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Event Concepts for Week of, 3/1/92

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**PROPOSED EVENT CONCEPTS FOR THE WEEK OF MARCH 1, 1992:**

(NOTE: When a "rally" is referenced in the following scenarios, it's defining a crowd event of enthusiastic supporters as well as the general public. The events are being billed as a chance for the local community to come hear the President's message. It does not represent full-blown crowd/color event complete with balloons, sky divers, Uncle Sam on Stilts, fireworks, etc.)

Sunday, March 1, 1992

Savannah, Georgia 1:30 PM

**MESSAGE:** Isolationism/protectionism and the Gulf War.

**SCENARIO:** The President will attend a Bush/Quayle rally on the banks of the Savannah River. Savannah is a major deep water port and the largest urban historic landmark district in America. Therefore, the river location, with a replica of a paddle wheel riverboat as a backdrop, will project an image which reinforces the President's message as well as visually interpret where the President is for regional media. The event site is designed to look full with a crowd of 4,000. Richard Nixon was the last Republican president to visit Savannah. His trip was in the early 1970's. President Carter visited in the late 1970's.

Fort Stewart is located in nearby Hinesville, and the President visited the Fort last year. Hunter Army Airfield is also located in Savannah.

Fort Stewart is being given 4,000 tickets to the event as well as being told that anyone in any type of uniform will be admitted. Hunter is getting 1,000 tickets and the same uniform option.

The President's remarks can reference the port just up the river (it can be seen from the event site, and the advance team can tell the speechwriters whether it's to the President's right or left) and the importance of open, free and equal trade. The remarks should also reference Savannah as home of our brave Gulf veterans, many of whom are in the audience.

→ Thursday, March 5, 1992

Columbia, South Carolina - *Robert Adams* 803-929-1992 *Wh*  
9:30 am. 803-252-2877 *km*

**MESSAGE:** The President's economic plan, specifically the first time home buyer tax credit.

**SCENARIO:** The President will attend a morning breakfast style event with homebuilders, general contractors, sub-contractors and Republican supporters. The site is the Moore Building on the South Carolina State Fairgrounds. It will hold approximately 2,000+ people standing. We would construct a home facade as a backdrop to accent our message. Another alternative is to frame the stage with building supplies and equipment and have construction workers surrounding the President.

Instead of a sit down breakfast, and in keeping with the visual message we are communicating, we would place "coffee time" construction site lunch wagons inside the facility for the crowd to get coffee and food. We could use picnic tables or tables with checkered tablecloths for limited seating for those who cannot stand the entire time. The banner message could be something like, "Experience at Building America's Future".

We would then work a rope line out of the site. We can build in an hour for satellite time since we'll need an hour for the press to file their stories. The local organization has asked for 20 minutes for a major donor photo-op.

In order to prevent stories that the President is unaccessible to the general public, we should have an open departure. The President could give brief remarks from the car if the crowd is large enough or work the rope line. Our departure should be between 11:30 and 12 noon in order to maximize the crowd potential.

Memphis, Tennessee

*3:30 PM* TONY KING 901-776-8778

MIKE NIBBOLIS 901-382-5811 682-07596

**MESSAGE:** American business, entrepreneurs, innovators, leaders in ideas and technologies.

**SCENARIO:** Federal Express is based at the airport in Memphis and the head of the company is a big supporter of the Presidents. The President would tour the facility and then give remarks in an adjacent DC-10 hanger. The message, that nobody beats American innovation and technology, is well represented at Fed Ex. Fed Ex is the perfect example since it revolutionized the delivery business and American employees are second to none. In addition, the remarks should address how the President's economic plan will help stimulate American business and consequently Fed Ex.

The hanger event will be open to all the Fed Ex employees, supporter and general public. We should look for the event to take place around 3:30 pm since that is the time the Fed Ex employees get off work -- there are 6,000 of them. In terms of backdrops, the tour would be designed with one or two press pool positions which would cover some of the more interesting aspects of the Fed Ex operation on the Presidents tour. It should be well communicated to the press that the President is going to Fed Ex as