personalities
 - sports figures

Develop pro-program

Interject lively entertainment during formal program

- If First Family member is arriving during program, provide for music - pad time prior to introduction.

- Who introduces First Family member - cool, calm and poised individual.

First Family Member's Introduction

NOTE: Entrance and Introduction sequence are critical and should be smooth and dignified. The introduction sets the tone for the balance of the program.

Holding Room available in proximity to platform

Briefed on who escorts or exact route

- What is cue to move

- What is expected on platform

- Who will introduce - make sure he is rehearsed

- Proper pronunciations of all people whom the First

- Family member will be referring to in her remarks

- Local color or background information to First Family

- member to personalize his remarks (should be forwarded prior to arrival at event)

Press Area

Defined

- Area - roped off

- Access clear

- Credentials required

- Camera platform

- Same height as speakers platform

- What is backdrop/what can the camera see

- Power available for cameras

Press Conferences

Important Note: You should never schedule a formal press conference without approval from the Advance Office. All details of the Press Conference are to be cleared by the Advance Office.

Large room

Temperature reduced to 60 degrees with good air circulation

Chairs for press - make sure some chairs in front of camera

Riser and platform -- depending on First Family preference:

Lecturn

Stand-up mike

Podium

Camera platform same height as riser between 20-30 feet from riser

Preference may often be for a chair and table with tabletop mike

Backdrop - not busy or shiny - light blue best

Proper lighting

Checkpoint for checking press credentials

Private meetings

Usually no more than 20 people

Small function room

If appropriate have a photographer available

List of attendees with address for photos

Background information on attendees, etc., to First Family member

Ability to break-up meeting at appropriate time, i. e. another event

Receptions

Two Types

Small -- 50-200 (known as handshaker)

Large -- 300-1,000

Small Reception

Spacious room

Background Music

Receiving line - good backdrop behind

Someone to introduce people to First Family member

Ropes and Stanchions to guide flow of people

Stand-up microphone available but concealed for possible remarks to group

Food service opposite end to help people flow away from receiving line

Advanceman's Checklist (8)

Large Reception

Important Note: It is impossible for the First Family member to shake all hands. It is not the people you shake hands with you worry about; it's those you don't. Therefore, her participation should be a drop-by with a remarks opportunity.

Riser high enough for all to see
Backdrop/microphone available, preferably concealed

Dinners

Important Note: Determine if it is required for the First Family member to sit through the entire dinner or arrive for dessert.

Holding Room or Assembly Room for head table if they be introduced as a group
Clear access and route to head table
Head table seating list and chart (with pronunciations)
Plenty of aisle space
Program - First Family member briefed on program
Who introduced First Family member?

Departure

Overnights

Arrange for baggage handlers (Secret Service)
Motorcade in place, labeled, and ready to move 45 minutes prior to departure
All rooms checked for articles left behind especially potentially embarrassing documents

Other Events

Route to transportation
Motorcade ready
All in traveling party together and ready to move

Operation Thank You

"Thank You Form" should include:

- Full name and address
- Whether it's Dear Bill or Dear Mr. Jones
- What job they performed
- Any short comment to make the letter more personal, i. e. his son Jack was with him and was introduced as the First Family member left the elevator on his way to reception -- he also introduced you at the end of the reception
- Date and Event
- Any special gifts put in the room or otherwise received for the First Family member should be listed with address & name

Media Follow-Up

Assign local chairman to monitor all media.

Secure from local chairman copies of all published material and summaries of radio and TV reports (stations, time, nature of report and tone)

FIRST FAMILY TRIP REPORT FORMAT

1. Name of Event
 - A. Location
 - B. Date

2. Advance Team
 - A. Lead Advanceman
 - B. Back Up Advancemen/Trainees

3. Local Contacts with addresses and phone numbers
(including Prime Contact, various Chairmen, etc.)
 - A. Good ones -- use again if in that city
 - B. Bad ones -- stay away from

4. General outline of trip with good points and problems pointed out
 - A. Arrival
 - B. Motorcades
 - C. Crowd Situations
 - (1) Crowd raising techniques (handbills, telephones, etc.)
 - (2) Critique of crowd (size, friendliness, etc.)
 - D. Rally or speech
 - E. Hotel
 - F. Departure

5. Facilities used with main contact's name and telephone number --
point out good points or problems
 - A. Airport
 - B. Auditorium or Hall
 - C. Hotel

CHAPTER VI

SOUND - LIGHTING

SOUND

There are two groups who must hear what is said -- the audience and the news media. To accomplish this, you will need a reputable audio company, which many times is difficult for you to judge. A few general guidelines may be of help.

- 1) Your press facilities chairman hopefully will have some experience in this area.
- 2) The type of equipment the company handles is some indication -- McIntosh, ALTEC, Electro-Voice, Bogen, Collings, R. C. C. are quality components.
- 3) The length of time the company has been in business is also some indication of their competency.

There are five basic parts to your system:

- 1) Microphone. This should be a quality DIRECTIONAL Mike to prevent picking up all the background noises.
- 2) A bridge (or mult) -- this device takes the input from the Principal's mike and feeds out to all the media. This eliminates the Principal trying to talk to 20-30 mikes (which is confusing) and it makes a much neater TV picture. The bridge will require a sound engineer to operate it. Be sure the radio and T. V. people are informed ahead of time that they will be taking their sound from the bridge, and the type of connectors they should bring. Be sure they are informed as to when the bridge will be set up. (At least one hour prior to the event).
- 3) Amplifying systems -- recommended brand names: McIntosh, Bogen, R. C. A., Collins, etc.
- 4) The critical part in placing speakers is to put them in such a position that they do not cause feed-back. Most feed-back can be eliminated by:
 - 1) Being certain none of the speakers face the Principal

- 2) Being certain none of the speakers are located in back of the Principal.
- 3) Be sure to test your system well in advance of the event so that you have plenty of time to add additional power (amplification) or speakers if necessary to fill the hall.
- 4) Outdoors, you will need SIX paging horn type speakers (University of WLC) for the first 40,000 sq. ft. and one for each additional 10,000 sq. ft.
- 5) Recording: The First Family member's public remarks during the event could be recorded. Record these on a 45" Norelco type tape recorder -- clearly print date, place.

LIGHTING

Please use as much diplomacy as possible to arrange with the TV technicians the following lighting set-up:

- 1) In front of the Speaker, about 15 degrees from the horizontal above her eye level, place two quartz lights, one on each side of the Principal.
- 2) Very important is a back light which shines down on the Principal, and is about 4' in back of her and above her. This is primarily to light her shoulders and hair and to reduce shadows.
- 3) All lighting should be for color TV and these are 3200 Kelvin color temperature lights.

SAMPLE

ROOMING LIST/FACT SHEET
(To be distributed to First Family Member)

Administrative Information

- [REDACTED]
- [REDACTED]
- Field Advance Office: Room number
 Phone number
 Secretary's number
- [REDACTED]
- Transportation - call (phone number)
- Hotel Staff: Manager's name and Phone Number
 Valet Phone Number and hours of service
 Room Service Phone Number and hours of service.
- Emergency Telephone Numbers:
 Fire
 Police
 Nearest Hospital
 Ambulance Service

Event Information

- Time of baggage call
- Motorcade departure time and location
- Weather for event day(s)
- Anticipated attire and composition of event crowd
- Any recommended phone calls to local personages

NOTE: Also prepare small brief of event background, city history and color and some local media clippings that may be of interest to Principal for her remarks.

THE WHITE HOUSE

WASHINGTON

March 27, 1973

1:00 pm

JULIE NIXON EISENHOWER

VISIT TO MIAMI

NATIONAL CENTER FOR VOLUNTARY ACTION PROJECT

and

ANNUAL CONVENTION OF NATIONAL COUNCIL OF JEWISH WOMEN

Monday, March 26, 1973

12:30 pm DEPART Mayport Naval Air Station via Jetstar
en route Homestead Air Force Base

(Flying time: 55 minutes)

1:25 pm ARRIVE Miami Butler Aviation.

1:30 pm DEPART immediately via motorcade en route
Grant School, 20601 S. W. 157th Ave., Miami, Fla.

2:00 pm ARRIVE Grant School

You will be met by:

Lee and Jone Grant, Administrators,
Grant School.

Commence tour of Grant School. You will have an
opportunity to tour the new facility, meet the college
NCVA volunteers and students.

FULL PRESS COVERAGE

2:35 pm DEPART Grant School vial motorcade en route
Key Biscayne

3:20 pm ARRIVE Key Biscayne

PRIVATE TIME

7:00 pm DEPART Key Biscayne via motorcade en route Deauville Hotel, Miami Beach, Fla. where you will attend the 80th Annual Convention of the National Council of Jewish Women.

7:45 pm ARRIVE Deauville Hotel.

You will be met by:

Mrs. Eleanor Marvin, National President,
NCJW

Proceed to small reception room where you will meet with officials of the NCJW.

8:00 pm DEPART Private Reception. Proceed to Napoleon Room for program.

8:05 pm Commence program.

NOTE: Please see attached program.

FULL PRESS COVERAGE

9:45 pm Program concludes.

DEPART immediately via motorcade en route Miami International Airport.

10:10 pm ARRIVE Miami International Airport.

DEPART immediately via Jetstar en route Andrews AFB

(flying time: 2 hours, 20 minutes)

12:30 am ARRIVE Andrews AFB.

DEPART immediately via motorcade en route South Lawn, White House

(driving time: 25 minutes)

12:55 am ARRIVE South Lawn, White House

THE WHITE HOUSE

WASHINGTON

March 26, 1973

1:00 pm

SAMPLE SCHEDULE

THE FIRST LADY

VISIT TO MINNEAPOLIS - ST. PAUL

October 19-20, 1970

Monday, October 19, 1970

10:10 am DEPART South Lawn via Helicopter en route
EST Andrews AFB

(flying time: 15 minutes)

10:25 am ARRIVE Andrews AFB. Board Aircraft.

10:30 am DEPART En route International Airport,
Minneapolis - St. Paul, Minnesota.

(flying time: 1 hour, 30 minutes)
(time change: - 1 hour)

11:00 am ARRIVE Gate 35, Minneapolis-St. Paul International
CST Airport

To be met by:

Gov. and Mrs. Harold LeVander (R)
Lt. Gov. and Mrs. Douglas Head (R)
Cong. and Mrs. Clark MacGregor (R)

Proceed to terminal with greeting party en route
to second floor reception area via elevator.

11:10 am ARRIVE Reception area. Greet VIP's.

11:15 am

DEPART Reception and proceed to first floor via elevator escorted by greeting party.

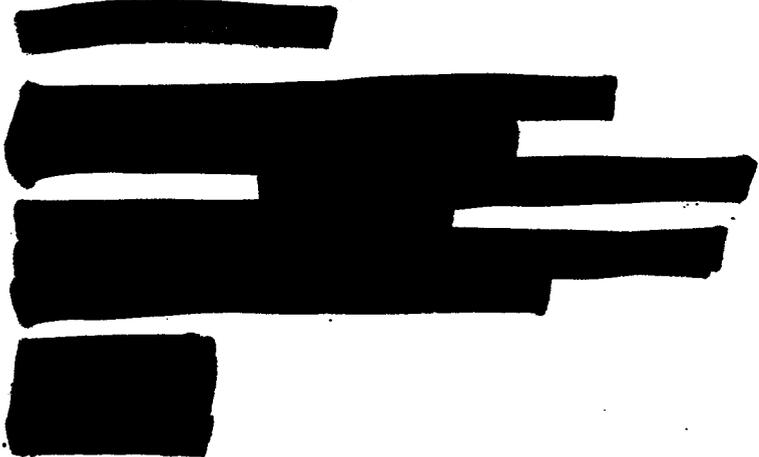
Proceed to driveway on South side of terminal.

CROWD SITUATION

FULL PRESS COVERAGE

11:30 am

Board Motorcade.



11:35 am

DEPART en route to Sheraton-Ritz
315 Nicollet Avenue, Minneapolis

11:45 am

ARRIVE Sheraton-Ritz

To be met by:

Mr. Bill Garrison, General Manager

Proceed to room escorted by Mr. Garrison

The remainder of the traveling party
are to proceed to the Grand Ballroom.

11:48 am

ARRIVE Suite 748.

11:55 am

Fourteen National Offices of Psi Delta Xi
Sorority, national philanthropic sorority,
are to arrive at your suite escorted by
Mrs. Arthur Schuyler, Jr. (National
President) to present an honorary plaque.

PRESS PHOTO OPPORTUNITY

12:10 pm DEPART en route to Grand Ballroom escorted by
Cong. MacGregor.

12:13 pm Announcement

Proceed to head table and be seated.

12:20 pm Luncheon served.

1:10 pm Luncheon concludes

Proceed to receiving line consisting of:

Mrs. Nixon

Cong. MacGregor

Gov. LeVander

PRESS PHOTO OPPORTUNITY

2:00 pm Reception concludes

Proceed to motorcade.

2:05 pm DEPART hotel en route to KSD-TV (NBC)
111 Olive Street, Greenwood Plaza Mall

Motorcade assignments as on arrival.

2:30 pm ARRIVE KSD-TV.

To be met by:

Mr. Bob Hardy, New Director

2:35 pm Proceed to sound stage for video tape interview
with Bob Hardy.

Remainder of traveling party to proceed to
viewing booth.

2:40 pm ARRIVE sound stage and conduct pre-interview
discussion with Mr. Hardy.

2:45 pm Interview begins.

VIDEO TAPE COVERAGE

2:50 pm Interview concludes. Proceed to motorcade.

2:55 pm DEPART via motorcade en route City Building,
St. Paul.

Motorcade assignments as on arrival.

4:00 pm ARRIVE City Building, St. Paul and proceed
to lobby to meet city employees.

To be met by:

Mayor Charles Stenvig (R)

4:05 pm Form receiving line as follows:
Mayor Stenvig
Mrs. Nixon
Gov. and Mrs. LeVander
Cong. and Mrs. MacGregor

NOTE: No remarks scheduled but a
hidden stand-up mike will be available.

FULL PRESS COVERAGE

5:00 pm Reception concludes. Proceed to motorcade.

5:05 pm DEPART via motorcade en route to Sheraton
Ritz Hotel.

Motorcade assignments as on arrival.

5:45 pm ARRIVE Sheraton Ritz Hotel. Greet crowd in
lobby en route to suite.

To be escorted to suite by Cong. and Mrs.
MacGregor.

NO PRESS COVERAGE

6:55 pm PERSONAL STAFF TIME

Tuesday, October 20, 1970

8:45 am Baggage call.
CST

9:00 am DEPART Hotel en route International Airport
(Gate 35).



Press Bus

9:40 am ARRIVE International Airport - Gate 35. Board
Aircraft.

NO CROWD IS EXPECTED

9:45 am DEPART via Aircraft en route to Andrews AFB.

(flying time: 1 hour, 30 minutes)
(time change: + 1 hour)

12:15 pm ARRIVE Andrews AFB. Board Helicopter.
EST

12:20 pm DEPART via helo en route South Lawn

(flying time: 15 minutes)

12:35 pm ARRIVE South Lawn.