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FOIA MARKER

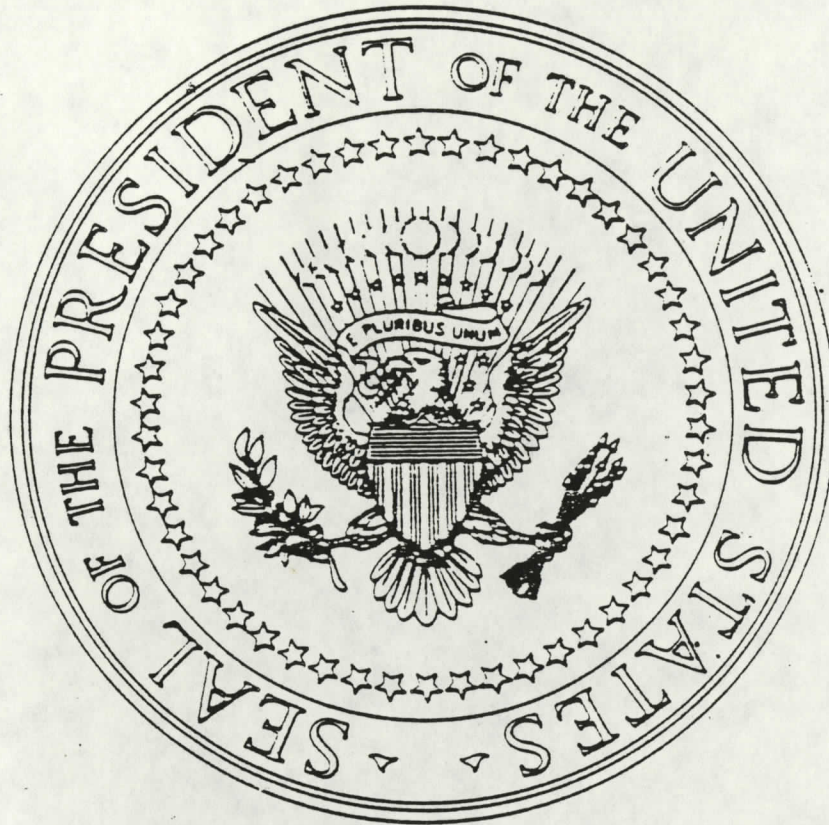
This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Advance, White House Office of
Series: Hazelrigg, Peggy, Files
Subseries:

OA/ID Number: 06987
Folder ID Number: 06987-008

Folder Title:
Binder: Advance Office Operations Manual [2]

Stack:	Row:	Section:	Shelf:	Position:
G	9	18	2	1



**THE TRIP OF
THE PRESIDENT TO
KENTUCKY,
KANSAS, AND
CALIFORNIA**

June 29 - July 5, 1983

THE WHITE HOUSE
WASHINGTON
TRIP OF THE PRESIDENT
TO
LOUISVILLE, KENTUCKY
SHAWNEE, KANSAS
LOS ANGELES, CALIFORNIA
AND
SANTA BARBARA, CALIFORNIA

Wednesday, June 29 - Tuesday, July 5, 1983

Wednesday, June 29, 1983

- EVENTS:
- 1) U.S. Skill Olympics Demonstration
 - 2) Address 19th Annual National Vocational Industrial Clubs of America Leadership Conference and Skill Olympics
 - 3) Meeting with Leadership of National Student Organizations
 - 4) Photo Opportunity with Kentucky GOP Leadership
 - 5) Departure en route Shawnee, Kansas
 - 6) Address 47th Annual National Association of Student Councils and National Association of Student Activity Advisors Conference
 - 7) Question and Answer Session
 - 8) Meeting with Leadership of National Association of Student Councils and National Association of Student Activity Advisors
 - 9) Departure en route Los Angeles, California
 - 10) Remain Overnight - Los Angeles

WEATHER: Partly Cloudy; Chance of Thunderstorms;
Mid-80's

DRESS: Men's Business Suit

Thursday, June 30, 1983

- EVENTS:
- 1) Commission on Excellence in Education Forum
 - 2) Meet with Students from Limited English Proficiency Clinic
 - 3) VIP Reception
 - 4) California Republican Party Salute to The President
 - 5) Departure en route Santa Barbara, California
 - 6) Remain Overnight - Rancho del Cielo

WEATHER: Mostly Sunny; Mid-70's

DRESS: Men's Business Suit

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. schedule	Re: Friday, July1, 1983 (1 pp.)	n.d.	(b)(7), (e)(f)	

Collection:

Record Group: Bush Presidential Records
Office: Advance, Office of
Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
WHORM Cat.:
File Location: Binder: Advance Office Operations Manual [2]

Date Closed: 8/8/2007	OA/ID Number: 09687-008
FOIA/SYS Case #: 2007-0753-F	Appeal Case #:
Re-review Case #:	Appeal Disposition:
P-2/P-5 Review Case #:	Disposition Date:
AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National Security Classified Information [(a)(1) of the PRA]
- P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P-3 Release would violate a Federal statute [(a)(3) of the PRA]
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

- (b)(1) National security classified information [(b)(1) of the FOIA]
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- (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- (b)(9) Release would disclose geological or geophysical information

Friday, July 1, 1983

PRIVATE TIME - RANCHO DEL CIELO

Saturday, July 2, 1983

9:06 a.m. Radio Address.
PDT

PRIVATE TIME - RANCHO DEL CIELO

Sunday, July 3 - Monday, July 4, 1983

PRIVATE TIME - RANCHO DEL CIELO

Tuesday, July 5, 1983

Return to Washington, via Los Angeles

ADVANCE

Louisville

AHEARN, RICK LEAD
BREIN, JEFF PRESS
OPFER, JIM WHCA

[REDACTED]
SUTTON, CMDR. WOODY MILITARY AIDE

Los Angeles

HOOLEY, JIM LEAD
BALLANTINE, GRIER PRESS
OHM, BOB WHCA

[REDACTED]
METZGER, MAJ. PETE MILITARY AIDE

Santa Barbara

KREMER, CECE LEAD
KREMER, CECE PRESS
YOUNG, STEVE WHCA

[REDACTED]
BROWER, MAJ. CASEY MILITARY AIDE

Kansas City

McCAY, WALT
ROBERTS, JOHN
HVOZDOVIC, MIKE

[REDACTED]
SUTTON, CMDR. WOODY

Long Beach

KREMER, CECE
ROSENKER, MARK
SKINNER, GLADYS

[REDACTED]
BROWER, MAJ. CASEY

PRESIDENTIAL ADVANCE OFFICE: 202/456-7565
WILLIAM HENKEL

Louisville Signal: 502/589-9671
Kansas City Signal: 816/421-4110
Los Angeles Signal: 213/278-6161
Long Beach Signal: 213/491-1301
Santa Barbara Signal: 805/965-0925

DETAILED SCHEDULE
WEDNESDAY, JUNE 29, 1983

6/28/83 4:00 p.m.

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
02. schedule	Wednesday, June 29, 1983 (17 pp.)	6/28/83	(b)(2)	

Collection:

Record Group: Bush Presidential Records
Office: Advance, Office of
Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
WHORM Cat.:
File Location: Binder: Advance Office Operations Manual [2]

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THURSDAY, JUNE 30, 1983

6/28/83 4:00 p.m.

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
03. schedule	Thursday, June 30, 1983 (14 pp.)	6/28/83	(b)(2)	

Collection:

Record Group: Bush Presidential Records
Office: Advance, Office of
Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
WHORM Cat.:
File Location: Binder: Advance Office Operations Manual [2]

Date Closed: 8/8/2007	OA/ID Number: 09687-008
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AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

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Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
04. schedule	Detailed schedule of the return of the President (7 pp.)	07/04/83	(b)(2)	

Collection:

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Office: Advance, Office of
Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
WHORM Cat.:
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THE WHITE HOUSE

WASHINGTON

SCHEDULE OF THE PRESIDENT

LOUISVILLE, KENTUCKY

SHAWNEE, KANSAS

LOS ANGELES, CALIFORNIA

Wednesday, June 29, 1983

- EVENTS: 1) Departure en route Louisville, Kentucky
2) U.S. Skill Olympics Demonstration
3) Address 19th Annual National Vocational
Industrial Clubs of America Leadership Conference
and Skill Olympics
4) Meeting with Leadership of National Student
Organizations
5) Photo Opportunity with Kentucky GOP Leadership
6) Departure en route Shawnee, Kansas
7) Address 47th Annual National Association of
Student Councils and National Association of
Student Activity Advisors Conference
8) Question and Answer Session
9) Meeting with Leadership of National Association
of Student Councils and National Association of
Student Activity Advisors
10) Departure en route Los Angeles, California
11) Remain Overnight - Los Angeles, California

DRESS: Men's Business Suit

WEATHER: Partly Cloudy; Chance of Thunderstorms; Mid-80's

8:40 a.m. Proceed to Marine One for boarding.

8:45 a.m. Marine One departs en route Andrews Air Force
Base. PHOTO COVERAGE

9:00 a.m. Marine One arrives Andrews Air Force Base.

9:05 a.m. Air Force One departs en route Louisville,
EDT Kentucky.

Flight Time: 1 hr. 20 mins.
Time Change: None
Food Service: Cont. Breakfast
Guests Aboard: Sec. Bell
Cong. T. Coleman
Cong. A. McCandless

10:25 a.m. Air Force One arrives Standiford Field,
EDT Louisville, Kentucky.

Deplane and greet:

Brig. Gen. Carl D. Black, Kentucky
Air National Guard, Base
Commander
The Hon. Mitch McConnell, Jefferson
County Judge (R)
Mr. Lawrence E. Forgy

Proceed to motorcade and board.

10:30 a.m. Motorcade departs en route Kentucky Fair and
Exposition Center. Drive Time: 10 mins. In
Limo: Sec. Bell; M. Deaver.

10:40 a.m. Motorcade arrives Kentucky Fair and Exposition
Center, East Wing.

Proceed to East Wing demonstration area and greet:

Mr. Larry Johnson, C.E.O., VICA
Mr. Bill Prince, Director of
Training and Government
Relations, VICA
Mr. Harold Lewis, Director, U.S.
Skill Olympics
Mr. Everett Lehmann, Co-Chairman
U.S. Skill Olympics
Mr. Eugene Hornberger, Co-Chairman,
U.S. Skill Olympics

View practice competition for the U.S. Skill
Olympics. EXPANDED POOL COVERAGE

11:00 a.m. Accompanied by Sec. Bell, proceed to holding room.

11:10 a.m. Accompanied by Sec. Bell, proceed to Freedom Hall
Coliseum off-stage announcement area.

Accompanied by Sec. Bell, proceed to dais for
Address to the 19th Annual National Vocational
Industrial Clubs of America Leadership Conference
and U.S. Skill Olympics and be seated. OPEN
PRESS COVERAGE, LIVE LOCAL TV

Richard Bearden, President, High
School Division, VICA, makes brief
remarks and introduction.

11:20 a.m. Proceed to podium for remarks.

11:30 a.m. Conclude remarks and return to seat.
Mr. Bearden makes brief closing remarks.
Accompanied by Sec. Bell, proceed to holding room.

11:40 a.m. Accompanied by Sec. Bell, proceed to Room A.

11:41 a.m. Accompanied by Sec. Bell, arrive Room A for meeting with Leadership of Vocational Student Organizations. OFFICIAL PHOTOGRAPHER ONLY

11:50 a.m. Conclude meeting and proceed to Room B.

11:51 a.m. Arrive Room B for photo session with Kentucky GOP Leadership. OFFICIAL PHOTOGRAPHER ONLY

12:00 noon Conclude meeting and return to holding room.

12:05 p.m. Accompanied by Sec. Bell, proceed to motorcade and board.

12:10 p.m. Motorcade departs en route Standiford Field.

12:20 p.m. Motorcade arrives Standiford Field. Proceed to Air Force One and board.

12:25 p.m. Air Force One departs Louisville, Kentucky en route Kansas City, Missouri.
EDT

Flight Time: 1 hr. 40 mins.
Time Change: - 1 hr.
Food Service: Lunch
Guests Aboard: Sec. Bell
Cong. T. Coleman
Cong. A. McCandless

1:05 p.m. Air Force One arrives Kansas City (Missouri)
CDT Downtown Airport.

Deplane and greet:

Mr. Christopher Bond, Governor,
Missouri (R)
Mr. Richard Berkley, Mayor, Kansas
City (R)
Mr. David Steelman, House
Republican Leader
Ms. Joanne Collins, City
Councilwoman (R)

Proceed to motorcade and board.

1:10 p.m. Motorcade departs en route Shawnee Mission Northwest High School, Shawnee, Kansas. Drive Time: 20 mins. In Limo: Sec. Bell; Gov. Bond; M. Deaver

1:30 p.m. Motorcade arrives Shawnee Mission Northwest High School.

Proceed to holding room.

1:35 p.m. Arrive holding room and greet:

Mr. Ross Doyen, State Senate
Leader (R)

Ms. Lydia Miller, Missouri
National GOP Committeewoman

1:40 p.m. Depart holding room en route off-stage announcement area.

Announcement

Proceed to seat on dais.

1:42 p.m. Mr. Robert Goodling, Student Chairperson, National Association of Student Councils, makes brief remarks and introduction.

Jill Neptune and Ann Wooster,
Conference Student Co-Chairmen,
present gift.

NOTE: Proceed to podium for gift presentation.

1:45 p.m. Make remarks. OPEN PRESS COVERAGE, LIVE LOCAL TV

1:55 p.m. Conclude remarks and begin question and answer session.

2:05 p.m. Conclude question and answer session and proceed to holding room.

2:07 p.m. Arrive holding room and greet:

Mr. Anson Williams, Co-star,
"Happy Days"

Mrs. Lorrie Mahaffy Williams

2:12 p.m. Accompanied by Sec. Bell, proceed to Room 12.

2:13 p.m. Accompanied by Sec. Bell, arrive Room 12 for meeting with Leadership of the National Association of Student Councils and National Association of Student Activity Advisors.
OFFICIAL PHOTOGRAPHER ONLY

2:20 p.m. Conclude meeting and, accompanied by Sec. Bell, proceed to holding room.

2:25 p.m. Accompanied by Sec. Bell, proceed to motorcade for boarding.

2:30 p.m. Motorcade departs en route Kansas City Downtown Airport. Drive Time: 20 mins. In Limo: Sec. Bell; Gov. Bell; M. Deaver

2:50 p.m. Motorcade arrives Kansas City Downtown Airport. Deplane and board Air Force One.

2:55 p.m. Air Force One departs Kansas City, Missouri en route Los Angeles, California.
CDT

Flight Time: 3 hrs. 30 mins.
Time Change: - 2 hrs.
Food Service: Dinner
Guests Aboard: Sec. Bell
Cong. B. Badham
Cong. A. McCandless
G. Skelton

4:25 p.m. Air Force One arrives Los Angeles International Airport.
PDT

Deplane and proceed to Marine One for boarding.

4:30 p.m. Marine One departs en route Santa Monica landing zone.

4:40 p.m. Marine One arrives Santa Monica landing zone.

Deplane and proceed to motorcade for boarding.

4:45 p.m. Motorcade departs en route The Beverly Wilshire. Drive Time: 12 mins. In Limo: Sec. Bell; M. Deaver

4:57 p.m. Motorcade arrives The Beverly Wilshire. Proceed to Suite.

5:00 p.m. Arrive Suite.

REMAIN OVERNIGHT: THE BEVERLY WILSHIRE HOTEL

THE WHITE HOUSE

WASHINGTON

SCENARIO

SUMMER YOUTH EMPLOYMENT ANNOUNCEMENT

WEDNESDAY, JULY 20, 1983

1:15 p.m. Summer jobs youth arrive Southwest Gate and proceed to Rose Garden.

NOTE: Refreshments will be available.

Other guests arrive Southwest Gate and are escorted to Diplomatic Room for holding.

1:20 p.m. Secretary Raymond Donovan arrives West Lobby and is escorted to Diplomatic Room.

1:30 p.m. Mayor Marion Barry and Mr. Bill Kolberg arrive West Lobby via Northwest Gate and are escorted to places on Rose Garden steps.

1:35 p.m. Diplomatic Room guests are escorted to their places in the Rose Garden.

1:45 p.m. THE PRESIDENT is announced and joins guests on Rose Garden steps.

Second Step, North to South:

Mr. Bill Kolberg
Mayor Marion Barry
THE PRESIDENT
Secretary Raymond Donovan

Third and Fourth Steps:

Summer youth employees

Sec. Donovan makes brief remarks and introduces THE PRESIDENT.

1:48 p.m. THE PRESIDENT makes brief remarks and presents check to Mayor Barry.

1:53 p.m. THE PRESIDENT concludes remarks.

Mayor Barry makes brief thank you remarks.

07/20/83 10:00 a.m.

1:56 p.m. Mr. Bill Kloberg makes brief concluding remarks.

1:58 p.m. THE PRESIDENT shakes hands with guests and departs the Rose Garden en route The Oval Office.

Guests depart the Rose Garden and depart The White House via Southwest Gate.

THE WHITE HOUSE

WASHINGTON

SCENARIO

SIGNING CEREMONY FOR WORLD FOOD DAY

EAST ROOM

FRIDAY, OCTOBER 14, 1983

12:45 p.m. Guests arrive Southwest Gate and are escorted to East Room via Diplomatic Room and Grand Staircase.

Platform guests arrive Northwest Gate and are escorted to Green Room.

1:10 p.m. Platform guests proceed to places in East Room.

1:15 p.m. THE PRESIDENT is announced and proceeds to lecturn on platform.

OPEN PRESS COVERAGE

NOTE: On the platform will be Secretary Block, Senator Thurmond, Cong. Gillman, Cong. Leland, Mr. Kimmel and Mr. LaForce.

THE PRESIDENT makes brief remarks.

1:20 p.m. THE PRESIDENT concludes remarks, proceeds to signing table and signs the proclamation.

1:25 p.m. THE PRESIDENT concludes and departs East Room en route The Oval Office.

10/14/83 10:00 a.m.

THE WHITE HOUSE

WASHINGTON

WORKING SCENARIO FOR THE VISIT OF
PRESIDENT CRAXI OF ITALY

THURSDAY, OCTOBER 20, 1983

- 11:28 a.m. ARRIVAL/GUEST BOOK SIGNING: Pres. Craxi and Ofcl. Party members arrive West Lobby and proceed to Roosevelt Room for guest book signing. [Outside: S&Ts; Cordon of Troops.]
- 11:30 a.m. OVAL OFFICE: Pres. Craxi proceeds into the Oval Office for a brief meeting and photo opportunity.
- NOTE: Weather permitting, photo opportunity will be on the colonnade in the Rose Garden.
- CABINET ROOM MEETING: THE PRESIDENT escorts Pres. Craxi into the Cabinet Room for an Expanded meeting.
- 12:15 p.m. REFRESHMENTS: THE PRESIDENT escorts Pres. Craxi and meeting participants via colonnade to State Dining Room for brief refreshments.
- 12:20 p.m. LUNCHEON: THE PRESIDENT escorts Pres. Craxi and guests to the Old Family Dining Room.
- 1:25 p.m. DEPARTURE: THE PRESIDENT escorts Pres. Craxi and guests to Diplomatic Reception Room. Guests are escorted to their places on toemarks outside the Diplomatic Entrance.
- 1:30 p.m. DEPARTURE STATEMENTS: THE PRESIDENT and Pres. Craxi proceed outside the Diplomatic Entrance to their places at the toast lecturn.
- THE PRESIDENT makes remarks.
- NOTE: Intepretation follows.
- Pres. Craxi makes remarks.
- NOTE: Interpretation follows.
- THE PRESIDENT bids farewell to Pres. Craxi.
- 1:40 p.m. Pres. Craxi and guests depart.
[Cordon of Troops]

10/20/83 10:00 a.m.

THE WHITE HOUSE

WASHINGTON

WORKING SCENARIO FOR THE VISIT OF
PRESIDENT CRAXI OF ITALY

INCLEMENT WEATHER

THURSDAY, OCTOBER 20, 1983

11:28 a.m. ARRIVAL/GUEST BOOK SIGNING: Pres. Craxi and Ofcl. Party members arrive West Lobby and proceed to Roosevelt Room for guest book signing. [Outside: S&Ts; Cordon of Troops.]

11:30 a.m. OVAL OFFICE: Pres. Craxi proceeds into the Oval Office for a brief meeting and photo opportunity.

NOTE: Weather permitting, photo opportunity will be on the colonnade in the Rose Garden.

CABINET ROOM MEETING: THE PRESIDENT escorts Pres. Craxi into the Cabinet Room for an Expanded meeting.

12:15 p.m. REFRESHMENTS: THE PRESIDENT escorts Pres. Craxi and meeting participants via colonnade to State Dining Room for brief refreshments.

12:20 p.m. LUNCHEON: THE PRESIDENT escorts Pres. Craxi and guests to the Old Family Dining Room for lunch.

1:25 p.m. DEPARTURE: THE PRESIDENT escorts Pres. Craxi and guests to Green Room. Guests are escorted to their places on toemarks in the East Room.

1:30 p.m. DEPARTURE STATEMENTS: THE PRESIDENT and Pres. Craxi proceed to the East Room to their places at the toast lecturn.

THE PRESIDENT makes remarks followed by Pres. Craxi.

NOTE: Intepretation follows both remarks.

THE PRESIDENT escorts Pres. Craxi and guests to the Diplomatic Room via Green Room and Grand Staircase.

THE PRESIDENT bids farewell to Pres. Craxi.

1:40 p.m. Pres. Craxi and guests depart.
[Cordon of Troops]

10/20/83 10:00 a.m.

THE WHITE HOUSE

WASHINGTON

SCENARIO

WELCOME HOME CEREMONY

MONDAY, NOVEMBER 14, 1983

11:15 a.m. Guests arrive Southwest Gate and are escorted to guest areas on South Grounds. Marine Band begins entertainment.

Members of the Cabinet and Representatives of the Korean and Japanese Embassies arrive N.W. Gate and are escorted to Diplomatic Reception Room.

The Vice President arrives Diplomatic Reception Room.

11:50 a.m. The Vice President, Members of the Cabinet, and Representatives of the Korean and Japanese Embassies proceed to their places outside on the South Grounds.

12:00 noon MARINE ONE arrives South Grounds, The White House.

OPEN PRESS COVERAGE

THE PRESIDENT and Mrs. Reagan, accompanied by Secretary Shultz and two Korean children, deplane and proceed to platform.

12:05 p.m. THE PRESIDENT makes remarks.

12:10 p.m. THE PRESIDENT concludes remarks and, joined by Mrs. Reagan, Secretary Shultz and the two Korean children, proceeds inside to Diplomatic Reception Room to meet the Gift of Life escorts for the Korean children.

Met inside by:

Kurt Weishaupt, Chairman
Gift of Life
Anthony Zeno, Board of Directors
Gift of Life
Murray Siegel, Board of Directors
Gift of Life

OFFICIAL PHOTOGRAPHER ONLY

11/14/83 11:00 a.m.

MONDAY, NOVEMBER 14, 1983

PAGE 2

12:15 p.m. THE PRESIDENT and Mrs. Reagan proceed to Residence.

12:15 p.m. Guests depart The White House.

11/14/83 10:00 a.m.

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
05. diagrams	Aircraft seating diagrams (17 pp.)	n.d.	(b)(7), (e)(f)	

Collection:

Record Group: Bush Presidential Records
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Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
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File Location: Binder: Advance Office Operations Manual [2]

Date Closed: 8/8/2007	OA/ID Number: 09687-008
FOIA/SYS Case #: 2007-0753-F	Appeal Case #:
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AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National Security Classified Information [(a)(1) of the PRA]
- P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

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AIRCRAFT SEATING DIAGRAMS

DIAGRAMS

Diagrams (TABS section) are done for the benefit of the advance team, USSS, WHCA, and for traveling staff.

Diagrams are the responsibility of the Lead Advance but are drawn by the Site Advance with the Press Advance's assistance. Not only are The President's movements to be shown, but additionally, movements of the staff, press and press pool are generally shown.

Diagrams must be sent to the Trip Coordinator via DACOM as soon as the site has been surveyed so that they can be re-drawn by the White House Graphics Department. Getting the diagrams into the Trip Coordinator early in the advance is critical as it takes a great deal of time to get them re-drawn, sent back to the Advancemen for approval and get revisions made prior to the printing of the final schedule.

Diagrams should be either hand-drawn (carefully!!) or they can be taken from the event site's pre-existing floor plans. If the latter, make certain that after all the movements are shown that the diagrams are still legible.

The diagrams should be titled when they are sent in as follows:

TAB
CITY, STATE
Location of Event
Name of Event
Date of Event

Also to be included in the TABS section are guest lists, head table arrangements (seating), etc.

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
06. diagrams	Diagrams (23 pp.)	6/29/83	(b)(7), (e)(f)	

Collection:

Record Group: Bush Presidential Records
Office: Advance, Office of
Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
WHORM Cat.:
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TABS

6/28/83 4:00 p.m.

INTRODUCTION

The advancement of the 1980's faces many unique and difficult tasks. For example, he must reconcile the desire for enthusiastic crowds surrounding the President with the realities of present-day security considerations. He must learn to work out reasonable compromises in terms of traditional rally tactics when they come into conflict with the mission of the Secret Service. Such long-established activities as handshaking along airport fences and rope lines, open motorcades and outdoor appearances may not be appropriate; and the advancement will have to search for ways to compensate for this apparent loss of Presidential "accessibility."

In addition, the advancement must temper the mission of putting the President in a colorful and mediagenic setting while being cognizant of keeping the Presidential image intact. The President must never be allowed into a potentially awkward or embarrassing situation, and the advancement is sometimes the only person who can keep that from happening. The advancement must learn to use judgement and discretion when deciding on approval for gifts to be presented. For example, an oversized cowboy hat, a live farm animal, an Indian headdress, or a Shriner's "Fez" could produce a decidedly un-Presidential photograph. Commonsense must be used to make sure that the dignity of the office of the President is never compromised by the well intentioned generosity of local partisans. It is the advancement who must use tact and diplomacy in keeping this type of situation from developing at his rally.

A good rally, complete with cheering crowds, is the result of careful planning and teamwork, all orchestrated by the advancement. It is his job to build the crowd, add the color, inspire the enthusiasm, and create the excitement. While a good advancement will develop his own successful methods over time, the purpose of this section is to provide some tried and proven methods of building a successful rally.

It takes many ingredients to make a good rally, and the advancement will quickly realize that the leaving out of any one of them can lessen the impact of a good rally on the media.

Perhaps the most important aspect of the advancement's job, and the most challenging, is the raising of a large and enthusiastic crowd for the President. Small mistakes or mishaps can be covered over or will go unnoticed if the crowd size is impressive; on the other hand, perfect logistical movements will not cover a small and unresponsive crowd.

The challenge that faces the advanceman in building a big crowd for the President is to educate and inform the public that a Presidential visit is taking place. In general, an incumbent President of the United States can draw a crowd in almost any town or state, but people have to be aware that he is coming first. Thousands will turn out just to see the President; but those thousands have to know that they can see him before they will turn out. On the other hand, even the most popular President will draw a small crowd if only a few people know he is in town.

It is the job of the advanceman to make sure that the public is educated and informed of his imminent arrival; he must inform as many people as possible, as quickly as possible, that they have an opportunity to see and hear the President of the United States at a certain place at a certain time.

How he goes about that job will determine the success or failure of his efforts. First of all, he cannot do it alone. He will need help -- lots of it. And he'll need a plan. That's what this chapter is meant to provide.

The advanceman is an appointer and a delegator; he is the "expert" who can show the local people how it's done, and must convince them that they must do it. As Tom Sawyer convinced his buddies that whitewashing the fence would be great fun, the advanceman convinces local supporters that leaving their businesses and families to take on a grueling effort will be a ball -- and it will be! The advanceman is the mover and the shaker, the stroker and the cajoler, the smoother of ruffled feathers and the soother of hard feelings. He is the leader of great team.

This chapter tries to explain how to build that team, and what it's challenges are. Each element of the plan is important, and when put together effectively, will lay the groundwork for a successful event for the President.

There is no greater reward for the advanceman than seeing a great event come to being. Every advanceman, no matter how jaded or experienced, can't deny the thrill of witnessing a large cheering crowd assembled under his direction. The excitement of the crowd is truly contagious, and is the advanceman's repayment for a job well done.

There is an old adage in advance lore that while failure is an orphan, success is claimed by many fathers. No where is this more true than in advance. When the event is a bust, it will certainly be your fault; yet a successful event will be claimed by many. The advanceman must give credit and praise to the local people who "made it all happen;" yet, inside, he holds the knowledge that it was his efforts that led to a successful event. He knows that there is a small group of others, around the country, who will recognize his efforts. Those advancemen,

former and present, who view the event through their television screens or their newspapers, will smile with the knowledge that another advanceman has created another "spontaneous outpouring." And each of them will share an inner pride in that event.

This is the advanceman's reward: the challenge of the task, and the knowledge that only a few -- but a very unique few -- will give credit where due. Those who look for public praise and gratitude should look elsewhere for their challenges. The true advanceman settles -- indeed, thrives -- on a quiet kind of satisfaction, and a private kind of pride.

Nothing can instill that sense of self-satisfaction as the building of a great public event.

EVENT SITE SELECTION

The site chosen for a rally or public event is critically important, because the success or failure of your event is dependent upon the size of crowd in relation to size of the event site. Remember that if you had a 10,000 seat arena and a crowd of 9,500 attendees, then the President would be reported to have appeared before a crowd that could barely fill the arena.

The following is a recommended check-list for choosing a rally site:

a) EVENT SITE SIZE

In choosing the event site, remember that the size of the event site is most important. Make sure that you can fill the hall, arena, auditorium, etc., which you choose.

Find out such vital information as: Has the event site ever been filled before? If so, how many times, and by whom? Is there a charge for admission -- (this will tend to lessen your attendance) -- or is the event free and open to the public?

In surveying event sites, keep in mind to weigh the proportion of the population of the city/town to the capacity of the hall; i.e. if the arena capacity is 10,000, and the population of the city is 60,000, you are reaching for an extremely difficult percentage of the population (over 15%) to achieve.

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
07. manual	Event site location (1 pp.)	n.d.	(b)(2), (b)(7), (e)(f)	

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b) EVENT SITE LOCATION

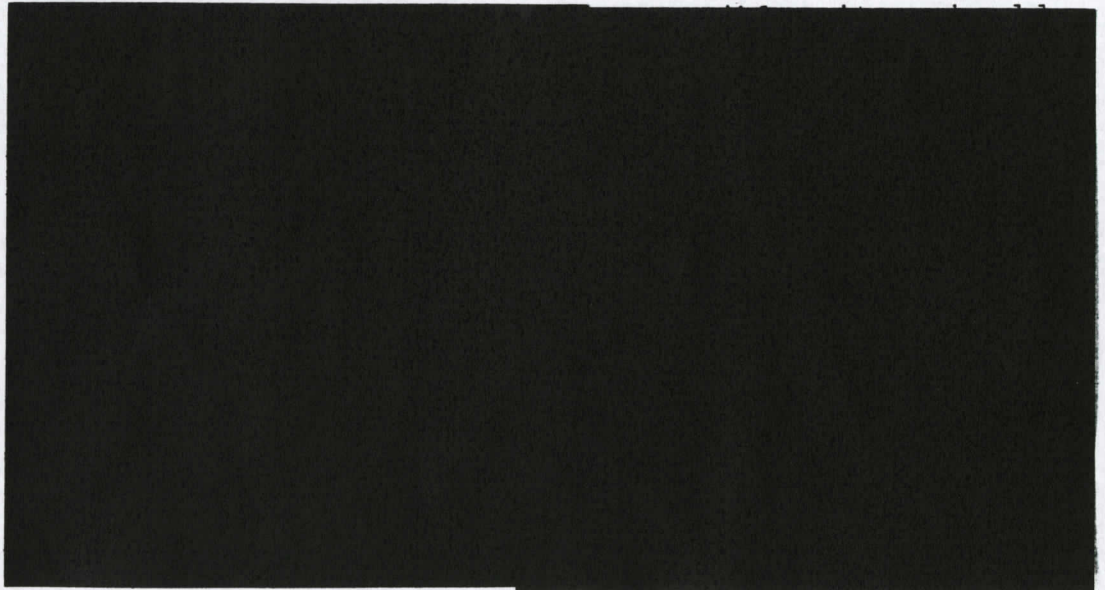
The main criterion for location of the event site is familiarity and accessibility by the local populace. Is the event site near a main population center? Is the community familiar with the site, and is it easily reached? Is the site near schools, shopping malls, main thoroughfares, and public transportation? These are all things the Advanceman should consider and discuss with the host committee.

c) EVENT SITE FLEXIBILITY

The "Collapsible Event Site" is a concept which has saved many an event by enabling the Advanceman to change the size of the hall or arena within a few hours.

The Advanceman should look for a site that has as few as possible "fixed" seats. If a fixed-seat location is unavoidable, consider using decorations or backdrops to cover seats which may not be filled. Examples of this would be large American flags, banners used to "Welcome the President," bunting, etc. Collapsible bleachers and folding chairs are ideal seating, since they can be taken away or set up in a matter of minutes, as needs arise. Also, one should look for removable backdrops or walls which can reduce or enlarge the crowd size based on ticket sales or distribution.

d) EVENT SITE ACCESSIBILITY



(b)(7) ! (b)(2)
(e)(5) !

e) EVENT SITE PARKING FACILITIES

A major consideration in site selection is the availability of parking for the crowd. People who arrive on time but cannot park are likely to give up and to home to watch your event on the news; or, they'll get a parking ticket for illegal parking, causing bad feelings later on. Make sure there is plenty of close parking. If remote parking is used, have "jockeys" to park cars, or shuttle vans/buses to move people.

A good measurement for parking availability in relation to crowd size is one parking place for every 2 1/2 people expected to attend. Also, consider traffic flow, in consultation with the USSS and the police department.

f) EVENT SITE TECHNICAL ELEMENTS

In making the selection of an event site, the advanceman should take into consideration whether or not the site can "support" the event. The following checklist helps determine the technical support elements conducive to a good event:

1. Sound System.

Have WHCA determine if the existing sound system is adequate. If not, determine the cost of augmenting that system or supplying a new one.

2. Lighting.

Work closely with your WHCA site officer to determine whether or not existing lighting is adequate in regard to television needs, or whether you must bring in additional or substitute lighting. In cases where you must contract for additional lighting, ask the WHCA officer to help you determine the fairness of the cost quoted, and to make sure you secure all the light you need but are not paying for more than you need. The rule of thumb, however, is to side with having plenty of good lighting as opposed to scrimping and ending up with not enough.

3. Power.

As the advanceman, it is your responsibility to determine if adequate power is available to supply all lighting and sound requirements; this includes the press platform, lighting bar, and President's platform. If not available, determine how much you are going to have to provide from outside sources.

4. Manpower.

The advanceman must determine whether or not the hall or arena carries an existing support crew or if he must contract from outside sources. This crew must include personnel who can do the following things:

- A) Fly (or hang) the Lighting Bar.
- B) Fly banners and backdrops.
- C) Set up staging, (Presidential and Press Platforms.
- D) Set up and maintain electrical power requirements.

Make sure that the crew can set the site a minimum of ten hours prior to the event, in order for you to check the site thoroughly and make necessary changes.

NOTE: When dealing with a union crew, consult with the crew foreman on a set-up timetable, keeping in mind such things as union minimum crews, break times and other union requirements.

TICKET DISTRIBUTION

Most events which the President will be attending will be those which will require a ticket for admission: 1. This is a valuable mechanism for getting word out to the public that The President is coming to town. 2. The ticket also serves as an invitation for one to see The President. Therefore, it is essential that you develop a systematic distribution and reporting system in order to disseminate those tickets to the widest possible number of people. The method of accomplishing this distribution is almost textbook by nature, and requires that you structure an organization to carry out this task. The following is a typical organization structure and an explanation of the function of each element:

Ticket Distribution Chairman

This person supervises and coordinates the activities of all the other members of the ticketing committee. He/she is the focus of all reporting by the other chairman within the ticketing structure. The position should be held by someone with leadership and motivational skills, proven organizational ability, who will dedicate total effort to carrying out the job, who is able to make determinations as to expected percentage return on the number of tickets distributed.

1. GOP Groups Chairman

This person is responsible for ensuring that all members and their families or groups within the party structure receive tickets and attend. Therefore, a party leader is the ideal person to head up this group. He/she should distribute tickets to the following types of GOP groups:

- Republican Steering or Central Committee
- County and Precinct Chairman
- Elected Republican Officeholders and constituents
- Republican candidates and their supporters
- President/Vice President Committee members, families, friends
- President/Vice President workers, volunteers and supporters
- Young Republicans, College Republicans, etc.
- Other Republican organizations

2. Fraternal and Civic Organization Chairman

This person should be responsible for contacting, identifying and turning out the memberships of organizations which tend to be community-minded, such as:

- Social fraternities and sororities
- VFW and American Legion Posts
- Fraternal Order of Police
- Boy and Girl Scouts of America
- 4-H, FFA, Farm Bureau and other farm groups
- Jaycees, Kiwanis, Rotary Clubs, others
- Senior Citizen homes and centers
- Fire House Auxiliaries

3. High School and Collge Chairman

This chairman is responsible for turning out as many students as possible from the local high schools and colleges. A good way to do this is to contact individual current events teachers, school organizations such as Key Clubs and Student Councils, or to ask the school board for permission to distribute directly to students. If all else fails, a supportive student can pass them out at lunch time in the cafeteria.

The chairman might be chosen from the Young Republicans or College Republicans: you should make sure that one person is responsible from each school to distribute tickets.

4. Religious Group Chairman

This chairman's chief responsibility is to distribute tickets among conservative church groups and to work with church leaders in urging ministers and pastors to encourage participation by the parish and church community.

5. Association Turnout Chairman

Responsibility of this chairman is to contact memberships of associations (trade associations, unions, professional organizations such as attorneys and doctors, etc.). A good idea is to look under "Associations" in the yellow pages.

6. Business and Merchant Chairman

Chairman of this group should be a Chamber of Commerce type who will contact key business leaders in the community and urge them to act as points of ticket dissemination to other merchants and businesses, and their customers (walk-in traffic).

NOTE: This chairman should also ask responsive merchants to put signs, posters, or banners in their shop windows welcoming the President to the city; not only for the President to see, but more importantly to generate a sense of historic and civic interest in the trip.

7. Outlying Cities Chairman

The Chairman of this committee should be a Republican leadership-type and should follow as a model the master plan for ticket distribution as outlined in the six points above, within communities outside the immediate town where the visit will be held.

This person should organize bus and car caravans from these areas to come to the event, with signs and banners listing or displaying their city or country's name on the side of the vehicles. This creates a favorable impression with the media and shows widespread, groundswell support.

LEAFLETS/HANDBILLS

"Leafleting," (the distribution of flyers announcing the upcoming Presidential visit in areas of dense population or heavy pedestrian traffic) can be an extremely effective crowd-raising technique, providing that it is done systematically and properly controlled. It is a cheap yet effective means of notifying a large portion of the population that the President will be appearing. But in order to be truly effective, it must be done in saturation, in targeted areas and carefully timed.

For example, although handbills are good crowd raisers, the percentage of people turned out per numbers of handbills is small. Therefore, you must plan to distribute proportionately many more handbills than the number of people desired. You should plan to distribute at least 10 times the number of handbills as the number of people you need to fill the hall or site. Recognize that a number of the handbills given out will be "throwaways;" that is, people will toss them away without reading them, or will be ignored, forgotten, or rejected.

It is important to remember the key elements to a successful crowd-raising campaign when leafleting is used as a primary technique; and keep in mind that if you decide to raise the crowd through this process - and in almost every case, you will want to -- do it right!

KEY ELEMENTS FOR LEAFLETING

1. Targeting

In consultation with the local political people, decide the areas to be "hit," friendly local police forces, etc. Use your own judgement (consider visiting likely sites at noon, rush hour, etc. when you have enough lead time to judge for yourself). Primary areas should include busy shopping centers near the site; downtown commuter traffic areas

(major commuter bus pick-up areas, large parking garages, etc.); sports arenas, convention centers, or other facilities where large crowds are expected; large plants or factories, or other places of high employment (hit during shift changes); heavy Republican wards or precincts; senior citizen centers (where resident are ambulatory; consider announcing transportation pick-up locations and times); busy office buildings near the site; heavily-trafficked lunch hour places near the site, etc.

Try to time distribution near the approximate time that the event will be held on a later day, so as to hit those most likely to be available (especially in those areas in proximity to the site of the event). Don't hit areas too far away from the site, or where people have no reasonable hope of reaching the event on time.

Ask the local people about places where crowds gather; is there a state fair going on? Is there a convention nearby? Is a local Republican candidate holding a rally in the week before your event?

2. Timing

Don't distribute leaflets too far in advance of the event that people are apt to forget about it. The message has to be immediate and compelling (see section 3 below). Try to begin leaflets 2 or 3 days before the event and keep hitting that area: saturation. Hitting 20 areas once is not nearly as effective as hitting 6 or 7 areas 2 or 3 times, if it is a populated area. Put heavy concentration on the day before and the day of the event.

3. The Message

Keep the message simple and clear, while making sure you say what you want to say. The fewer words, the better. Remember, this is an announcement not a news story. Your purpose is to quickly inform people that they have an opportunity to see and hear the President of the United States; if you give them too much to read, they may quit reading before they ever get to that point. You want to inform them, and motivate them. Therefore, try to make it sound exciting; make them want to attend. Make it sound like everybody is going to be there, and the'll miss something if they are not.

Include the important elements: Who, What, When, Where (sometimes Why)? Inform them that the President of the United States is coming; they can see him, and ought to; tell them where he is going to be, and when; tell them how to get there, and what is required to get in.

Photographs of the President, and possibly the Presidential Seal, draw attention to the leaflet. If the event is an airport rally, mention his arrival aboard "Air Force One;" many people will come to see the airplane alone.

Another important message is the one the volunteers give as they pass out the leaflets. Remember that most people don't like being handed a leaflet, because they think it is an advertisement for a product, or advocacy of a cause. Therefore, since you want them to look at the flyer, a verbal message is important. Have the volunteers deliver a quick, one-sentence message as they hand out the flyer; they can keep repeating it over and over: "Come see The President in Des Moines Saturday!" or "Meet and Hear the President here on Friday at the Civic Center!" Remind the volunteers to be courteous; to smile at people as they hand them the flyer, and say to thank you; tell them to be polite if a person refuses, and just move on -- don't answer rude people in kind, or try to make a point.

4. The Plan

Once you have targeted the areas you want to saturate, develop a strategic plan for distribution. Make a chart of the number of people you want on each day in each area, according to the number of leaflets you have targeted for delivery each day. Fill in the names of the volunteers who will be at each location for each day, and their phone numbers. Appoint one person to be in charge of each "drop-site," who will be responsible for having the people assigned to that site there on time, with the proper number of leaflets, and to supervise their activity. (This is especially important when using younger people, as they may become quickly bored and toss the leaflets in trash cans.)

Brief the supervisors on your goals. Make sure they have emergency telephone numbers to reach the person you have assigned overall responsibility for the distribution, in case of trouble or problems. (A "trouble desk" manned by someone you can rely on is a good idea). If the volunteers will be out during meals, arrange for the local party or someone else to provide sandwiches and soft drinks at the various locations. You might have someone in a supervisory position circulating among the various locations, giving a "pat on the back" to the volunteers and encouraging them to keep it up. Let them know that somebody knows they are out there!

IMPORTANT: Make sure you have checked to see if the areas you have targeted allow distribution; some shopping centers have a policy against it. If so, see if a friendly local person knows the owner or manager and can persuade him/her to "look the other way."

If a hotel is to be leafleted, use common sense. For example, if the event is called for a Monday afternoon, don't leaflet there until after check-out time Sunday; otherwise, you may be hitting people who will be leaving town before the event. Also, have the volunteers start on the top floor and work down; that way, if the management spots them and forces them to stop, they will probably have saturated most of the floors by the time they were spotted.

Have the person in overall charge of the distribution prepare a report for you at the end of each day reporting the number of leaflets passed at all locations, and a grand total for the day. This will not only give you an idea of how many are getting out, in case you need to reorder printing or change your plan, but also will give the supervisor a sense of a goal to meet.

GENERAL

Have the flyer printed on cheap, light-colored stock. Black print or blue print on white stock saves money, and colors aren't necessary. Get the best price possible for a mass order, if you can avoid printing smaller orders several times. Look for a reliable, friendly, supportive local printer who will give you a good, legal rate.

Consider a union bug (small, in the lower corner) if you are in a heavily-concentrated union area. Your local political people can advise on this.

Where it is legal, have volunteers place the leaflets, rolled into "tubes," inside door handles of parked cars. Be very careful about having them placed under windshield wipers.

Have them step into local merchants' places of business and ask for permission to scotch-tape some flyers in prominent places on the glass door or windows; tape on telephone or light poles, when it is permissible. Always try to get a location away from, or standing out from, other advertisements that might be there.

If the local school board president/principal are supporters, ask them to have a pile of leaflets put into every teachers' box for the students to take home for their parents as a "current events" thing. Try hitting bowling alleys on busy nights; pancake suppers at the fire house; community car washes, or boyscout dinners; basically, anyplace that people will be gathered.

Remember: Your local committee is the best source for places to be targeted.

TIMING THE CROWD ARRIVAL

The time you print on the leaflet as the President's arrival time is important to the success of your event. Having the crowd arriving at the same time as the President is worthless and utterly chaotic. Therefore, you must list the time of the event as at least one half hour prior to the actual Presidential arrival time. In this way, the house will be packed and full of anticipation by the time he walks in.

The local people are likely to give you a hard time about this, and you must carefully explain that it is essential that your crowd be in place at least 30 minutes before the arrival time. Work with the local committee to build a pre-event program of entertainment, which will help keep the crowd happy and in place. (See section on Building Color Into A Rally).

Make sure that you build enough time in prior to the anticipated Presidential arrival to get the expected crowd through the magnetometers which the Secret Service will make people pass through, to get people into the main hall and in place, out of the parking lots and arrival points, etc. With effort, you can make sure enough is happening at the event site to keep the crowd interested: local entertainment, speeches, bands, etc.

Posters

It is a relatively simple and inexpensive job for the printer who produces your flyers to also produce larger "circus-type" posters. This can be done by having the printer "blow-up" the camera-ready copy for the flyer into a larger size (24" x 36" for example).

These posters are excellent for placing in merchant's windows, on construction fences, at bus stops, and at other heavily-traveled locations.

Especially in rural areas, where house-to-house flyer delivery would be prohibitive and no shopping malls or other public gathering places exist, these posters are a good way to publicize the event. Ask country store owners for permission to place them on their front door, or near the cash register. Try to put them up at auction locations, sale barns, and other places where farmers are likely to gather. Seek permission to put them up at church and school bulletin boards.

ADVERTISING BY RADIO AND NEWSPAPER

In some cases, especially political trips in behalf of Republican candidates when the local committee is picking up the tab, or in the case of a reelection campaign for the President himself when the reelection committee is supplying a budget, you will be using paid advertising for crowd raising. This will almost always consist of radio spots and newspaper ads, since television time is usually so expensive as to be prohibitive.

If the money you are allocated is spent wisely and the advertising campaign designed well, paid advertising can be an extremely good way to draw a large crowd. Consult with your local political contacts as to which newspaper has the largest circulation, or tends to be read by the type and age of people you are trying to reach; find out which radio stations offer the largest audience, and at what times.

RADIO SPOTS

In most cases, you will want to place 30 second radio spots; 60 second spots are twice as expensive, and you can usually say all you need to say in 30 seconds. The most cost effective way to produce these ads is to have the disc-jockey at the radio station make a recording of the ad himself, in your presence. Not only will his voice be much better over the airwaves, but you save the cost of paying an advertising firm to produce and record. Ask the D. J. to have marching music playing in the background and have him read the script that you have approved.

As in the case of leaflets, your message should be simple: Who, What, When, Where. Jazz it up a little and add some music, but don't get too complicated or you'll lose the message. Have someone read the proposed announcement at moderate speed and time it; (remember that you have to leave a few seconds at the end for the disclaimer).

EXAMPLE:

:30 ad Presidential Appearance
(Background music: Stars and Stripes
Forever)

ANNOUNCER: Your chance to see and hear the President of the United States comes Saturday as The President comes to Des Moines! The President will speak at the Des Moines Civic Center at 2 p.m. on Saturday, January 3, and everyone is invited. There'll be musical entertainment and an address on vital issues by our President. Bring the family to this historic event. That's The President, Saturday, 2 pm at the Civic Center. Be there!

Paid for by (Political Disclaimer) John Doe,
Treasurer.

EXAMPLE:

:30 second ad

PRESIDENTIAL APPEARANCE
Musical background

ANNOUNCER: Attention all citizens of Podunk
for an important announcement. Senator John
Doe announces that the President of the
United States will appear at the Podunk Town
Square on Thursday, April 16, at 5 pm to
address the citizens of this state.

Repeat: The President will speak at the
Podunk Town Square this Thursday at 5 pm and
everyone is invited. Bring the family to
this exciting and historic event as the
President comes to Podunk! Thursday -- 5 pm
-- The President in the Town Square. Be
there!

Paid for by Senator Doe Reelection
Committee, Jane Jones, Treasurer.

EXAMPLE:

:30 ad

Music background: HAIL TO THE CHIEF

ANNOUNCER: Your chance to be part of an
historic event comes Friday as the President
of the United States arrives in Albany. The
President will arrive aboard Air Force One
at Albany Airport at 4:45 pm this Friday,
and everyone is invited to be there. There
will be bands, balloons, and excitement for
the whole family as Albany welcomes the
President. Be there Friday at 4:45 at
Albany Airport for The President.

Some things to remember:

1. Have the D. J. make another tape at the time which will be
played on the day of the event, which changes the day of
the week to "today."
2. Mention the time and place at least twice in the
announcement. Most people don't listen closely the first
time.

3. Remember that repetition is important. The first time people hear the announcement, they wonder if they heard right; they can't remember what he said the time and place were. The number of "impressions made" -- that is, the number of times a person hears it -- is important and helps create a sense of urgency and importance to the event.
4. Remember that the more the ad sounds like a news announcement -- having the D. J. record it helps -- the more impression it makes. Don't make it too theatrical or "jazzy."
5. Carefully consider how you want to spend whatever money you have allocated to radio. For the price of one ad on a big station, (with expensive rates), you might get 5 spots on a smaller station which targets a better type of audience (older people or country fans as opposed to teenagers listening to rock). If you keep in mind that the one spot hits a lot of people, but only once -- if you've missed it, you've missed it! -- you might rather go with repetition on a smaller station. It's a matter of judgement.

NEWSPAPER

Few means of advertisement catch a person's eye better than a full page ad on page 3 greeting them with the morning coffee. However, the decision as to whether or not to spend money on newspaper ads, and how much space to buy, must be made in careful consideration of the overall budget.

As in radio advertising, remember that there is no need to go into expensive production costs in order to be effective. Many an inexperienced advancement man have been burned by having a big share of his advertising budget go to a local media-relations firm for production and placement costs for ads. You can design these ads as effectively without having to pay so-called "experts" -- remember, this is a simple ad to inform people of the event, not the introduction of a new product.

Check the costs of advertisement in all daily and weekly papers in the immediate target area. Weigh, in accordance with your overall newspaper budget, where you can spend on a priority basis. The large dailies should be given great weight, of course, but their larger cost will mean a smaller ad -- therefore, placement is important! On the other hand, you can probably buy a full page ad in a smaller daily or a weekly, but there is a trade off in terms of numbers of people reached. A balanced ad campaign takes in all of these factors and results in maximum coverage allowable with the funds available.

Planning the Newspaper Ad Campaign

The first step is to do a layout sketch of what you want; include a photo of the President, and as in the case of the leaflet, keep the message simple. (You may want to imitate the leaflet, if it has been done well.) Use large, block type, emphasizing the key words: President, City, Place, Date, Open to Public, etc. If you have lots of space, don't necessarily fill it with words; clear spaces emphasize the important words; or, add an eagle or another design which the newspaper will have in its ad files. It is always essential to mention the parking plan.

GENERATING FREE ADVERTISING THROUGH LOCAL MEDIA PLAN

The advanceman can generate valuable free publicity for the visit through a carefully planned and executed program for release of trip information to the local press. Especially on trips with no or little advertising budgets, this type of publicity can be extremely helpful in generating interest in the visit, and thus building crowds. In towns and communities which have not seen a Presidential visit in some time, the type of interest you can provoke through local news stories about visit preparations, the history of Presidential visits, Presidential airplanes, Marine One, etc., will help to enlarge crowd size and enthusiasm.

A note of caution should guide you: always check with the Director of Advance before implementing the portions of your local news plan which highlight the logistical arrangements that accompany Presidential travel (AF-1, Marine One, etc.). In recent years, negative news stories about the costs involved in Presidential travel have appeared. Therefore, use the Director's guidance before issuing information. Refer press inquiries as to costs, manpower, security requirements, etc. required for a Presidential trip to the White House Press Office in Washington.

The Lead Advanceman should work out a local news plan with the press advanceman, with the latter having responsibility for carrying it out under the supervision of the former.

There are many elements of a good local news plan, and several areas which can be included which will generate "color" stories, human interest features, or "side-bar" stories.

1. ANNOUNCEMENT OF THE VISIT

The White House Press Office will make the initial announcement of the visit. Once that announcement is made, the press advance man should release the announcement and whatever details have been "cleared" for release to the local media. This is a good opportunity for the press advance man to develop a cooperative relationship with the local press. By making them feel that he is being forthcoming with information, or that they are receiving important and current information, he can help ensure a better story.

The advance man has a great capability here to generate news concerning the visit, through a little cultivation and solicitation of the local press. A helpful photograph of the President, a smooth and on-time credentialing operation, prompt return of reporters' phone calls, all help create a good relationship between the press advance and the local media.

2. PRESS BRIEFINGS

In coordination with the White House Press Office and the Advance Office, and with the approval of the Press Advance man should hold periodic briefings for the local press. At these briefings, he should discuss details of the trip that have been cleared for release, such as arrival times and locations, press logistical arrangements, lighting and power arrangements at the sites, press entrances and exits into sites, local "pool" arrangements (when a local pool will be permitted), credentialing information, transportation arrangements, etc.

Not only does this information help avoid time-consuming questions later on, but it helps create a sense of recognition that the advance staff recognized this job of the press.

3. PERIODIC SUPPLEMENTAL RELEASE

The press advance man should issue periodic releases on additional information on the trip which has been cleared by the Lead Advance man. This information would include items which could create another news story -- the fact that The First Lady will be accompanying the President, that the U. S. Senators

will be with him on AF-1, etc. -- thereby generating additional publicity. For this reason, the press advancement man should consider not releasing all the information he has at one time, but staggering it over a few days. In this way, he can create two or three days of stories about the visit, each of which will undoubtedly repeat the vital information which you are trying to get out -- the President's arrival time and place

4. COLOR STORY AND PUBLIC INTEREST INFORMATION RELEASES

The public loves details about how a Presidential visit works, and loves to see the Secret Service agents, the cars, and all the rest almost as much as they want to see the President. Therefore, the advancement man should spark an interest among the populace in turning out to see the "historic event." He can do this through release of information and photographs about Air Force One, Marine One (when applicable), the White House, previous Presidential visits to the area, etc. (At an airport arrival that's open, many people will turn out just to see AF-1 alone!)

The advance office in Washington should provide kits containing this information and photographs; however, the advancement man should use them wisely, perhaps doing a little at a time to selected newspaper editors, rather than passing out the whole kit to all local press.

5. FIRST LADY INFORMATION

Much extra publicity can be gained by feeding the public's (and the press') appetite for information about The First Lady. When she will be accompanying the President on a visit, a separate local news plan should be developed for her alone.

Photographs of the First Lady should be provided, along with biographical information. The press advancement man should contact "Women's Editor" types and Society Page reporters with photographs and bios for them, too. (Often times a newspaper will run a color story on the First Lady and her life, interests, etc. in conjunction with the visit.)

Refer queries for specific information on the First Lady's interests, etc. to the First Lady's office in the White House.

6. PUBLIC PARTICIPATION ARRANGEMENTS

Many newspapers, radio stations, and television stations will give coverage to "crowd access" information, such as the locations of the crowd entrance gates, the time gates will open, where and when the crowd can best see the President, etc.

Often newspapers -- and event television newscasts -- will show shaded parking areas on blow-up maps of the event area. Especially in the case of official events, the news media will sometimes be surprisingly cooperative in informing the public where to park, when to arrive, the best routes, etc.

7. PUBLIC SERVICE ANNOUNCEMENTS

The press advancement should work with local press to generate "public service" type stories regarding information which will be helpful to the public at large (parking arrangements at the event, how and where to get tickets, etc).

Again, this serves a dual purpose; it alerts the public to this information, and it also repeats and reemphasises the fact that a visit is forthcoming.

8. PERSONAL VISITS TO LOCAL MEDIA

There are situations when a key local contact (State or County Chairman, etc.) can make personal calls on the media to talk about the upcoming Presidential Visit. This works best in the small to medium sized towns where T.V., radio, and newspapers are always looking for more information on the visit. Using a known and articulate figure in the community enhances the chances of getting free media coverage in this instance.

9. LOCAL PRESS CONFERENCES

In some situations where crowd building has been difficult, you may want to have the State or County Chairman, etc., hold a press conference one or two days before the visit to discuss details of what will take place while the President is in town. However, this must first be approved by the Press Office and issues should not be discussed.

10. PHONE BANKS

Local phone banks organized in campaign headquarters or in homes is another effective way of notifying the public of the upcoming visit. This must be carefully coordinated in that a written script should be given to each caller and phone lists must be organized to avoid duplication.

MISCELLANEOUS NOTES

1. Remember that you can use a little more leverage on asking for "public service" announcements of the visit with those radio stations and newspapers from which you are buying substantial advertising time, as previously discussed. Radio stations have been known to announce the visit as a news event at every newsbreak, especially if subtly reminded by your local media chairman that purchases of ad time have been made at that station.
2. Ask local people about "human interest" type anecdotes or stories. Is a family member or former teacher of the President a community resident? These kinds of stories make "Style Page" stories in many cases.

BUILDING A COLORFUL EVENT

The "color" of an event is what makes the evening news, the front page of the newspaper, the magazine photograph. While a big crowd and a band make a good event, a great event is the result of that extra bit of imagination which you provide and that added measure of incentive and pride which you instill in the local planners. Its the flags, the signs, and the confetti; the marching bands, the bunting, the Cub Scouts and whatever other ingredients you can add, which will show a composite of what this country -- and The President -- are all about.

It is the careful orchestration of an event which transmits the excitement for the President through the camera lense to the people at home.

The advanceman must establish a committee to locate, identify, and execute color items of the event. The following is a list of the recommended committees:

a) ENTERTAINMENT COMMITTEE

The Entertainment Chairman and his committee should compile a list of all bands, choral groups, drill teams, cheerleading groups, and other entertainment groups which are available for the event.

Each group or unit on the list should be described to the advanceman, who will need to make the determination as to whether the group will be used. (NOTE: The Advanceman should use as many groups as possible, but must be careful that he does not commit to more groups than he can reasonably fit into the program.

The Entertainment Committee should look for the following elements:

1. Master of Ceremonies (M.C.)

The M. C. is the foundation of the program and is responsible for developing and implementing the program. A good M. C. is invaluable in helping to generate and maintain crowd enthusiasm. He will introduce the various entertainment groups and inform the crowd periodically of the President's progress (i. e. his arrival at the airport when he is en route the event site, etc.). He will introduce dais guests, recognize VIPs, make sure each entertainment element gets a chance to be seen and heard, etc.

A good M. C. might be a local TV or radio personality, entertainment celebrity, or other well-known figure. Rehearsal and a written program for the M. C. is a must for a successful, smooth-running program.

2. BANDS

High School and College marching bands are the best bands to use; they add much more color than a combo or stage band. Rehearsal of the band with WHCA is critical. At least one band -- ideally, your largest and best band -- must be able to play "Ruffles and Flourishes" and "Hail to the Chief."

The use of bands playing patriotic, upbeat numbers is critical to generating the excitement and enthusiasm of the event. The advancement should find out what Sousa-type march numbers the band can play; a few suggested numbers would be:

WASHINGTON POST MARCH
NATIONAL EMBLEM
STARS AND STRIPES FOREVER

NOTE: Your anchor (or main) band should play during the time the President proceeds onto the stage, when he is introduced and during his exit until the Presidential party has departed the building.

Secondary bands should be used at least one hour prior to the President's arrival to entertain the crowd as it enters and is finding seats.

3. CHEERLEADERS AND POM-POM GIRLS

Cheerleaders are colorful, crowd pleasing additions to the high school and college bands, and will usually be willing to accompany the band to the event. The advancement should have the cheerleaders rehearse slogans and cheers and select a person to cue the cheerleaders on the President's arrival, introduction and departure.

Cheerleaders should be stationed either on or near the stage (within the camera shot) to add a pep rally-like atmosphere to the event.

4. DRILL TEAMS

Similar to cheerleaders, drill teams can be use to line entrance routes, to adorn the stage or balconies, or otherwise herald th President's arrival. (Note: while some drill teams carry flags, those that carry make-believe rifles will have to be checked by the Secret Service.)

b) DECORATION COMMITTEE

The Decoration Chairman and his or her committee along with the advanceman should develop a decoration plan for the event site. This plan should include the materials needed, where to locate them and at what cost. The committee should try to borrow as much of the decoration material as possible and have a person or persons selected to pick up and return these items. The plan that the advanceman and the committee develop should begin by establishing the theme of the event (i.e., political, patriotic, institutional, etc.) and should lay out the type of signs needed, amount of bunting and fans, number of flags and their locations.

1. Stage Decoration

Decorating the President's stage is the most important item in the advanceman's decorating plan, due to one fact -- "that every local and national television and still camera will be trained on the President and the stage that the advanceman has created." Careful thought should be given put into what backdrop and banners are placed on the stage.

a) Backdrops

A ten-foot high Royal blue backdrop is traditionally used, but don't limit yourself to just a traditional backdrop. Imagination is the key. For example, a backdrop of hay for a farm rally, a backdrop of a group of Boy Scouts for a civic rally, or a backdrop of a dozen American flags or a huge American flag for a patriotic event. In setting your backdrop, remember that the backdrop should always send a message within the photograph.

b) Banners

In using banners, try to keep the message simple. Give the location and a short message (i.e. Knoxville's Salute to The President or Durenburger for U. S. Senate, Minneapolis Rally). In hanging banners, never hang a banner directly behind the President's head. Always keep the banner 8 1/2 to 9 feet above the stage floor and ideally 1 foot below the top of the backdrop. Banners should be 3 feet wide and approximately 15 to 20 feet long depending on the distance of the press platform from the stage. Have a professional sign painter make your banner on a light colored, low reflecting oil cloth using dark colored lettering and border.

2. Bunting and Fans

This material is expensive but usually can be borrowed from a local fair, church or rodeo. Bunting and fans should be used on the Presidential stage along the railing and balcony of the arena. The bunting should always be hung with the blue stripe of the bunting the highest.

3. Hats and Hand-held Flags

The advanceman should ask the local host committee to purchase skimmer hats and hand-held flags for the rally guests. This helps to add color to your event and crowd participation. Skimmer hats and flags can be purchased from local novelty and specialty stores. Bumper stickers from the host political committee should be placed in the front and rear of the skimmer hats and passed out to the crowd forward of the press platform. Hand-held flags should be no smaller than 7 x 8 inches and passed out to a concentrated area forward of the press platform.

4. Homemade Banners

Horizontal and vertical homemade banners made from different colored butcher paper and tempera paint can add that extra bit of color to the event. The Decoration Chairman should establish a group of young, artistic volunteers to have a banner-painting party to create a combination of horizontal and vertical banners with messages showing support for the President. These banners should be hung from railings, balconies, rafters, along the perimeter wall of the arena and in any area that is in view of the camera platform.

5. HAND-HELD SIGN COMMITTEE

The Hand-held Sign Chairman and his or her committee should purchase a large quantity of different colored poster board and tempera paint and should establish a large group of volunteers that can have several sign-painting parties. A local church, gymnasium or school cafeteria is a good location for these parties. The local volunteers should be briefed that short supportive messages are the best but encourage them to use their own original thoughts. An assembly line process of penciling-in the message, painting the sign and letting the sign dry is the quickest method to mass produce hand-held signs.

The hand-held signs should be distributed among the event site seats (forward of the press platform) before the crowd arrives, holding back approximately 20 percent of the signs to be distributed in key areas (i.e. special group seating). As many signs as possible should be two-sided, especially those distributed between the press platform and the podium.

6. BALLOONS

Balloons provide a very quick but exciting form of color. There is nothing more spectacular than the site of thousands of balloons rising into the air or falling to the floor. Timed correctly, a "balloon rise", "balloon drop", or a simultaneous "rise and drop" is a great climax at the very end of a rally.

A. Balloon Rise

A successful balloon rise entails releasing at least 2500-3000 red, white, or blue balloons (the more the better) directly behind the stage where everyone, especially the press, can see the balloons floating up into the air. (The President must know about the rise behind him so that he can also acknowledge the color with the audience). For an inside rise, it is imperative that you receive permission from the Hall manager since the helium balloons will take a couple of days to fall. Make sure that the T.V. lighting will cover at least the beginning of the rise for better T.V. and still photo coverage.

A. Balloon Rise (continued)

For outside rises, it is important to compensate for wind. Check the wind direction in order to determine which way the balloons will travel as they are released. For example, if balloons are released center stage on a windy day, they will most likely begin to rise beyond the stage. If it appears very windy, it would be best not to attempt a balloon rise.

1. Equipment

Make sure to get helium quality balloons that are 10" to 12" in diameter. Normal balloons will not hold helium. Contact a local air products company and determine how many tanks of helium will be needed. Ask for a supervisor from the company to assist in moving the tanks and changing the nozzels. Helium tanks that are mishandled can be dangerous. Request the rubber attachments for blowing up balloons.

"Balloon tents" work best for containing the balloons once they are filled. Be sure to obtain tents that can be filled from the sides. The roof of the tent must be the type that can be rolled back in order to release the balloons. These tents can be rented from convention supply companies or can sometimes be obtained from funeral homes. If there is not a space limitation, then semi-trailors with canvas tops that can be rolled back work very well.

2. Volunteers

A number of good volunteers are needed to make a balloon rise work. Even helium quality balloons will deflate rather quickly once filled. Therefore, you must have enough volunteers to begin inflating all balloons and filling the tents no more than six hours in advance of the President's arrival. Keep in mind, you must allow enough time for the Secret Service to complete their sweep prior to the President's arrival. Select your best volunteer to be the supervisor.

B. Balloon Drops

Balloon drops are much more difficult than rises. Many advancement have experienced the embarrassment of balloon drops that never dropped. The best rule to follow is to find someone experienced at this who works for the facility you are using. And even though this person has done a number of successful drops, he or she must practice dropping small numbers of balloons once the rigging is in place.

The rigging suspended from the ceiling must be hung so the balloons fall into the buffer zone between the podium and the crowd line. This will allow the T.V. lighting to cover the drop effectively for optimum media coverage. Balloons must not fall onto the stage. Once again, The President and the press must know in advance about the balloons.

1. Equipment

As with reses, you must have red, white and blue helium balloons that are 10" to 12" in diameter. Air, not helium, should be obtained from the local air products company along with a supervisor to change tanks. Cotton netting (nylon causes static electricity) or plastic sheeting should be used to contain the balloons.

Heavy duty rip cords must be used to separate the netting or plastic sheeting to enable the balloons to fall. Make sure hydraulic lifts are available to fill the nets already suspended or to lift the nets already filled into position. In either situation, the Secret Service must sweep the balloons before they are placed into position.

2. Volunteers

A number of volunteers will be needed to make this effort work. However, helium quality balloons will hold air much longer than they will hold helium. Thus, the volunteers can start up to 24 hours in advance of the event. Once again, select your best volunteer to be the supervisor.

C. Simultaneous Balloon Rise/Drop

This is essentially a combination of what has just been described. The scene can be magnificent if orchestrated properly. It is strongly recommended that you experience several successful rises and drops before attempting both together.

General

As with anything else, balloons and associated equipment can be expensive. Be sure to get the approval of the host committee before acting. Even though balloons are spectacular, they are generally the last item that the host will pay for. Thus, it is up to the advanceman to do the selling job.

ADVANCEMAN'S CROWD-RAISING CHECKLIST

1. LOCAL NEWS MEDIA PLAN

- Announcements and advisories (Press Advance)
 - Initial Announcement
 - Calls to Media Outlets
 - Local Chairman contacts
 - Continuing announcements
 - First Lady to Accompany
 - Cabinet Members to Accompany
 - U. S. Senators and Congressmen
 - Airport Greeters
 - Local entertainment groups to appear
 - Other local involvement
 - "Presidential Aura" information releases
 - Air Force One
 - Marine One
 - Presidential Seal and Flag
 - Past Presidential Visits
- Public Service Announcement Calls
 - Press Advance calls to media personalities
 - Local Chairman calls to media personalities
 - Location, Parking, Times, Dates, Entertainment

2. PUBLICITY CAMPAIGN

- Ticket Distribution
 - Appoint various Chairmen
 - Establish distribution centers
 - Daily reports and oversight
- Handbills and Leaflets
 - Establish chairman and committee
 - Establish distribution points
 - Targeting/Timing
 - Supervision
- Paid Advertising
 - Carefully placed "buys"
 - Simple and Direct message
 - Low Production Costs
 - Targeting/Timing/Placement
- Supplemental Publicity
 - Marquees
 - Portable signs
 - Posters in shop windows
 - Announcement at Public Events
 - Press Conferences
 - Phone Banks
 - Sound Vehicles (check for permits)

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
08. manual	Press Advance Guidelines (18 pp.)	n.d.	(b)(2), (b)(7), (e)(f)	

Collection:

Record Group: Bush Presidential Records
Office: Advance, Office of
Series: Hazelrigg, Margaret J. (Peggy)
Subseries:
WHORM Cat.:
File Location: Binder: Advance Office Operations Manual [2]

Date Closed: 8/8/2007	OA/ID Number: 09687-008
FOIA/SYS Case #: 2007-0753-F	Appeal Case #:
Re-review Case #:	Appeal Disposition:
P-2/P-5 Review Case #:	Disposition Date:
AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National Security Classified Information [(a)(1) of the PRA]
- P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P-3 Release would violate a Federal statute [(a)(3) of the PRA]
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

- (b)(1) National security classified information [(b)(1) of the FOIA]
- (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- (b)(9) Release would disclose geological or geophysical information

The Trip of the President

Louisville, Kentucky



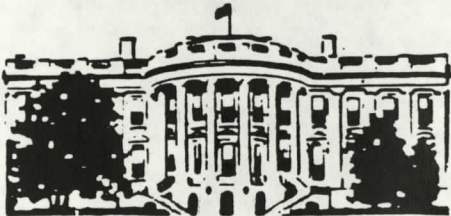
June 29, 1983

NAME

AFFILIATE

PRESS

THE TRIP OF THE PRESIDENT
TO
CALIFORNIA
JUNE 29-JULY 5, 1983



NAME

AFFILIATE

PRESS

The Trip of the President

Kentucky, Missouri, and California



June 29-July 4, 1983

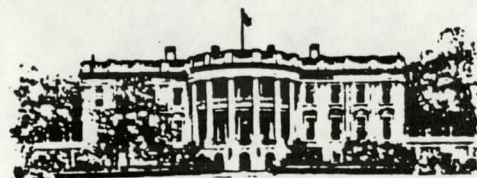
NAME

AFFILIATE

PRESS

The Trip of the President

Kansas City, Missouri



June 29, 1983

NAME

AFFILIATE

PRESS

Withdrawal/Redaction Sheet (George Bush Library)

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09. Manual	Hotel Advance (9 pp.)	n.d.	(b)(2), (b)(7), (e)(f)	

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- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

- (b)(1) National security classified information [(b)(1) of the FOIA]
- (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- (b)(9) Release would disclose geological or geophysical information