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MEMORANDUM

TO: H. R. Haldeman cc: Dwight Chapin
FROM: Roger E. Ailes
DATE: May 4, 1970
SUBJECT: WHITE HOUSE TELEVISION

HOUSTON

(1) Arrival of cars in Houston was good, exciting, but a little long. Nixon's entrance through crowd looked good.

(2) There was an audio lag after the announcer introduced President and Mrs. Nixon. The networks don't seem to mike for crowd reaction so it might be good to ask the director to do a cut-away shot in these instances.

(3) At any ^{or indoor} outdoor event the President must assume that he is on camera at all times. There was one bad shot of him sneaking a look at his notes after he got to the platform in Houston.

(4) I think it is important for the President to show a little more concern for Mrs. Nixon as he moves through the crowd. At one point he walked off in a different direction. Mrs. Nixon wasn't looking and had to run to catch up. From time to time he should talk to her and smile at her. Women voters are particularly sensitive to how a man treats his wife in public. The more attention she gets, the happier they are.

That's why we should be inside

- you feel him

(5) The President looked good outdoors with his hair blowing in the wind, but I think he should wear make-up or at least beardstick even for these appearances. A double layer of beardstick should be applied to the area above the upper lip. He is especially dark there.

I disagree if he's going thru the crowd

(6) Advance men should be instructed to pay particular attention to the crowd area behind the President when he speaks outdoors. In every case people were sitting on others shoulders and raising cameras into the shot which made it distracting. Once the crowd is assembled, they should be informed that this cannot be done in the area of the camera lens. Also, whenever possible, there should be no access route back and forth behind the President. Otherwise you end up with the President in the foreground making touching remarks and people walking across in the background paying absolutely no attention. Unfortunately, this is even done through a prayer or the National Anthem.

Absolutely

HAWAII

(1) I watched the CBS playback and they lost the Dan Rather audio so Cronkite had to fill over the beginning from New York. However, this did not look too bad.

✓

(2) Again, the crowd behind the President was distracting and managed to foul up our Hawaii shot part of the time.

Right!

(3) Ron Walker did an excellent job of staging in general and the ceremony itself was good. Also, Tim Elbourn handled himself very well.

Good

VIET NAM ADDRESS

(1) The Viet Nam address from the Western White House looked good. The President did the best job of reading that he has ever done. I had five or ten minutes with him prior to this broadcast and a few extra minutes to check out his lighting. During this time he seemed to loosen up considerably.

✓

(2) Someone said that they thought perhaps he had a yellow cast to his make-up. On the play-back I watched this was definitely not the case. In fact, his make-up was every bit as good as Ray Voegel's. ✓

(3) At one point on the tape I could hear crosstalk in the background at a very low level. When I moved up to the set to try to tune it in, I was unable to hear it. Ev Aspinwall, the pool producer, denies any crosstalk and some people said it was very loud and annoying. They are probably both right. Because of all the various inputs and outputs involved in audio transmission of this type the crosstalk probably did exist but was not apparent in some cases and very apparent in others. This should have been discovered during the audio check-out, however, apparently did not exist at that time. I can keep this from happening in the future, however, as you know, I am walking a very fine line on how much I can actually say to the networks without creating a situation where they scream "management of news." How firm a position would you like me to take and do you want me to run the risk of getting these guys angry every time. Frankly, there have been times that I have pushed it just short of a major blow-up. In fact, apparently one of the networks has informed Ziegler that I am no longer allowed in their truck because I made them change the backlighting just prior to broadcast. (I'm not sure which network this is and don't really care.) I'm sure you want me to continue to go in the truck whenever I think it is necessary. ✓

Check this

Right

(4) I finally convinced the President to use a handkerchief (after a little bit of a go around) to wipe off perspiration. I think he got so bugged at me for pushing him on this that he didn't perspire on the air. Anyway, it worked--I noticed that he did use the handkerchief on the Cambodia speech. ✓

CAMBODIA ADDRESS

(1) I hope that we can set up a more effective way of informing me of upcoming major speeches. I learned about the Cambodia address after the press, and only learned of it because I overheard a secretary talking. This did not allow me adequate time to clear my decks and be in the White House much before the speech.

Chapin

Since there is no security problem with me, could you notify me as soon as there is a possibility of a speech and I can be ready.

(2) By the time I arrived CBS had already lost their main camera and were setting up an alternate. Six minutes to air and after the President had been briefed on camera blocking they lost the second camera. I reported this to the President and advised him on the handling of the situation. He did it well, but the director being more nervous than the President, blew the shooting in my opinion. I can handle this in the future. ✓

(3) Although I was advised that there would be a map used, I was not informed that he would be getting up and down from his desk until I arrived at the White House. I think in the future if he uses a map or chart, he should work from a lectern or the visual material should be close enough to him so that he can turn and point it out from his seat. Getting up and down slows down the pace, increases the possibility of a microphone cord foul-up, increases the possibility of the President losing his place, and the chairs squeak and rattle. agree ✓

(4) The briefing the President had just prior to broadcast was scheduled too tight and there was not adequate time to make him up, brief him, check out his lighting on camera and still give him a few moments alone to collect his thoughts and go over his speech. Fortunately, his make-up was okay but I think we could have done more with his lighting. I elected not to because I didn't want to rattle him just prior to broadcast. He should have absolutely nothing else to do the last thirty minutes before air time. enforce This ✓

(5) When he lost his place, he was brilliant. I have never seen a man on camera, including every professional I've worked with, handle a potentially disastrous situation so well. He did exactly the right thing. The admiration for him by the television industry went up 150%. ✓

(6) If we had had a television assistant for me all of the above problems could have been eliminated. ✓

(7) At some point apparently the President decided to use a lavalier microphone. WACA did not have two matching lavaliers and thus a very make-shift tape connection was made to provide him with a back-up system. This would have required him carrying a cord connector and wad of tape in his pocket the size of three golf balls. When I saw this I ordered the connection dismantled and elected to go on the air with no lavalier back-up. He didn't know this, of course, and everything went fine. I did put together quickly a boom microphone back-up system which might have been noticeable but adequate if anything had happened. I have asked WACA to obtain immediately matching lavaliers with long cords and no connectors. ✓

(8) I am more convinced than ever that I need an assistant full time on the staff. If this is impossible, tell me so I can at least train Tim Elbourn to handle some of these emergencies. I do feel, however, that we need a television producer/director. ✓
