

Richard Nixon Presidential Library
 Contested Materials Collection
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
36	5	8/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Dailey RE: proposed changes to campaign ads on China and youth. 1 pg.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes on campaign topics obtained from Dailey. 1 pg.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	The proposed audio for campaign commercials on youth and China. 1 pg.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Slip of paper preceding scripts for five-minute campaign commercials declaring that Cole has added comments to them. Scripts for television ads on the environment, seniors, RN's record, youth, Russia, and China attached. 32 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Slip of paper preceding scripts for sixty-second campaign commercials. Scripts for television ads attacking McGovern and praising RN's record on foreign and domestic policies attached. Handwritten notes added by Cole. 21 pgs.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Slip of paper preceding scripts for sixty-second campaign commercials. Scripts for television ads attacking McGovern and praising RN's presidential record attached. 19 pgs.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Slip of paper preceding scripts for five-minute campaign commercials. Scripts for television ads on the environment, seniors, RN's record, youth, Russia, and China attached. 34 pgs.
36	5		<input checked="" type="checkbox"/>	Campaign	Memo	From Haig to Kehrli RE: attached scripts for televised campaign ads. 34 pgs.
36	5	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From Snyder to Haldeman RE: televising a Connally statement. Handwritten notes added by unknown. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
36	5	8/14/1972	<input type="checkbox"/>	Campaign	Memo	Memorandum of call made by Magruder to Strachan RE: screening a recently-completed Connally advertisement. 1 pg.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes on Mitchell's advice on campaign television ads. 1 pg.
36	5	8/19/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: a meeting between Magruder and Connally. Handwritten notes added by unknown. 1 pg.
36	5	8/18/1972	<input type="checkbox"/>	Campaign	Memo	From L. Robert Morgan, through Magruder, to MacGregor RE: materials included in three "Democrats for Nixon" campaign brochures. 15 pgs.
36	5	8/23/1972	<input type="checkbox"/>	Campaign	Memo	From unknown, possibly Kehrli, to Strachan RE: attached information. Handwritten notes added by unknown. 1 pg.

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36	5	8/22/1972	<input type="checkbox"/>	Campaign	Memo	From Marik, through Magruder, to MacGregor RE: the proper letterhead for and the use of Senator Percy's signature on a Cook County, Illinois campaign mailing. 1 pg.
36	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Sheet of paper reading "NIX on McGovern." 1 pg.
36	5	8/9/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: proposed campaign bumper sticker designs sent by Dailey. 1 pg.
36	5	8/16/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Stans RE: improving campaign fundraising efforts. 1 pg.
36	5		<input checked="" type="checkbox"/>	Campaign	Photograph	Campaign bumper stickers. Duplicates not scanned. 5 pgs.

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36	5	8/14/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Haldeman RE: the use of lists of RN supporters generated by the White House. 2 pgs.
36	5	8/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: the use of mailing lists. Handwritten note added by unknown. 1 pg.
36	5	8/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: a form letter from RN to members of the Democrats for Nixon. Draft of proposed letter attached. 2 pgs.
36	5	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From William D. Novelli to Strachan RE: brochures on farms and older Americans. Handwritten note added by Haldeman. 1 pg.
36	5	8/8/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: proposed attacks and counterattacks to use in the campaign. 4 pgs.

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36	5	7/21/1972	<input type="checkbox"/>	Campaign	Memo	From William D. Novelli to Strachan RE: the media plan of the Committee for the Re-election of the President. 2 pgs.

Cole

ADMINISTRATIVELY CONFIDENTIAL

August 25, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: GORDON STRACHAN
SUBJECT: Changes in Advertising

Pursuant to our conversation, the changes in the scripts of the TV spots should be as follows:

1) On the Youth spot "we should tone it down because no thinking person would go along with this statement as it stands." Basically, he's worried about the last phrase:

"no American fighting anywhere in the world in this century and succeeding centuries."

2) China -- The audio should read, "China is one of the most populous countries in the world". The word powerful should not be used.

3) Other comments on the Domestic spots included the following:

(a) The 60-seconds are OK, except for the SST.

(b) There is some concern about spending a full five minutes on the Environment. Similarly, concern was expressed regarding spending five minutes on Older Americans.

We realize that certain liberties were taken with the truth. I will check regarding the two points, i.e. hydrocarbon and Medicare.

GS/jb
FU - 8/30

Dailey

- Cole - GOs OK, except SST
- 5 mins - Enver - why 5
- ^{waste ↑}
GOs OK - Older Am's why 5
- Certain liberties up there
- Fact prob's marked, esp Hydrocarbons etc.

WHCA -

- Rai - Written Material - Des to K.B.
- TO region late this afternoon
- Probal will be live + one of Nets may carry
- Phys a patch to line in his room
312 - 922 - 4400

- Arrested 120 / 200 - well executed - group of hard corps
- 600 UVAW marching to Fountainbleu to be arrested - Open how long to be held.
- Some trapping
- May call off part of "St w/o joy" on Collins
- Total in town - 2000 in Park
3000 in Town

→ RNC messenger to Press Office
Dan Rather w/ Script - Confid

GENERAL HAIG'S COMMENTS

TITLE: YOUTH - Revise #4
COMMERCIAL NO. 3-5
LENGTH: 4:20

Page 3 - AUDIO

We should tone it down because no thinking person would go along with this statement as it stands. Basically he's worried about the last phrase:

"no American fighting anywhere in the world in this century and succeeding centuries."

TITLE: CHINA - Revise #5
COMMERCIAL NO. XXNG 0506
LENGTH: :60

Page 1 - AUDIO

2. "China is one of the most populous countries in the world"
The Chinese are very sensitive about the word "powerful"; therefore General Haig feels "powerful" should be substituted with the word "populous".

5 minute commercials

Colle's
Comments

COMMERCIAL TV

Title: ENVIRONMENT - Revise #2
Commercial No. 7-5
Length: 4:20 B&W Color
No. of words:
Promise:

Date: August 13, 1972
Client: NIXON CAMPAIGN
Product:
RTO NA 315
Approval:

VIDEO

1. FADE IN: EARLY MORNING SCENES OF SMOKE STACKS.
2. DISS TO: FACTORIES WITH NO SMOKE ISSUING FORTH.
3. DISS TO: PRESIDENT NIXON SIGNING EPA BILL.

AUDIO

NARRATOR: On April 17, 1971, a Federal Judge in Birmingham, Alabama, was routed out of bed at six in the morning by a telephone call.

By nine AM he had issued orders to shut down 23 major industries in Birmingham. The reason -- violation of the new air pollution standards set by President Nixon's Environmental Protection Agency.

It was proof -- President Nixon meant business. On January 1st, 1970, he had created a completely new department: the Environmental Protection Agency. Cutting through the bureaucracy of several smaller agencies, he charged EPA with full responsibility to protect our environment.

VIDEO

4, CU NIXON SPEAKING

5. DISS TO SCENES OF POLLUTION,
IN THE AIR, WATER, IN THE STREETS.

6. DISS TO: CARS CLOGGING ROADS
LEADING INTO CITY.

OK as is, just program

AUDIO

PRESIDENT NIXON:

In what they do with the natural beauty providence bestowed upon them. With your support and with the help of the Congress we can reclaim and preserve the natural beauty of America unto all the generations... to do just that and more. To end the plunder of America's natural heritage. A nation's history is written in the book of its words, the book of its deeds, the book of its art. People's history is also written that come after us.

NARRATOR: (VO) For the first time, there was now a federal agency with the strength and single-mindedness to handle the incredibly complex problems of air, water and noise pollution. President Nixon said act...and act now.

The new Nixon agency ordered all car manufacturers to cut hydrocarbon and carbon monoxide emissions 90 percent by 1975. This would mean developing an almost pollution-free engine.

VIDEO

AUDIO

7. DISS TO: DIFFERENT SHOTS OF ASSEMBLY LINES ON PLANT.

11
audio

8. DISS TO: AERIAL SHOTS OF GREAT LAKES.

9. DISS TO: PRESIDENT AND TRUDEAU SIGNING PACT.

10. DISS TO: CROP DUSTER SPREADING DDT OVER CROPS.

Recently a major manufacturer asked for a one-year extension to the deadline, claiming that technology to develop such an engine was not ready. The request was considered, and a one word answer was given. No. President Nixon meant business.

The Great Lakes. Some 30 million Americans and 7 million Canadians live near these shores. And every day, tons of pollutants were being dumped into these fresh waters. To save the Great Lakes from dying meant act... now.

On April 15, 1972, the President and Prime Minister Trudeau signed the Great Lakes Water Agreement. The dumping of polluted spoil would be stopped. The President pledged to spend between one and three billion dollars in the next five years to build waste treatment systems.

Since 1946 ecologists and conservationists have said "Ban DDT".

but the day of "banning DDT" never came.

Title: ENVIRONMENT - Revise #2

Length: 4:20

VIDEO

11. DISS TO: SHOTS OF EVERGLADES.

12. DISS TO: HIGHWAY WITH NO SIGNS.

13. DISS TO: SCENIC MOUNTAIN BEAUTY.

14. DISS TO: PRESIDENT SIGNING ENVIRONMENTAL AGREEMENT IN RUSSIA.

Date: August 18, 1972

Page: 4

AUDIO

In June of this year, the total elimination of all but essential uses of DDT was announced. President Nixon's Environmental Protection Agency showed its strength.

Sometimes the things that are not being done are just as important as the things that are being done. They talked of building a giant jetport smack in the middle of the Everglades, but they're not going to. President Nixon saw to that.

Billboards aren't going up on Federal highways anymore ...

... and they're not giving away huge sections of land to developers anymore. The President's Legacy of Parks program has set aside million of acres of Federal land for public use.

But our environment is not just ours alone ... and President Nixon know it. In May, he and President Podgorney

VIDEO

AUDIO

signed the first comprehensive environmental pact between the United States and Russia.

15. DISS. TO: PRESIDENT NIXON AT GRAND TETON.

To preserve what we have...and regain what we've lost...this is the "now or never" challenge. Safeguarding our environment is a day-to-day battle... and we've got a long way to go yet. Under President Nixon we have, for the first time, a strong Federal Agency that can do something about it. Still, there is much to be done.

16. DISS. TO: NIXON LOGO

This is why we need him.
Now, more than ever.

COMMERCIAL TV

Title: OLDER AMERICANS - Revise #5

Date: August 18, 1972

Commercial No. 4-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 313

Promise

Approval:

VIDEO

1. OPEN ON MONTAGE OF OLDER AMERICANS.

2. CONTINUATION.

3. CONTINUATION.

4. DISSOLVE TO INTERVIEW WITH OLDER AMERICAN.

5. CUT TO 2ND INTERVIEW.

AUDIO

PRESIDENT NIXON: (VO)

Older Americans have much to give this country.

The best thing this country can give to them is the chance to be a part of it, a chance to play a continuing role in the great American adventure.

ANNCR: (VO) President Nixon saw the need for change. America, for all of its emphasis on progress, technology mobility and youth, was not doing enough for its older citizens.1ST OLDER AMERICAN: (SYNC)

I'm over 65 and I can do just as good a job as anybody else can do.

2ND OLDER AMERICAN: (SYNC)

I think social security benefits should rise and keep up with the cost of living.

Title: OLDER AMERICANS - Rev. #4

Date: August 18, 1972

Length: 4:20

Page: 2

VIDEO

AUDIO

6. CUT TO THIRD INTERVIEW.

3RD OLDER AMERICAN (SYNC)

Today they have a struggle in order to live with the money they get.

7. CUT TO FOURTH INTERVIEW

4TH OLDER AMERICAN (SYNC)

Well, one of the main problems is having something to do.

8. DISSOLVE TO: OLDER AMERICANS SITTING ON PARK BENCH.

NARRATOR: (VO)

The problems of old age are not new. Enough money to live on. Taxes. Inflation. Job descrimination. The soaring costs of medical care. And more than anything else.... a need to be useful...to belong in the mainstream of American life....

Title: OLDER AMERICANS - Revise #3

Length: 4:20

Date: August 18, 1972

Page: 3

VIDEO

9. DISSOLVE TO: WHITE HOUSE
CONFERENCE ON AGING. PEOPLE
ENTERING AUDITORIUM.

10. PRESIDENT NIXON ADDRESSING
CONFERENCE.

11. PRESIDENT NIXON CONTINUES
SPEAKING, UNDER NARRATION.

AUDIO

When Richard Nixon was elected
President, he was deeply concerned
about the
^ situation facing our older citizens.
Through the years they had been
^ virtually ignored by our government.
And so he called together the most
ambitious White House Conference on
Aging ever held.

PRESIDENT NIXON: (OC)

Now, as we consider your suggestions,
we will be guided by this conviction:
Any action which enhances the dignity
of older Americans enhances the dignity
of all Americans, for unless the
American dream comes true for our older
generation, it cannot be complete for
any generation.

NARRATOR: (VO)

This was not an empty promise, this
was a call to action. The President
proposed to the Congress some vital
legislation.

VIDEO

AUDIO

12. VARIOUS SHOTS OF OLDER AMERICANS IN AUDIENCE RESPONDING TO THE PRESIDENT'S SPEECH.

First, he would put a national floor under the annual income of every older American.

14. CONTINUATION.

He would raise the ceiling on how much a person can earn without losing his or her benefits.

15. CONTINUATION.

He would prevent job discrimination because of age.

16. CONTINUATION.

He would enroll everyone over 65 in the Medicare ~~and Medicaid~~ ^{visit} program and end the \$5.80 monthly premium.

17. DISSOLVE TO: PRESIDENT CONFERRING WITH DR. FLEMING AND JOHN MARTIN.

The President's program doesn't end there. Knowing how unfair property taxes are to older Americans - some 70% of whom own their own homes - he created a bold revenue sharing plan. Federal tax revenues would be returned to the states to help stop the rise in property taxes.

VIDEO

AUDIO

18. DISSOLVE TO: OLDER AMERICANS
GARDENING BY THEIR HOME.

A home can represent a lifetime of careful savings ... and this symbol of independence, he knew, could be crushed under the heavy burden of property taxes.

19. DISSOLVE TO PRESIDENT AND
MRS. NIXON VISITING HOSPITAL
FOR AGED.

The President got tough with sub-standard nursing homes and sub-standard medical care centers. He made nursing home reform a reality ...

He set up a training program for 21,000 more nursing home employees ... and this year 60 percent more older Americans will be able to find room in nursing homes ... where they can receive proper medical attention.

20. DISSOLVE TO: ACTIVE OLDER
AMERICAN WORKING.

Instead of words, deeds. The President listened, then acted. He increased social security benefits. Up 51 percent since 1969. He increased the budget for Administration on Aging five times what it had been. He said no more job discrimination because of age.

VIDEO

AUDIO

21. PRESIDENT NIXON SPEAKING.

PRESIDENT NIXON:

Still there is much to be done. President Nixon's work to help older Americans is not over.

The time has come for a new attitude toward old age in America. The time has come to close the gap between our older citizens and those who are not yet old.

23. DISSOLVE TO NIXON LOGO.

And the way to do this I believe is to stop regarding older Americans as a burden and start regarding them as a resource for America.

24. MANDATORY DISCLAIMER.

NARRATOR: (VO) This is why we need him ... now more than ever.

COMMERCIAL TV

Title: THE RECORD - Revise #5

Date: August 18, 1972

Commercial No. 6-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 314

Promise:

Approval:

VIDEO

1. OPEN ON COMBAT SOLDIERS STREAMING FROM SHIP, LANDING IN VIETNAM.
2. DISSOLVE TO VIETNAM ACTION FOOTAGE.
3. DISSOLVE TO SCENES OF DETROIT AFTER RIOTS, STUDENTS DEMONSTRATING ON A CAMPUS.
4. DISSOLVE TO ECU OF WASTE SPEWING INTO WATERWAY.
5. DISSOLVE TO CITY UNDER SMOG.
6. DISSOLVE TO SCENE OF CHINA.

AUDIO

ANNCR: (VO) 1968. The United States had 550,000 troops in Vietnam.

Casualties were averaging 300 per week, and we were spending ourselves blind.

There were riots in cities and on campuses across the country, and crime was increasing at an unbelievable rate of 17 % a year.

Environmental problems were getting worse, and there wasn't a single governmental agency in existence to help.

China had emerged as a world power, and yet our government continued to ignore its very existence.

VIDEO

7. DISSOLVE TO PEOPLE VOTING.
8. DISSOLVE TO PRESIDENT NIXON APPROACHING DIAS TO MAKE HIS INAUGURAL ADDRESS. USE NATURAL SFX BAND PLAYING & EXCERPT FROM SPEECH.
9. DISSOLVE TO PRESIDENT STEPPING FROM HELICOPTER.
10. DISSOLVE TO PRESIDENT ENTERING THE OVAL OFFICE.
11. DISSOLVE TO TROOP SHIP FULL OF SOLDIERS ARRIVING HOME.
12. DISSOLVE TO SCENE AT SOUTH VIETNAMESE BASE.
13. DISSOLVE TO LARGE U.S. CITY AT NIGHT.

AUDIO

1968. In November, the American people chose a new President ... Richard Nixon.

SFX: BAND PLAYING HAIL TO THE CHIEF.

ANNCR: (VO) President Nixon knew what was needed. An administration that was responsive to the people ... that wasn't afraid of change

In the four years since, President Nixon has tackled these problems.

In Vietnam, the war is winding down. A half a million Americans have come home, and less than 40,000 troops remain. Casualties have been cut 95%.

At home, the rate of increase in crime has been cut in half, and 80 major cities reported a decrease in overall crime this past year.

Title: THE RECORD - Revise #5

Length: 4:20

Date: August 18, 1972

Page: 3

VIDEO

14. DISSOLVE TO PEACEFUL SCHOOL CAMPUS.
15. DISSOLVE TO JAMMED TRAFFIC SCENE.
16. DISSOLVE TO PRESIDENT WITH RUCKELSHAUS, CREATING THE EPA.
17. DISSOLVE TO SCENE OF AERIAL CROP DUSTING.
18. DISSOLVE TO SCENE OF GREAT LAKES.
19. DISSOLVE TO AIR FORCE 1 LANDING IN CHINA.
20. DISSOLVE TO THE PRESIDENT STEPPING FROM AIRPLANE IN CHINA.
21. DISSOLVE TO PRESIDENT IN DISCUSSION WITH CHOU EN LAI.

AUDIO

Our cities are quieter ...
our campuses are quieter.

Our environment. Still a major problem,
but now we have the tools to do the job.
The President created the Environmental
Protection Agency.

He has imposed a near total ban on the
use of DDT ...

he signed an agreement with Canada
to clean up the Great Lakes.

Change. In February of this year,
for the first time in history, an
American President went to China.

SOUND: MARSHALL MUSIC.

The President met with Mao Tse Tung
and Chou En Lai, in long and serious
discussions of the problems that
affect our two great countries.

VIDEO

22. DISSOLVE TO MONTAGE SCENES
IN HANGCHOW PARK OF PRESIDENT
WITH CHINESE PEOPLE.

23. DISSOLVE TO MOTORCADE SCENE.

24. DISSOLVE TO PRESIDENT SIGNING
AGREEMENT WITH BREZHNEV.

25. DISSOLVE TO PRESIDENT TALKING
WITH AIDE IN OVAL OFFICE.

26. DISSOLVE TO PRESIDENT TALKING
TO YOUTH.

27. DISSOLVE TO PRESIDENT WITH
OLDER AMERICANS.

AUDIO

SOUND: CHINESE KIDS SINGING.

It was an opening of doors ... an
opening of minds ...

that will lead to the settling
of our differences through negotiation,
not confrontation.

In May, President Nixon went to the
Soviet Union
where he concluded years of negotiations
on arms limitation. The S.A.L.T.
agreement became a reality.

1968-1972. Four years of an
administration that responded to
the needs of the people.

For the youth of America, the President
signed into law the bill to give 18-year
olds the right to vote, and completely
revamped the unfair draft laws.

For older Americans, he increased
Social Security benefits 51%. For all
Americans he has committed massive
government funds to find a cure for
cancer and sickle cell anemia.

VIDEO

28. DISSOLVE TO PRESIDENT WALKING INTO CONGRESS.

29. DISSOLVE TO PRESIDENT APPROACHING DIAS IN CONGRESS

30. CUT TO CU OF PRESIDENT MAKING AN ADDRESS.

31. DISSOLVE TO NIXON LOGO.

AUDIO

And most important, he has accomplished

a reordering of our national priorities.

For the first time in twenty years, we are spending more on human needs than we are on defense.

Still, there's much to be done. The problems of inflation, jobs, human rights, taxes, and world peace are never-ending. President Nixon knows this.

That's why we need him ... now more than ever.

COMMERCIAL TV

Title: YOUTH - Revise #4

Date: July 31, 1972

Commercial No. 3-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 317

Promise:

Approval:

VIDEO

1. FADE IN: STILL: COMBAT SHOT IN VIETNAM.
2. DISS (CROSS) TO ANOTHER STILL. DRAFTEES BEING INDUCTED.
3. DISS TO: STILL. KIDS PROTESTING ON STEPS OF CAPITOL.
4. DISS TO: STILL. CARS CLOGGING HIGHWAY.
5. DISS TO: STILL: BLACK BABY WITH SICKLE CELL ANEMIA.

AUDIO

SFX: TO SCENESNARRATOR: (VO)

You asked for an end to the war.

You wanted peace.

You said the draft was unfair.

Why should blacks and poor kids be more liable to the draft than the whites and well-off?

You asked for a say in our government.

You wanted a voice in your future.

You said why isn't something being done to save our environment?

You wanted human priorities to come first.

VIDEO

AUDIO

6. DISS TO: STILL. KIDS MARCHING IN CAPITOL WITH BANNERS. ETC.
7. DISS TO: NIXON DELIVERING INAUGURAL ADDRESS.
8. DISS TO: DIFFERENT SHOTS OF INAUGURATION. (POSSIBLY MOTORCADE)
9. DISS TO: SHOTS OF VIETNAM.

You spoke out for change, you asked for reform. You looked for a better America.

PRESIDENT NIXON:

We cannot learn from one another until we stop shouting at one another - until we speak quietly enough so that our words can be heard as well as our voices.

NARRATOR: (VO)

When Richard Nixon came into office, all America was asking for change, especially our youth. We were a torn frustrated nation in the 60's.

Richard Nixon wanted to turn things around.

The war must end, you asked. There were 550,000 American troops in Vietnam when President Nixon took office. Today, half a million American soldiers have come home. Less than 40,000 remain. Casualties are down 95 percent.

Title: YOUTH - Revise #4

Date: July 31, 1972

Length: 4:20

Page: 3

VIDEO

AUDIO

10. NIXON. SAN CLEMENTE - TALK ON
PEACE IN VIETNAM.

NIXON: (SYNC)

Many Presidents have ended wars...
few have had any success in keeping
a lasting peace.....no American
fighting anywhere in the world
in this century and succeeding
centuries.

VIDEO

11. DISS TO: INDUCTION CENTER.
YOUNG MEN BEING SWORN INTO ARMY.

12. SHOTS OF LOTTERY.

13. DISS TO: NIXON SIGNING
26th AMENDMENT.

14. NIXON SPEAKS TO KIDS.

AUDIO

Change the draft laws and make them fair, you said. In the 1960's the draft was a seven-year worry

... and more of a worry if you were black and poor than if you were white and well-off.

President Nixon changed that. He introduced the lottery which is fair to all ... and cut eligibility to one year. And now his plan calls for ending the draft completely in 1973.

You wanted a voice in the future of our country. And in 1971, President Nixon saw the 26th amendment become law, giving 18-year olds the right to vote.

PRESIDENT NIXON: (ON CAMERA)

Title: YOUTH - Revise

Length: 4:20

VIDEO

15. DISS TO: HUMAN NEEDS BEING ANSWERED.

16. PRESIDENT NIXON SIGNING FEDERAL EDUCATION BILL.

17. DISS TO: CARS CLOGGING ROAD.

18. CROP DUSTING SHOT.

Date: July 31, 1972

Page: 5

AUDIO

President Nixon called for a re-ordering of national priorities. Human needs must come first. And now, for the first time in 20 years, we are spending more on the needs of our people than we are on defense.

He did something concrete about the quality of our environment, too. President Nixon created a brand new Federal department, the Environmental Protection Agency.

Car manufacturers have been ordered to clean up their pollution.

DDT has finally been banned from all but essential use.

Title: YOUTH - Revise #5

Length: 4:20

VIDEO

19. DISS TO EVERGLADES.
20. DISS TO SHORE LINE SHOT OF OCEAN OR LAKE.
21. DISS TO CACHE OF DRUGS ON TABLE IN POLICE STATION.
22. DISS TO DRUG CENTER. REHABILITATION.
23. DISS TO: NIXON IN CHINA WITH CHOU EN LAI.
24. DISS TO: NIXON WITH RUSSIAN LEADERS.
25. DISS. TO: NIXON ALONE IN WHITE HOUSE OFFICE
26. DISS. TO: NIXON LOGO

Date: August 18, 1972

Page: 6

AUDIO

Our lakes and shorelines are going to be safeguarded from pollution. And our youth is not going to be polluted by drugs, if President Nixon wins his fight.

Today we are spending 8 times more than any previous administration to teach kids how dumb drugs are... and to rehabilitate those who got the message too late.

Today we are changing our world priorities too...opening the door to China...

...creating a new policy with the Soviet Union
.. negotiation not confrontation.

"Change is hard," President Nixon once said, but without change there can be no progress." Our environment.. our cities...our economy.... our dealings with other nations." There is much to be done.... to be changed. This is why we need him.... now, more than ever.

COMMERCIAL TV

Title: RUSSIA

Date: August 18, 1972

Commercial No. 5-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 316

Promise

Approval:

VIDEO

1. OPEN ON CEREMONIES AT AIRPORT AS PRESIDENT NIXON AND PARTY DEPART FROM PLANE, REVIEW TROOPS, GREET THEIR HOSTS.
2. DISSOLVE TO PRESIDENT'S MOTOR-CADE GOING THROUGH MOSCOW.
3. DISSOLVE TO SCENES OF PRESIDENT AND RUSSIAN LEADERS AT THE CONFERENCE TABLE.
4. DISSOLVE TO SIGNING CEREMONY WITH PRESIDENT NIXON AND PODGORNEY.
5. DISSOLVE TO PRESIDENT NIXON AS HE ADDRESSES THE RUSSIAN PUBLIC.
6. HOLD ON PRESIDENT.

AUDIO

ANNCR: (VO) Moscow, May, 1972.

Richard Nixon became the first American President ever to visit the Russian capitol.

The historic 5-day trip proved to be a working visit - a down-to-earth, bargaining session where firm agreements were formed between the two great powers.

Late in the week, the Russian government provided President Nixon with a unique opportunity - a chance to report on this progress directly to the Russian people on live television.

PRESIDENT NIXON: (ON CAMERA)

We have agreed on joint ventures in

VIDEO

7. DISSOLVE TO PRESIDENT NIXON AND MR. KOSYGIN SIGNING THE S.A.L.T. AGREEMENT, AND SHAKING HANDS AFTERWARD.
8. DISSOLVE TO PRESIDENT TALKING WITH KISSINGER AND ROGERS.
9. DISSOLVE TO PRESIDENT IN CONFERENCE WITH KOSYGIN OR BRESHNEV.
10. DISSOLVE TO PRESIDENT NIXON ON RUSSIAN TV.

AUDIO

space; we have agreed on ways of working together to protect the environment, to advance health, to cooperate in science and technology. We have agreed on means of preventing incidents at sea; we have established a commission to expand trade between our two nations.

Most important, we have taken an historic first step in the limitation of nuclear strategic arms.

ANNCR: (VO) The agreements didn't come easy. President Nixon, Secretary Rogers and Dr. Kissinger spent long hours hammering out terms that would be equal for both countries, and beneficial to all countries.

In his TV address, the President spoke to the Russians of the American people.

PRESIDENT NIXON: (ON CAMERA)

In many ways, the people of our two countries are very much alike. Like the Soviet Union, ours is a large and

VIDEO

11. DISSOLVE TO MONTAGE OF CITY SCENES OF MOSCOW AND SHOTS OF THE RUSSIAN PEOPLE.

12. DISSOLVE TO PRESIDENT NIXON AND MRS. NIXON TOURING PAVLOVSK, THE ANCIENT RESIDENCE OF THE CZARS.

13. DISSOLVE TO PRESIDENT AND MRS. NIXON AT CATHERDRAL.

14.

14. DISSOLVE TO MRS. NIXON SHAKING HANDS WITH A BEAR AT THE CIRCUS.

AUDIO

diverse nation. Our people, like yours. are hard working. Like you, we Americans have a strong spirit of competition. But we also have a great love of music and poetry, of sports and of humor. Above all, we like you, are an open natural and friendly people. We love our country. We love our children. And we want for you, and for your children, the same peace and abundance that we want for ourselves and for our children.

ANNCR: (VO) Earlier in the week, President and Mrs. Nixon travelled to Leningrad, where they walked through Pavlovsk, the ancient residence of the Czars.

In Kiev, they visited the Cathedral of Saint Sophia.

And in Moscow, Mrs. Nixon...

enjoyed the famous Russian circus.

VIDEO

15. DISSOLVE TO THE PRESIDENT IN Leningrad.
16. DISSOLVE TO PRESIDENT ON RUSSIAN TV.
17. DISSOLVE TO PRESIDENT LAYING WREATH AT CEMETERY IN Leningrad.
18. DISSOLVE TO MS OF RUSSIAN SOLDIER WEeping.

AUDIO

In Leningrad, President Nixon visited the Piskarev cemetery, and he recalled that experience in his TV address.

PRESIDENT NIXON: (ON CAMERA)

Yesterday, I laid a wreath at the cemetery which commemorates the brave people who died during the seige of Leningrad in World War II.

At the cemetery, I saw the picture of a 12-year-old girl. She was a beautiful child. Her name was Tanya. The pages of her diary tell the terrible story of war.

In the simple words of a child, she wrote of the deaths of the members of her family. Zhenya in December. Grannie in January. Then Leka. Then Uncle Vasya. The Uncle Lyosha. Then Mama. Then the Savichevs.

And then, finally, these words, the last words. in her diary; All are dead. Only Tanya is left.

VIDEO

AUDIO

19. DISSOLVE TO PRESIDENT LEAVING CEMETERY.

As we work toward a more peaceful world, let us think of Tanya and of other Tanyas and their brothers and sisters everywhere.

Let us do all that we can to insure that no other children will have to endure what Tanya did and that your children and ours and all the children of the world can live their full lives together in friendship and in peace.

20. DISSOLVE BACK TO PRESIDENT ON RUSSIAN TV.

Spasibo i do svidaniya.

21. DISSOLVE TO DEPARTURE CEREMONIES AT AIRPORT. PRESIDENT AND MRS. NIXON WAVE GOODBYE.

ANNCR: (VO) Thank you and goodbye.

President Nixon had offered a lasting message to the people of Russia.

A pledge to continue the quest for peace among all nations.

22. DISSOLVE TO ECU PRESIDENT AND THE WORDS: Now more than ever.

This is why we need him...

now more than ever.

23. SUPER MANDATORY LINE.

COMMERCIAL TV

Title: CHINA - Revise #2

Date: July 26, 1972

Commercial No. 1 - 5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 310

Promise

Approval:

VIDEO

1. OPEN ON SHOT OF AIR FORCE ONE IN FLIGHT.
2. DISSOLVE TO MONTAGE OF SHOTS IN THE PLANE SHOWING PRESIDENT, DR. KISSINGER, SECRETARY ROGERS AND OTHERS.
3. DISSOLVE TO INTERIOR OF PLANE LANDING.
4. DISSOLVE TO PRESIDENT AND MRS. NIXON EMERGING FROM PLANE.

AUDIO

SOUND: AIRPLANE

ANNCR: (VO) In 1967, when President Nixon was still a private citizen, he had this to say about our country's relationship with China: "Taking the long view, we simply cannot afford to leave China forever outside the family of nations. There is no place on this small planet for a billion of its potentially most able people to live in angry isolation."

What President Nixon was suggesting was a sweeping change in our national policy. And in 1972, he made that change a reality.

SOUND: BAND PLAYING MARSHALL MUSIC.

VIDEO

5. DISSOLVE TO SCENES OF PRESIDENT SHAKING HANDS WITH CHOU EN LAI, INTRODUCING MRS. NIXON, BAND PLAYING, AND PRESIDENT REVIEWING TROOPS.
6. DISSOLVE TO STILL OF PRESIDENT SHAKING HANDS WITH MAO TSE TUNG.
7. DISSOLVE TO PRESIDENT AND CHINESE AT A MEETING.
8. SLOW DISSOLVE TO MRS. NIXON AT ZOO.
9. DISSOLVE TO MRS. NIXON VISITING BALLET CLASS.
10. DISSOLVE TO MRS. NIXON HUGGING SMALL CHILD.
11. DISSOLVE TO SCENES OF THE PRESIDENT PARTY AT THE GREAT WALL.
12. DISSOLVE TO FORBIDDEN CITY FOOTAGE.
13. DISSOLVE TO PRESIDENT AND CHOU IN SERIOUS DISCUSSION.

AUDIO

As the first American President ever to visit China, President Nixon was met by Prime Minister Chou En Lai. Within hours, he met with Chairman Mao Tse Tung and the hard business of diplomacy and negotiation was underway. Mrs. Nixon, as she had done in previous trips to Africa and Peru, proved again to be our "ambassador of good will".

SOUND: CHINESE KIDS SINGING.

She opened her arms to the people, and they to her.

The Presidential party visited the Great Wall, 1500 miles long and 2200 years old.

The Forbidden City, home of the Chinese emperors for 800 years.

And throughout the week, the business of state continued.

In Shanghai, Dr. Kissinger reported the joint communique announcing the progress

VIDEO

14. DISSOLVE TO SELECTED SCENES OF THE PRESIDENT AND PARTY WALKING IN HANGCHOW PARK, ENTERING THE GREAT HALL OF THE PEOPLE, WATCHING CHINESE YOUNGSTERS, ETC.

15. CUT TO PRESIDENT WITH INTERPRETER.

AUDIO

that had been made.

An agreement of non-aggression against all other nations, a renunciation of the use of force in international relations.

Solid, meaningful progress, and perhaps just as important to future generations of Americans and Chinese alike, an opening of doors between two great powers. For 23 years, America had ignored the very existence of the Peoples Republic of China.

Now, in one bold and courageous stroke, President Nixon had led the entire world closer to the ultimate priority... world peace.

The President had seen the people of China... the people had seen our President.

SOUND: PRESIDENT'S TALK AND THE INTERPRETER'S TRANSLATION.

I express my appreciation to my Chinese voice ... to Mrs. Chaing. I listened to her translation and she got every word right.

Title: CHINA - Revise #2

Date: July 14, 1972

Length: 4:20

Page: 4

VIDEO

AUDIO

16. PRESIDENT GOING UP RAMP ONTO PLANE
17. STILL OF PRESIDENT AND MAO
18. CHOU WAVES GOODBYE
19. DISSOLVE TO STILL OF PRESIDENT WITH WORDS "Now more than ever"
20. SUPER MANDATORY LINE.

The trip to China had indeed fulfilled its purpose, the beginning of a relationship between the two great powers. If the entire trip were to be reduced to this handshake, it was worth it for that alone.

President Nixon has opened the door. Now the work must continue. That's why we need him ... now more than ever.

60 second commercials

COMMERCIAL TV

Title: McGOVERN TURNAROUND - Revise #6

Date: August 18, 1972

Commercial No. XXNG 1206

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 324

Promise

Approval:

VIDEO

1. OPEN ON ECU OF MOUNTED PHOTO OF GEORGE McGOVERN (A PROFILE SHOT, WITH McGOVERN LOOKING LEFT).
2. MOUNTED PHOTO TURNS, REVEALING THE OTHER SIDE, AN IDENTICAL PROFILE SHOT OF McGOVERN, NOW LOOKING TO THE RIGHT.
3. MOUNTED PHOTO TURNS, AGAIN TO THE ORIGINAL POSITION.
4. PHOTO TURNS.
5. PHOTO TURNS.

AUDIO

ANNCR: (VO) In 1967, Senator George McGovern said he was not an advocate of unilateral withdrawal of our troops from Vietnam.

Now, of course, he is.

Last year, the Senator suggested regulating marijuana along the same lines as alcohol, which means legalizing it.

Now he is against legalizing it, and says he always has been.

Last January, Senator McGovern suggested a welfare plan that would give a \$1000 bill to every man, woman and child in the country.

VIDEO

AUDIO

6. PHOTO TURNS.

Now he says maybe the \$1000 figure isn't right.

7. PHOTO TURNS.

Last year he proposed to tax inheritances of over \$500,000 at 100%.

8. PHOTO TURNS.

This year he suggests 77%.

9. PHOTO TURNS,

In Florida he was pro-busing.

10. PHOTO TURNS.

In Oregon, he said he would support the anti-busing bill now in Congress.

11. PHOTO TURNS AND TURNS AND THEN BEGINS TO ROTATE FASTER AND FASTER.

Last year, this year.

The question is ...

what about next year?

12. SUPER MANDATORY LINE.

COMMERCIAL TV

Title: McGOVERN WELFARE - Revise #2

Date: August 18, 1972

Commercial No. XXNG 0806

Client: NIXON CAMPAIGN

Length :60 B&W Color

Product:

No. of words:

RTO NA 333

Promise

Approval:

VIDEO

1. OPEN ON MS OF CONSTRUCTION WORKER ON A GIRDER A FLOOR OR TWO ABOVE THE STREET.
2. WORKER TAKES OFF HIS HAT, SITS ON GIRDER, STARTS TO EAT LUNCH.
3. CUT TO SHOT, FROM WORKER'S VIEWPOINT, OF THE STREET WITH CROWDS WALKING BY.
4. CUT TO CLOSER SHOTS OF THE PEOPLE ON THE SIDEWALKS STREAMING BY.
5. CUT BACK TO WORKER EATING LUNCH, STILL LOOKING DOWN AT THE CROWDS.

AUDIO

SOUND: NATURAL THROUGHOUT.

ANNCR: (VO) Senator George McGovern recently submitted a welfare bill to Congress.

According to an analysis by the Senate Finance Committee ...

the McGovern bill would make 47% of the people in the United States eligible for welfare.

Forty-seven percent - almost every other person in the country - would be on welfare.

The Finance Committee estimated the cost of this incredible proposal at 64 billion dollars the first year ...

VIDEO

AUDIO

6. CUT BACK TO TRAFFIC SCENE.

6 times what we are now spending.

And who's going to pay for
this?

7. CUT TO MS OF WORKER AND START
TO MOVE IN SLOWLY TO HIS FACE.

Well, if you're not the one out of
two people on welfare ...

8. HOLD ON ECU OF WORKER'S FACE.

you do.

9. SUPER MANDATORY DISCLAIMER.

COMMERCIAL TV

Title: McGOVERN DEFENSE - Revise #5

Date: August 18, 1972

Commercial No. XXNG 1306

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 325

Promise

Approval:

VIDEO

1. OPEN ON ECU OF TOY SOLDIERS.
2. HAND KNOCKS DOWN TOY SOLDIERS.
3. DISSOLVE TO SET UP OF TEN AIRPLANES.
4. HAND SWEEPS AWAY 5 PLANES.
5. DISSOLVE TO SET UP OF TEN SHIPS.
6. HAND SWEEPS AWAY 5 SHIPS.
7. DISSOLVE TO 16 TOY AIRCRAFT CARRIERS.

AUDIO

ANNCR: (VO) The McGovern Defense plan. He would cut the Marines by one-third.

He would cut Air Force personnel by one-third ... and interceptor planes by one-half.

He'd cut Navy personnel by one-fourth, the navy fleet by one-half...

and carriers cut from 16 to 6.

VIDEO

13. DISSOLVE TO LONGER SHOT OF ALL THE SOLDIERS, PLANES AND SHIPS.
14. PAN ACROSS WHOLE SCENE.
15. DISSOLVE TO FOOTAGE OF PRESIDENT WITH NAVY PERSONNEL. HE WALKS AMONG THEM.
16. DISSOLVE TO PRESIDENT AT AIR FORCE BASE.
17. DISSOLVE TO CU PRESIDENT AND THE WORDS: "Now more than ever."
18. SUPER MANDATORY LINE.

AUDIO

Senator Hubert Humphrey had this to say about the McGovern proposal:

"It isn't just cutting into the fat. It isn't just cutting into manpower. It's cutting into the very security of this country."

President Nixon doesn't believe we should play games with our national security.

He believes in a strong America to negotiate for peace from strength.

That's why we need him...

now more than ever.

COMMERCIAL TV

Title: THE RECORD - Revise #4

Date: August 18, 1972

Commercial No. XXNG 0906

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 321

Promise

Approval:

VIDEO

1. OPEN ON STILL SHOT OF PRESIDENT NIXON WITH SOLDIERS IN VIETNAM.
2. DISSOLVE TO STILL OF PRESIDENT NIXON WITH YOUNG PEOPLE.
3. DISSOLVE TO STILL SHOT OF PRESIDENT WORKING ALONE AT HIS DESK.
4. DISSOLVE TO STILL OF PRESIDENT AND MRS. NIXON WALKING ON THE BEACH.

AUDIO

ANNCR: (VO) He has brought home over 500,000 men from the war, and the rest will come home when the shooting stops and when North Vietnam releases our prisoners. He has overhauled the draft laws and made them fair for everyone....black and white, rich and poor. He certified an amendment giving 18-year olds the right to vote.

He has created an economy that is growing faster than at any time in the past ten years. The rate of inflation has been cut in half.

He created the first governmental agency we have ever had to deal with the problems of our environment. He is using the vast resources of government to find a cure for cancer and sickle cell anemia.

Title: THE RECORD - Revise # 4

Length: :60

VIDEO

5. DISSOLVE TO STILL OF PRESIDENT NIXON SHAKING HANDS WITH MAO TSE TUNG.
6. DISSOLVE TO STILL OF PRESIDENT TALKING SERIOUSLY WITH BREZHNEV.
7. DISSOLVE TO STILL OF PRESIDENT IN HIS OFFICE WITH AIDES.
8. DISSOLVE TO STILL OF PRESIDENT ALONE WORKING IN HIS OFFICE.
9. DISSOLVE TO STILL OF PRESIDENT AND WORDS "Now more than ever."
10. SUPER MANDATORY LINE.

Date: August 18, 1972

Page: 2

AUDIO

He has gone to China to talk peace with Mao Tse Tung.

He has gone to the Soviet Union to talk peace with Leonid Brezhnev.

For four years, President Nixon has responded to the needs of the people.

He recognized the need for change... and the need for even more change in the years to come.

That's why we need him... now more than ever.

COMMERCIAL TV

Title: CHINA - Revise #5 Date: August 18, 1972

Commercial No. XXNG 0506 Client: NIXON CAMPAIGN

Length : 60 B&W Color Product

No. of words: RT() NA 330

Promise Approval.

VIDEO

- 1. OPEN ON MOOD SHOT OF THE GREAT WALL.
- 2. DISSOLVE TO LS OF MAJOR CHINESE CITY.
- 3. DISSOLVE TO PRESIDENT NIXON AND PARTY DEPLANING IN CHINA.
- 4. DISSOLVE TO PRESIDENT MAKING A SPEECH AT BANQUET.
- 5. DISSOLVE TO PRESIDENT AND MRS. NIXON IN PARK AT HANGCHOW.

AUDIO

ANNCR: (VO) China is one of the largest countries in the world... yet no American President had ever been there.

China is one of the most powerful countries in the world ... yet no American leader had even talked with them in 23 years. Until Richard Nixon.

SFX: MARSHALL MUSIC.

SOUND: EXCERPT FROM PRESIDENT'S SPEECH.

President Nixon has opened the door to a new relationship between the two great powers. He has had the courage to effect a sweeping change in our foreign policy

Title: CHINA - Revise #5

Length: :60

Date: August 18, 1972

Page: 2

VIDEO

6. DISSOLVE TO PRESIDENT AT THE GREAT WALL.

7. DISSOLVE TO ECU PRESIDENT AND SUPER; Now more than ever.

8. SUPER MANDATORY LINE.

AUDIO

a change that will lead to the settling of our differences through negotiation, not confrontation. The door is opened, now the work must continue.

This is why we need him... now more than ever.

COMMERCIAL TV

Title: BUSING - Revise #1

Date: August 18, 1972

Commercial No. XXNG 0606

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 331

Promise

Approval:

VIDEO

1. FADE IN: PRESIDENT NIXON IN OVAL ROOM OF WHITE HOUSE, TALKING WITH ERLICHMAN.

AUDIO

PRESIDENT NIXON: (ON CAMERA)

Massive busing produces inferior education. And education is the name of the game.

NARRATOR: (VO)

President Nixon believes busing is wrong ... and he intends to do something about it.

FADE UP SOUND

PRESIDENT NIXON: (ON CAMERA)

Busing when it's used in a massive way is bad, but when you take kindergarten kids and put them on a bus for an hour and a half when they have a school they can walk to that's five minutes away - now that's wrong. It's wrong for the white children it's wrong for the black

Title: Busing - Revise #1

Date: August 18, 1972

Length: :60

Page: 2

VIDEO

AUDIO

children. Yes sir ... it's creating
hatreds - hatreds among the kids.
These lives should not be experimented
with. Their education should not be
effected in a detrimental way. That's
what the busing is all about.

FADE UNDER

NARRATOR: (VO)

There's still much to be done to
improve the education of all of our
children.

This is why we need him ...
now more than ever.

2. DISSOLVE TO NIXON LOGO.

3. MANDATORY DISCLAIMER.

COMMERCIAL TV

Title: FOREIGN POLICY - Passport

Revise
#1

Date: August 18, 1972

Commercial No. XXNG 0406

Client: NIXON CAMPAIGN

Length :60 B&W Color

Product

No. of words:

RT() NA 329

Promise

Approval:

VIDEO

1. OPEN ON ECU OUTSIDE OF PASSPORT.

2. HAND FLIPS TO FIRST PAGE.

3. HAND FLIPS PASSPORT TO PAGE
WITH INDIA SEAL.

4. FLIPS TO YUGOSLAVIA.

5. FLIPS TO MEXICO.

6. FLIPS TO CANADA.

AUDIO

ANNCR: (VO) This is the passport
of the President of the United States.

In his four years in office, Richard
Nixon has visited continents and
countries.

In India, he layed out the Nixon
Doctrine.

In Yugoslavia, he met with Marshall
Tito.

In Mexico, he signed an agreement to
combat drug traffic.

In Canada, he signed the Great Lakes
environmental agreement.

VIDEO

7. FLIPS TO CHINA.
8. FLIPS TO RUSSIA.
9. HAND FLIPS TO ANOTHER PAGE.
10. HAND FLIPS TO BLANK PAGE.
11. CROSS DISSOLVE TO CU PRESIDENT
AND SUPER: Now more than ever.
12. SUPER MANDATORY DISCLAIMER.

AUDIO

In China, he talked peace with Mao
Tse Tung.

In the Soviet
Union the nuclear arms agreement
became a reality.

President Nixon's travels represent a
new foreign policy for the United States.
A policy that calls for the self-
reliance of our allies, and peaceful
negotiations with our enemies.

All for a single purpose ...
world peace.

But there are still places to go,
and friends to be won.

This is why we need him ... now more
than ever.

COMMERCIAL TV

Title: P.O.W's - Nixon's Peace Terms
Revise #4

Date: August 18, 1972

Commercial No. XXNG 0206

Client: NIXON CAMPAIGN

Length 60 sec., B&W Color

Product:

No. of words:

RTO NA 327

Promise

Approval:

VIDEO

1. FADE IN:
POW'S IN NORTH VIETNAM.
2. CUT TO: LINE-UP OF POW'S ON
PORCH.
3. CUT TO: POW IN HIS CELL
WRITING.
4. CUT TO: POW EATING BOWL OF RICE.
5. CUT TO: POW'S IN EXERCISE YARD.

AUDIO

SFX: TO SCENE

ANNCR: (VO) These are American
Prisoners-of-War ... somewhere in
North Vietnam.

How many there are we don't know
because the North Vietnamese have never
told us.

President Nixon wants these men released
before we withdraw our remaining troops
from Vietnam.

Senator McGovern wants to withdraw all
of our troops and then ask for our
prisoners-of-war back.

He hopes we'll get them, but he has
no guarantee.

Title: P.O.W.'s - Nixon Peace Terms
Revise #4

Date: August 18, 1972

Length: 60 sec.

Page: 2.

VIDEO

6. CUT TO: POW WORKING, GUARD WATCHING.
7. CLOSE SHOT OF POW.
8. DISS TO: NIXON LOGO.
Now more than ever.
9. DISS TO: MANDATORY DISCLAIMER.

AUDIO

In 1952 thousands of men who fought with the French against the North Vietnamese were never heard from or accounted for after the French pulled out.

President Nixon won't let this happen to our prisoners.

This is why we need him...

now more than ever.

COMMERCIAL TV

Title: PROPERTY TAXES - Revise #1

Date: August 18, 1972

Commercial No. XXNG 1606

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 335

Promise

Approval:

VIDEO

1. OPEN ON PRESIDENT IN OVAL OFFICE, LOOKING THROUGH FOLDER.

2. DISSOLVE TO SAME SCENE AS ~~ERLICHMAN~~
ERLICHMAN

3. DISSOLVE TO ^HERLICHMAN MAKING POINT.^A

AUDIO

ANNCR: (VO) For 36 months, President Nixon has been working for the passage of his Federal Revenue Sharing program through the Congress. The purpose of the bill is to share Federal money with states and localities, so that property taxes can go down.

And if anyone tries to change this goal ... the President doesn't buy it.

^HERLICHMAN: ... we have no assurances that they will put federal money into localities or that property taxes will go down.

PRESIDENT NIXON: Well then we won't accept it. The whole point of this is to get property taxes down. The purpose of this is not to increase the budgets for local officials to continue to raise property taxes.

VIDEO

AUDIO

4. HOLD ON ERLICHMAN AND PRESIDENT
AS THEY TALK.

5. DISSOLVE TO NIXON LOGO.

ERLICHMAN: That's what I thought
you'd say.

NIXON: And unless you put the heat on
these local officials they'll just take
the money and pour it into their pet
projects and not get the project done
... That's what's happening.

That's not the way it's going to be.

That's not the way it's going to be.

ANNCR: (VO)

President Nixon is determined to do
something about property taxes.

That's why we need him ...

now more than ever.

Why?

COMMERCIAL TV

Title: AIR TRANSPORTATION INDUSTRY
Revise #1

Date: August 18, 1972

Commercial No. XXNG 0706

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 332

Promise

Approval:

VIDEO

AUDIO

1. FADE IN: NIXON CONFERRING WITH FINCH, ERLICHMAN, AND AIDES IN WHITE HOUSE.

PRESIDENT NIXON: (ON CAMERA)

... this country must not get out of the business of air transport ...

NARRATOR: (VO)

President Nixon is fighting to keep our air transportation industry alive. Listen to his reasons.

PRESIDENT NIXON: (ON CAMERA)

I don't want to have not only Americans but other people in the world riding Soviet, French or British planes.

It isn't a matter of jingoism, I mean we need the jobs, but also we can do it best. It doesn't make any sense for us, for example, to be first in the race to the moon and first in the race to space and to get out of the

VIDEO

2. DISS TO NIXON LOGOG.

3. DISS TO MANDATORY DISCLAIMER.

AUDIO

production of transporting people
here on earth.

I want a program prepared so that we
can present it to the new Congress
for the United States to get back
into the business of building a
supersonic transport.

Now let's do it.

NARRATOR: (VO)

The President's fight for our nation's
air industry has not been won yet.

This is why we need him ...
now more than ever.

60 second commercials

COMMERCIAL TV

Title: McGOVERN TURNAROUND - Revise #6

Date: August 18, 1972

Commercial No. XXNG 1206

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 324

Promise

Approval:

VIDEO

1. OPEN ON ECU OF MOUNTED PHOTO OF GEORGE McGOVERN (A PROFILE SHOT, WITH McGOVERN LOOKING LEFT).
2. MOUNTED PHOTO TURNS, REVEALING THE OTHER SIDE, AN IDENTICAL PROFILE SHOT OF McGOVERN, NOW LOOKING TO THE RIGHT.
3. MOUNTED PHOTO TURNS, AGAIN TO THE ORIGINAL POSITION.
4. PHOTO TURNS.
5. PHOTO TURNS.

AUDIO

ANNCR: (VO) In 1967, Senator George McGovern said he was not an advocate of unilateral withdrawal of our troops from Vietnam.

Now, of course, he is.

Last year, the Senator suggested regulating marijuana along the same lines as alcohol, which means legalizing it.

Now he is against legalizing it, and says he always has been.

Last January, Senator McGovern suggested a welfare plan that would give a \$1000 bill to every man, woman and child in the country.

VIDEO

6. PHOTO TURNS.
7. PHOTO TURNS.
8. PHOTO TURNS.
9. PHOTO TURNS,
10. PHOTO TURNS.
11. PHOTO TURNS AND TURNS AND THEN
BEGINS TO ROTATE FASTER AND
FASTER.
12. SUPER MANDATORY LINE.

AUDIO

Now he says maybe the \$1000 figure
isn't right.

Last year he proposed to tax
inheritances of over \$500,000 at 100%.

This year he suggests 77%.

In Florida he was pro-busing.

In Oregon, he said he would support
the anti-busing bill now in Congress.

Last year, this year.

The question is ...

what about next year?

COMMERCIAL TV

Title: McGOVERN WELFARE - Revise #2

Date: August 18, 1972

Commercial No. XXNG 0806

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 333

Promise:

Approval:

VIDEO

1. OPEN ON MS OF CONSTRUCTION WORKER ON A GIRDER A FLOOR OR TWO ABOVE THE STREET.
2. WORKER TAKES OFF HIS HAT, SITS ON GIRDER, STARTS TO EAT LUNCH.
3. CUT TO SHOT, FROM WORKER'S VIEWPOINT, OF THE STREET WITH CROWDS WALKING BY.
4. CUT TO CLOSER SHOTS OF THE PEOPLE ON THE SIDEWALKS STREAMING BY.
5. CUT BACK TO WORKER EATING LUNCH, STILL LOOKING DOWN AT THE CROWDS.

AUDIO

SOUND: NATURAL THROUGHOUT.

ANNCR: (VO) Senator George McGovern recently submitted a welfare bill to Congress.

According to an analysis by the Senate Finance Committee ...

the McGovern bill would make 47% of the people in the United States eligible for welfare.

Forty-seven percent - almost every other person in the country - would be on welfare.

The Finance Committee estimated the cost of this incredible proposal at 64 billion dollars the first year ...

VIDEO

AUDIO

6. CUT BACK TO TRAFFIC SCENE.

6 times what we are now spending.

And who's going to pay for
this?

7. CUT TO MS OF WORKER AND START
TO MOVE IN SLOWLY TO HIS FACE.

Well, if you're not the one out of
two people on welfare ...

8. HOLD ON ECU OF WORKER'S FACE.

you do.

9. SUPER MANDATORY DISCLAIMER.

COMMERCIAL TV

Title: MCGOVERN DEFENSE - Revise #5

Date: August 18, 1972

Commercial No. XXNG 1306

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 325

Promise

Approval:

VIDEO

1. OPEN ON ECU OF TOY SOLDIERS.
2. HAND KNOCKS DOWN TOY SOLDIERS.
3. DISSOLVE TO SET UP OF TEN AIRPLANES.
4. HAND SWEEPS AWAY 5 PLANES.
5. DISSOLVE TO SET UP OF TEN SHIPS.
6. HAND SWEEPS AWAY 5 SHIPS.
7. DISSOLVE TO 16 TOY AIRCRAFT CARRIERS.

AUDIO

ANNCR: (VO) The McGovern Defense plan. He would cut the Marines by one-third.

He would cut Air Force personnel by one-third ... and interceptor planes by one-half.

He'd cut Navy personnel by one-fourth, the navy fleet by one-half...

and carriers cut from 16 to 6.

VIDEO

13. DISSOLVE TO LONGER SHOT OF ALL THE SOLDIERS, PLANES AND SHIPS.
14. PAN ACROSS WHOLE SCENE.
15. DISSOLVE TO FOOTAGE OF PRESIDENT WITH NAVY PERSONNEL. HE WALKS AMONG THEM.
16. DISSOLVE TO PRESIDENT AT AIR FORCE BASE.
17. DISSOLVE TO CU PRESIDENT AND THE WORDS: "Now more than ever."
18. SUPER MANDATORY LINE.

AUDIO

Senator Hubert Humphrey had this to say about the McGovern proposal:

"It isn't just cutting into the fat. It isn't just cutting into manpower. It's cutting into the very security of this country."

President Nixon doesn't believe we should play games with our national security.

He believes in a strong America to negotiate for peace from strength.

That's why we need him... now more than ever.

COMMERCIAL TV

Title: THE RECORD - Revise #4 Date: August 18, 1972
 Commercial No. XXNG 0906 Client: NIXON CAMPAIGN
 Length: :60 B&W Color Product:
 No. of words: RTO NA 321
 Promise Approval:

VIDEO

1. OPEN ON STILL SHOT OF PRESIDENT NIXON WITH SOLDIERS IN VIETNAM.
2. DISSOLVE TO STILL OF PRESIDENT NIXON WITH YOUNG PEOPLE.
3. DISSOLVE TO STILL SHOT OF PRESIDENT WORKING ALONE AT HIS DESK.
4. DISSOLVE TO STILL OF PRESIDENT AND MRS. NIXON WALKING ON THE BEACH.

AUDIO

ANNCR: (VO) He has brought home over 500,000 men from the war, and the rest will come home when the shooting stops and when North Vietnam releases our prisoners. He has overhauled the draft laws and made them fair for everyone....black and white, rich and poor. He certified an amendment giving 18-year olds the right to vote. He has created an economy that is growing faster than at any time in the past ten years. The rate of inflation has been cut in half. He created the first governmental agency we have ever had to deal with the problems of our environment. He is using the vast resources of government to find a cure for cancer and sickle cell anemia.

Title: THE RECORD - Revise # 4

Date: August 18, 1972

Length: :60

Page: 2

VIDEO

AUDIO

5. DISSOLVE TO STILL OF PRESIDENT NIXON SHAKING HANDS WITH MAO TSE TUNG.
6. DISSOLVE TO STILL OF PRESIDENT TALKING SERIOUSLY WITH BREZHNEV.
7. DISSOLVE TO STILL OF PRESIDENT IN HIS OFFICE WITH AIDES.
8. DISSOLVE TO STILL OF PRESIDENT ALONE WORKING IN HIS OFFICE.
9. DISSOLVE TO STILL OF PRESIDENT AND WORDS "Now more than ever."
10. SUPER MANDATORY LINE.

He has gone to China to talk peace with Mao Tse Tung.

He has gone to the Soviet Union to talk peace with Leonid Brezhnev.

For four years, President Nixon has responded to the needs of the people.

He recognized the need for change... and the need for even more change in the years to come.

That's why we need him...

now more than ever.

COMMERCIAL TV

Title: BUSING - Revise #1

Date: August 18, 1972

Commercial No. XXNG 0606

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 331

Promise

Approval:

VIDEO

1. FADE IN: PRESIDENT NIXON IN OVAL ROOM OF WHITE HOUSE, TALKING WITH ERLICHMAN.

AUDIO

PRESIDENT NIXON: (ON CAMERA)

Massive busing produces inferior education. And education is the name of the game.

NARRATOR: (VO)

President Nixon believes busing is wrong ... and he intends to do something about it.

FADE UP SOUND

PRESIDENT NIXON: (ON CAMERA)

Busing when it's used in a massive way is bad, but when you take kindergarten kids and put them on a bus for an hour and a half when they have a school they can walk to that's five minutes away - now that's wrong. It's wrong for the white children it's wrong for the black

Title: Busing - Revise #1

Date: August 18, 1972

Length: :60

Page: 2

VIDEO

AUDIO

2. DISSOLVE TO NIXON LOGO.

3. MANDATORY DISCLAIMER.

children. Yes sir ... it's creating
hatreds - hatreds among the kids.
These lives should not be experimented
with. Their education should not be
effected in a detrimental way. That's
what the busing is all about.

FADE UNDER

NARRATOR: (VO)

There's still much to be done to
improve the education of all of our
children.

This is why we need him ...
now more than ever.

COMMERCIAL TV

Title: FOREIGN POLICY - Passport

Revise
#1

Date: August 18, 1972

Commercial No. XXNG 0406

Client: NIXON CAMPAIGN

Length :60 B&W Color

Product

No. of words:

RT0 NA 329

Promise

Approval:

VIDEO

1. OPEN ON ECU OUTSIDE OF PASSPORT.

2. HAND FLIPS TO FIRST PAGE.

3. HAND FLIPS PASSPORT TO PAGE
WITH INDIA SEAL.

4. FLIPS TO YUGOSLAVIA.

5. FLIPS TO MEXICO.

6. FLIPS TO CANADA.

AUDIO

ANNCR: (VO) This is the passport
of the President of the United States.In his four years in office, Richard
Nixon has visited continents and
countries.In India, he layed out the Nixon
Doctrine.In Yugoslavia, he met with Marshall
Tito.In Mexico, he signed an agreement to
combat drug traffic.In Canada, he signed the Great Lakes
environmental agreement.

VIDEO

7. FLIPS TO CHINA.
8. FLIPS TO RUSSIA.
9. HAND FLIPS TO ANOTHER PAGE.
10. HAND FLIPS TO BLANK PAGE.
11. CROSS DISSOLVE TO CU PRESIDENT
AND SUPER: Now more than ever.
12. SUPER MANDATORY DISCLAIMER.

AUDIO

In China, he talked peace with Mao
Tse Tung.

In the Soviet
Union the nuclear arms agreement
became a reality.

President Nixon's travels represent a
new foreign policy for the United States.
A policy that calls for the self-
reliance of our allies, and peaceful
negotiations with our enemies.

All for a single purpose ...
world peace.

But there are still places to go,
and friends to be won.

This is why we need him ... now more
than ever.

COMMERCIAL TV

Title: P.O.W's - Nixon's Peace Terms
Revise #4

Date: August 18, 1972

Commercial No. XXNG 0206

Client: NIXON CAMPAIGN

Length: 60 sec. B&W Color

Product:

No. of words:

RTO NA 327

Promise

Approval:

VIDEO

- 1. FADE IN:
POW'S IN NORTH VIETNAM.
- 2. CUT TO: LINE-UP OF POW'S ON PORCH.
- 3. CUT TO: POW IN HIS CELL WRITING.
- 4. CUT TO: POW EATING BOWL OF RICE.
- 5. CUT TO: POW'S IN EXERCISE YARD.

AUDIO

SEX: TO SCENE

ANNCR: (VO) These are American Prisoners-of-War ... somewhere in North Vietnam.

How many there are we don't know because the North Vietnamese have never told us.

President Nixon wants these men released before we withdraw our remaining troops from Vietnam.

Senator McGovern wants to withdraw all of our troops and then ask for our prisoners-of-war back.

He hopes we'll get them, but he has no guarantee.

VIDEO

6. CUT TO: POW WORKING, GUARD WATCHING.

7. CLOSE SHOT OF POW.

8. DISS TO: NIXON LOGO.
Now more than ever.

9. DISS TO: MANDATORY DISCLAIMER.

AUDIO

In 1952 thousands of men who fought with the French against the North Vietnamese were never heard from or accounted for after the French pulled out.

President Nixon won't let this happen to our prisoners.

This is why we need him...

now more than ever.

COMMERCIAL TV

Title: AIR TRANSPORTATION INDUSTRY
Revise #1
Commercial No. XXNG 0706

Date: August 18, 1972

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 332

Promise

Approval:

VIDEO

1. FADE IN: NIXON CONFERRING WITH FINCH, ERLICHMAN, AND AIDES IN WHITE HOUSE.

AUDIO

PRESIDENT NIXON: (ON CAMERA)

... this country must not get out of the business of air transport ...

NARRATOR: (VO)

President Nixon is fighting to keep our air transportation industry alive. Listen to his reasons.

PRESIDENT NIXON: (ON CAMERA)

I don't want to have not only Americans but other people in the world riding Soviet, French or British planes.

It isn't a matter of jingoism, I mean we need the jobs, but also we can do it best. It doesn't make any sense for us, for example, to be first in the race to the moon and first in the race to space and to get out of the

VIDEO

AUDIO

production of transporting people
here on earth.

I want a program prepared so that we
can present it to the new Congress
for the United States to get back
into the business of building a
supersonic transport.

Now let's do it.

NARRATOR: (VO)

The President's fight for our nation's
air industry has not been won yet.

This is why we need him ...
now more than ever.

2. DISS TO NIXON LOGOG.

3. DISS TO MANDATORY DISCLAIMER.

COMMERCIAL TV

Title: PROPERTY TAXES - Revise #1

Date: August 18, 1972

Commercial No. XXNG 1606

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 335

Promise

Approval:

VIDEO

1. OPEN ON PRESIDENT IN OVAL OFFICE, LOOKING THROUGH FOLDER.
2. DISSOLVE TO SAME SCENE AS ERLICHMAN
3. DISSOLVE TO ERLICHMAN MAKING POINT.

AUDIO

ANNCR: (VO) For 36 months, President Nixon has been working for the passage of his Federal Revenue Sharing program through the Congress. The purpose of the bill is to share Federal money with states and localities, so that property taxes can go down.

And if anyone tries to change this goal ... the President doesn't buy it.

ERLICHMAN: ... we have no assurances that they will put federal money into localities or that property taxes will go down.

PRESIDENT NIXON: Well then we won't accept it. The whole point of this is to get property taxes down. The purpose of this is not to increase the budgets for local officials to continue to raise property taxes.

Title: PROPERTY TAXES - Revise #1

Date: August 18, 1972

Length: :60

Page: 2

VIDEO

AUDIO

4. HOLD ON ERLICHMAN AND PRESIDENT
AS THEY TALK.

5. DISSOLVE TO NIXON LOGO.

ERLICHMAN: That's what I thought
you'd say.

NIXON: And unless you put the heat on
these local officials they'll just take
the money and pour it into their pet
projects and not get the project done
... That's what's happening.

That's not the way it's going to be.

That's not the way it's going to be.

ANNCR: (VO)

President Nixon is determined to do
something about property taxes.

That's why we need him ...

now more than ever.

5 minute commercials

COMMERCIAL TV

Title: OLDER AMERICANS - Revise #5

Date: August 18, 1972

Commercial No. 4-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 313

Promise

Approval:

VIDEO

AUDIO

1. OPEN ON MONTAGE OF OLDER AMERICANS.

PRESIDENT NIXON: (VO)

Older Americans have much to give this country.

2. CONTINUATION.

The best thing this country can give to them is the chance to be a part of it, a chance to play a continuing role in the great American adventure.

3. CONTINUATION.

ANNCR: (VO) President Nixon saw the need for change. America, for all of its emphasis on progress, technology mobility and youth, was not doing enough for its older citizens.

4. DISSOLVE TO INTERVIEW WITH OLDER AMERICAN.

1ST OLDER AMERICAN: (SYNC)

I'm over 65 and I can do just as good a job as anybody else can do.

5. CUT TO 2ND INTERVIEW.

2ND OLDER AMERICAN: (SYNC)

I think social security benefits should rise and keep up with the cost of living.

Title: OLDER AMERICANS - Rev. #4

Date: August 18, 1972

Length: 4:20

Page: 2

VIDEO

AUDIO

6. CUT TO THIRD INTERVIEW.

3RD OLDER AMERICAN (SYNC)

Today they have a struggle in order to live with the money they get.

7. CUT TO FOURTH INTERVIEW

4TH OLDER AMERICAN (SYNC)

Well, one of the main problems is having something to do.

8. DISSOLVE TO: OLDER AMERICANS SITTING ON PARK BENCH.

NARRATOR: (VO)

The problems of old age are not new. Enough money to live on. Taxes. Inflation. Job discrimination. The soaring costs of medical care. And more than anything else.... a need to be useful...to belong in the mainstream of American life....

Title: OLDER AMERICANS - Revise #3

Length: 4:20

VIDEO

9. DISSOLVE TO: WHITE HOUSE
CONFERENCE ON AGING. PEOPLE
ENTERING AUDITORIUM.

10. PRESIDENT NIXON ADDRESSING
CONFERENCE.

11. PRESIDENT NIXON CONTINUES
SPEAKING, UNDER NARRATION.

Date: August 18, 1972

Page: 3

AUDIO

When Richard Nixon was elected
President, he was deeply concerned
about the situation facing our older citizens.

Through the years they had been
virtually ignored by our government.

And so he called together the most
ambitious White House Conference on
Aging ever held.

PRESIDENT NIXON: (OC)

Now, as we consider your suggestions,
we will be guided by this conviction:
Any action which enhances the dignity
of older Americans enhances the dignity
of all Americans, for unless the
American dream comes true for our older
generation, it cannot be complete for
any generation.

NARRATOR: (VO)

This was not an empty promise, this
was a call to action. The President
proposed to the Congress some vital
legislation.

VIDEO

12. VARIOUS SHOTS OF OLDER AMERICANS IN AUDIENCE RESPONDING TO THE PRESIDENT'S SPEECH.

14. CONTINUATION.

15. CONTINUATION.

16. CONTINUATION.

17. DISSOLVE TO: PRESIDENT CONFERRING WITH DR. FLEMING AND JOHN MARTIN.

AUDIO

First, he would put a national floor under the annual income of every older American.

He would raise the ceiling on how much a person can earn without losing his or her benefits.

He would prevent job discrimination because of age.

He would enroll everyone over 65 in the Medicare and Medicaid program and end the \$5.80 monthly premium.

The President's program doesn't end there. Knowing how unfair property taxes are to older Americans - some 70% of whom own their own homes - he created a bold revenue sharing plan. Federal tax revenues would be returned to the states to help stop the rise in property taxes.

VIDEO

18. DISSOLVE TO: OLDER AMERICANS
GARDENING BY THEIR HOME.

19. DISSOLVE TO PRESIDENT AND
MRS. NIXON VISITING HOSPITAL
FOR AGED.

20. DISSOLVE TO: ACTIVE OLDER
AMERICAN WORKING.

AUDIO

A home can represent a lifetime of careful savings ... and this symbol of independence, he knew, could be crushed under the heavy burden of property taxes.

The President got tough with sub-standard nursing homes and sub-standard medical care centers. He made nursing home reform a reality ...

He set up a training program for 21,000 more nursing home employees ... and this year 60 percent more older Americans will be able to find room in nursing homes ... where they can receive proper medical attention.

Instead of words, deeds. The President listened, then acted. He increased social security benefits. Up 51 percent since 1969. He increased the budget for Administration on Aging five times what it had been. He said no more job discrimination because of age.

Title: OLDER AMERICANS - Revise #4

Length: 4:20

VIDEO

21. PRESIDENT NIXON SPEAKING.

23. DISSOLVE TO NIXON LOGO.

24. MANDATORY DISCLAIMER.

Date: August 18, 1972

Page: 6

AUDIO

Still there is much to be done.
President Nixon's work to help
older Americans is not overi

PRESIDENT NIXON:

The time has come for a new attitude
toward old age in America. The time
has come to close the gap between
our older citizens and those who are
not yet old.

And the way to do this I believe is
to stop regarding older Americans as
a burden and start regarding them as
a resource for America.

NARRATOR: (VO) This is why we need
him ... now more than ever.

COMMERCIAL TV

Title: RUSSIA

Date: August 18, 1972

Commercial No. 5-5

Client: NIXON CAMPAIGN

Length 4:20 B&W Color

Product:

No. of words:

RTO NA 316

Promise :

Approval:

VIDEO

1. OPEN ON CEREMONIES AT AIRPORT AS PRESIDENT NIXON AND PARTY DEPART FROM PLANE, REVIEW TROOPS, GREET THEIR HOSTS.
2. DISSOLVE TO PRESIDENT'S MOTORCADE GOING THROUGH MOSCOW.
3. DISSOLVE TO SCENES OF PRESIDENT AND RUSSIAN LEADERS AT THE CONFERENCE TABLE.
4. DISSOLVE TO SIGNING CEREMONY WITH PRESIDENT NIXON AND PODGORNEY.
5. DISSOLVE TO PRESIDENT NIXON AS HE ADDRESSES THE RUSSIAN PUBLIC.
6. HOLD ON PRESIDENT.

AUDIO

ANNCR: (VO) Moscow, May, 1972.

Richard Nixon became the first American President ever to visit the Russian capitol.

The historic 5-day trip proved to be a working visit - a down-to-earth, bargaining session where firm agreements were formed between the two great powers.

Late in the week, the Russian government provided President Nixon with a unique opportunity - a chance to report on this progress directly to the Russian people on live television.

PRESIDENT NIXON: (ON CAMERA)

We have agreed on joint ventures in

VIDEO

7. DISSOLVE TO PRESIDENT NIXON AND MR. KOSYGIN SIGNING THE S.A.L.T. AGREEMENT, AND SHAKING HANDS AFTERWARD.
8. DISSOLVE TO PRESIDENT TALKING WITH KISSINGER AND ROGERS.
9. DISSOLVE TO PRESIDENT IN CONFERENCE WITH KOSYGIN OR BRESHNEV.
10. DISSOLVE TO PRESIDENT NIXON ON RUSSIAN TV.

AUDIO

space; we have agreed on ways of working together to protect the environment, to advance health, to cooperate in science and technology. We have agreed on means of preventing incidents at sea; we have established a commission to expand trade between our two nations.

Most important, we have taken an historic first step in the limitation of nuclear strategic arms.

ANNCR: (VO) The agreements didn't come easy. President Nixon, Secretary Rogers and Dr. Kissinger spent long hours hammering out terms that would be equal for both countries, and beneficial to all countries.

In his TV address, the President spoke to the Russians of the American people.

PRESIDENT NIXON: (ON CAMERA)

In many ways, the people of our two countries are very much alike. Like the Soviet Union, ours is a large and

VIDEO

11. DISSOLVE TO MONTAGE OF CITY SCENES OF MOSCOW AND SHOTS OF THE RUSSIAN PEOPLE.

12. DISSOLVE TO PRESIDENT NIXON AND MRS. NIXON TOURING PAVLOVSK, THE ANCIENT RESIDENCE OF THE CZARS.

13. DISSOLVE TO PRESIDENT AND MRS. NIXON AT CATHERDRAL.

14. DISSOLVE TO MRS. NIXON SHAKING HANDS WITH A BEAR AT THE CIRCUS.

AUDIO

diverse nation. Our people, like yours. are hard working. Like you, we Americans have a strong spirit of competition. But we also have a great love of music and poetry, of sports and of humor. Above all, we like you, are an open natural and friendly people. We love our country. We love our children. And we want for you, and for your children, the same peace and abundance that we want for ourselves and for our children.

ANNCR: (VO) Earlier in the week, President and Mrs. Nixon travelled to Leningrad, where they walked through Pavlovsk, the ancient residence of the Czars.

In Kiev, they visited the Cathedral of Saint Sophia.

And in Moscow, Mrs. Nixon...

enjoyed the famous Russian circus.

VIDEO

15. DISSOLVE TO THE PRESIDENT IN Leningrad.
16. DISSOLVE TO PRESIDENT ON RUSSIAN TV.
17. DISSOLVE TO PRESIDENT LAYING WREATH AT CEMETERY IN Leningrad.
18. DISSOLVE TO MS OF RUSSIAN SOLDIER WEeping.

AUDIO

In Leningrad, President Nixon visited the Piskarev cemetery, and he recalled that experience in his TV address.

PRESIDENT NIXON: (ON CAMERA)

Yesterday, I laid a wreath at the cemetery which commemorates the brave people who died during the seige of Leningrad in World War II.

At the cemetery, I saw the picture of a 12-year-old girl. She was a beautiful child. Her name was Tanya. The pages of her diary tell the terrible story of war.

In the simple words of a child, she wrote of the deaths of the members of her family. Zhenya in December. Grannie in January. Then Leka. Then Uncle Vasya. The Uncle Lyosha. Then Mama. Then the Savichevs.

And then, finally, these words, the last words. in her diary; All are dead. Only Tanya is left.

VIDEO

AUDIO

19. DISSOLVE TO PRESIDENT LEAVING CEMETERY.

As we work toward a more peaceful world, let us think of Tanya and of other Tanyas and their brothers and sisters everywhere.

Let us do all that we can to insure that no other children will have to endure what Tanya did and that your children and ours and all the children of the world can live their full lives together in friendship and in peace.

20. DISSOLVE BACK TO PRESIDENT ON RUSSIAN TV.

Spasibo i do svidaniya.

21. DISSOLVE TO DEPARTURE CEREMONIES AT AIRPORT. PRESIDENT AND MRS. NIXON WAVE GOODBYE.

ANNCR: (VO) Thank you and goodbye.

President Nixon had offered a lasting message to the people of Russia.

A pledge to continue the quest for peace among all nations.

22. DISSOLVE TO ECU PRESIDENT AND THE WORDS: Now more than ever.

This is why we need him...

now more than ever.

23. SUPER MANDATORY LINE.

COMMERCIAL TV

Title: THE RECORD - Revise #5

Date: August 18, 1972

Commercial No. 6-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 314

Promise:

Approval:

VIDEO

1. OPEN ON COMBAT SOLDIERS STREAMING FROM SHIP, LANDING IN VIETNAM.
2. DISSOLVE TO VIETNAM ACTION FOOTAGE.
3. DISSOLVE TO SCENES OF DETROIT AFTER RIOTS, STUDENTS DEMONSTRATING ON A CAMPUS.
4. DISSOLVE TO ECU OF WASTE SPEWING INTO WATERWAY.
5. DISSOLVE TO CITY UNDER SMOG.
6. DISSOLVE TO SCENE OF CHINA.

AUDIO

ANNCR: (VO) 1968. The United States had 550,000 troops in Vietnam.

Casualties were averaging 300 per week, and we were spending ourselves blind.

There were riots in cities and on campuses across the country, and crime was increasing at an unbelievable rate of 17 % a year.

Environmental problems were getting worse, and there wasn't a single governmental agency in existence to help.

China had emerged as a world power, and yet our government continued to ignore its very existence.

VIDEO

AUDIO

7. DISSOLVE TO PEOPLE VOTING.
8. DISSOLVE TO PRESIDENT NIXON APPROACHING DIAS TO MAKE HIS INAUGURAL ADDRESS. USE NATURAL SFX BAND PLAYING & EXCERPT FROM SPEECH.
9. DISSOLVE TO PRESIDENT STEPPING FROM HELICOPTER.
10. DISSOLVE TO PRESIDENT ENTERING THE OVAL OFFICE.
11. DISSOLVE TO TROOP SHIP FULL OF SOLDIERS ARRIVING HOME.
12. DISSOLVE TO SCENE AT SOUTH VIETNAMESE BASE.
13. DISSOLVE TO LARGE U.S. CITY AT NIGHT.

1968. In November, the American people chose a new President ... Richard Nixon.

SFX: BAND PLAYING HAIL TO THE CHIEF.

ANNCR: (VO) President Nixon knew what was needed. An administration that was responsive to the people ... that wasn't afraid of change

In the four years since, President Nixon has tackled these problems.

In Vietnam, the war is winding down. A half a million Americans have come home, and less than 40,000 troops remain. Casualties have been cut 95%.

At home, the rate of increase in crime has been cut in half, and 80 major cities reported a decrease in overall crime this past year.

VIDEO

14. DISSOLVE TO PEACEFUL SCHOOL CAMPUS.
15. DISSOLVE TO JAMMED TRAFFIC SCENE.
16. DISSOLVE TO PRESIDENT WITH RUCKELSHAUS, CREATING THE EPA.
17. DISSOLVE TO SCENE OF AERIAL CROP DUSTING.
18. DISSOLVE TO SCENE OF GREAT LAKES.
19. DISSOLVE TO AIR FORCE 1 LANDING IN CHINA.
20. DISSOLVE TO THE PRESIDENT STEPPING FROM AIRPLANE IN CHINA.
21. DISSOLVE TO PRESIDENT IN DISCUSSION WITH CHOU EN LAI.

AUDIO

Our cities are quieter ...
our campuses are quieter.

Our environment. Still a major problem,
but now we have the tools to do the job.
The President created the Environmental
Protection Agency.

He has imposed a near total ban on the
use of DDT ...

he signed an agreement with Canada
to clean up the Great Lakes.

Change. In February of this year,
for the first time in history, an
American President went to China.

SOUND: MARSHALL MUSIC.

The President met with Mao Tse Tung
and Chou En Lai, in long and serious
discussions of the problems that
affect our two great countries.

VIDEO

22. DISSOLVE TO MONTAGE SCENES
IN HANGCHOW PARK OF PRESIDENT
WITH CHINESE PEOPLE.

23. DISSOLVE TO MOTORCADE SCENE.

24. DISSOLVE TO PRESIDENT SIGNING
AGREEMENT WITH BREZHNEV.

25. DISSOLVE TO PRESIDENT TALKING
WITH AIDE IN OVAL OFFICE.

26. DISSOLVE TO PRESIDENT TALKING
TO YOUTH.

27. DISSOLVE TO PRESIDENT WITH
OLDER AMERICANS.

AUDIO

SOUND: CHINESE KIDS SINGING.

It was an opening of doors ... an
opening of minds ...

that will lead to the settling
of our differences through negotiation,
not confrontation.

In May, President Nixon went to the
Soviet Union
where he concluded years of negotiations
on arms limitation. The S.A.L.T.
agreement became a reality.

1968-1972. Four years of an
administration that responded to
the needs of the people.

For the youth of America, the President
signed into law the bill to give 18-year
olds the right to vote, and completely
revamped the unfair draft laws.

For older Americans, he increased
Social Security benefits 51%. For all
Americans he has committed massive
government funds to find a cure for
cancer and sickle cell anemia.

VIDEO

AUDIO

28. DISSOLVE TO PRESIDENT WALKING INTO CONGRESS.

And most important, he has accomplished

a reordering of our national priorities.

29. DISSOLVE TO PRESIDENT APPROACHING DIAS IN CONGRESS

For the first time in twenty years, we are spending more on human needs than we are on defense.

30. CUT TO CU OF PRESIDENT MAKING AN ADDRESS.

Still, there's much to be done. The problems of inflation, jobs, human rights, taxes, and world peace are never-ending. President Nixon knows this.

31. DISSOLVE TO NIXON LOGO.

That's why we need him ... now more than ever.

COMMERCIAL TV

Title: ENVIRONMENT - Revise #2

Date: August 13, 1972

Commercial No. 7-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 315

Promise:

Approval:

VIDEO

1. FADE IN: EARLY MORNING SCENES
OF SMOKE STACKS.

2. DISS TO: FACTORIES WITH NO
SMOKE ISSUING FORTH.

3. DISS TO: PRESIDENT NIXON
SIGNING EPA BILL.

AUDIO

NARRATOR: On April 17, 1971, a Federal Judge in Birmingham, Alabama, was routed out of bed at six in the morning by a telephone call.

By nine AM he had issued orders to shut down 23 major industries in Birmingham. The reason -- violation of the new air pollution standards set by President Nixon's Environmental Protection Agency.

It was proof -- President Nixon meant business. On January 1st, 1970, he had created a completely new department: the Environmental Protection Agency. Cutting through the bureaucracy of several smaller agencies, he charged EPA with full responsibility to protect our environment.

VIDEO

AUDIO

4. CU NIXON SPEAKING

PRESIDENT NIXON:

In what they do with the natural beauty providence bestowed upon them. With your support and with the help of the Congress we can reclaim and preserve the natural beauty of America unto all the generations... to do just that and more. To end the plunder of America's natural heritage. A nation's history is written in the book of its words, the book of its deeds, the book of its art. People's history is also written that come after us.

5. DISS TO SCENES OF POLLUTION, IN THE AIR, WATER, IN THE STREETS.

NARRATOR: (VO) For the first time, there was now a federal agency with the strength and single-mindedness to handle the incredibly complex problems of air, water and noise pollution. President Nixon said act...and act now.

6. DISS TO: CARS CLOGGING ROADS LEADING INTO CITY.

The new Nixon agency ordered all car manufacturers to cut hydrocarbon and carbon monoxide emissions 90 percent by 1975. This would mean developing an almost pollution-free engine.

VIDEO

7. DISS TO: DIFFERENT SHOTS OF ASSEMBLY LINES ON PLANT.
8. DISS TO: AERIAL SHOTS OF GREAT LAKES.
9. DISS TO: PRESIDENT AND TRUDEAU SIGNING PACT.
10. DISS TO: CROP DUSTER SPREADING DDT OVER CROPS.

AUDIO

Recently a major manufacturer asked for a one-year extension to the deadline, claiming that technology to develop such an engine was not ready. The request was considered, and a one word answer was given. No. President Nixon meant business.

The Great Lakes. Some 30 million Americans and 7 million Canadians live near these shores. And every day, tons of pollutants were being dumped into these fresh waters. To save the Great Lakes from dying meant act... now.

On April 15, 1972, the President and Prime Minister Trudeau signed the Great Lakes Water Agreement. The dumping of polluted spoil would be stopped. The President pledged to spend between one and three billion dollars in the next five years to build waste treatment systems.

Since 1946 ecologists and conservationists have said "Ban DDT".

but the day of "banning DDT" never came.

VIDEO

11. DISS TO: SHOTS OF EVERGLADES.

12. DISS TO: HIGHWAY WITH NO SIGNS.

13. DISS TO: SCENIC MOUNTAIN BEAUTY.

14. DISS TO: PRESIDENT SIGNING ENVIRONMENTAL AGREEMENT IN RUSSIA.

AUDIO

In June of this year, the total elimination of all but essential uses of DDT was announced. President Nixon's Environmental Protection Agency showed its strength.

Sometimes the things that are not being done are just as important as the things that are being done. They talked of building a giant jetport smack in the middle of the Everglades, but they're not going to. President Nixon saw to that.

Billboards aren't going up on Federal highways anymore ...

... and they're not giving away huge sections of land to developers anymore. The President's Legacy of Parks program has set aside million of acres of Federal land for public use.

But our environment is not just ours alone ... and President Nixon knew it. In May, he and President Podgorney

VIDEO

15. DISS. TO: PRESIDENT NIXON AT
GRAND TETON.

16. DISS. TO: NIXON LOGO

AUDIO

signed the first comprehensive environmental pact between the United States and Russia.

To preserve what we have...and regain what we've lost...this is the "now or never" challenge. Safeguarding our environment is a day-to-day battle... and we've got a long way to go yet. Under President Nixon we have, for the first time, a strong Federal Agency that can do something about it. Still, there is much to be done.

This is why we need him.
Now, more than ever.

COMMERCIAL TV

Title: CHINA - Revise #2

Date: July 26, 1972

Commercial No. 1 - 5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 310

Promise

Approval:

VIDEO

1. OPEN ON SHOT OF AIR FORCE ONE IN FLIGHT.
2. DISSOLVE TO MONTAGE OF SHOTS IN THE PLANE SHOWING PRESIDENT, DR. KISSINGER, SECRETARY ROGERS AND OTHERS.
3. DISSOLVE TO INTERIOR OF PLANE LANDING.
4. DISSOLVE TO PRESIDENT AND MRS. NIXON EMERGING FROM PLANE.

AUDIO

SOUND: AIRPLANE

ANNCR: (VO) In 1967, when President Nixon was still a private citizen, he had this to say about our country's relationship with China: "Taking the long view, we simply cannot afford to leave China forever outside the family of nations. There is no place on this small planet for a billion of its potentially most able people to live in angry isolation."

What President Nixon was suggesting was a sweeping change in our national policy. And in 1972, he made that change a reality.

SOUND: BAND PLAYING MARSHALL MUSIC.

VIDEO

5. DISSOLVE TO SCENES OF PRESIDENT SHAKING HANDS WITH CHOU EN LAI, INTRODUCING MRS. NIXON, BAND PLAYING, AND PRESIDENT REVIEWING TROOPS.
6. DISSOLVE TO STILL OF PRESIDENT SHAKING HANDS WITH MAO TSE TUNG.
7. DISSOLVE TO PRESIDENT AND CHINESE AT A MEETING.
8. SLOW DISSOLVE TO MRS. NIXON AT ZOO.
9. DISSOLVE TO MRS. NIXON VISITING BALLET CLASS.
10. DISSOLVE TO MRS. NIXON HUGGING SMALL CHILD.
11. DISSOLVE TO SCENES OF THE PRESIDENT PARTY AT THE GREAT WALL.
12. DISSOLVE TO FORBIDDEN CITY FOOTAGE.
13. DISSOLVE TO PRESIDENT AND CHOU IN SERIOUS DISCUSSION.

AUDIO

As the first American President ever to visit China, President Nixon was met by Prime Minister Chou En Lai. Within hours, he met with Chairman Mao Tse Tung and the hard business of diplomacy and negotiation was underway. Mrs. Nixon, as she had done in previous trips to Africa and Peru, proved again to be our "ambassador of good will".

SOUND: CHINESE KIDS SINGING.

She opened her arms to the people, and they to her.

The Presidential party visited the Great Wall, 1500 miles long and 2200 years old.

The Forbidden City, home of the Chinese emperors for 800 years.

And throughout the week, the business of state continued.

In Shanghai, Dr. Kissinger reported the joint communique announcing the progress

VIDEO

14. DISSOLVE TO SELECTED SCENES OF THE PRESIDENT AND PARTY WALKING IN HANGCHOW PARK, ENTERING THE GREAT HALL OF THE PEOPLE, WATCHING CHINESE YOUNGSTERS, ETC.

15. CUT TO PRESIDENT WITH INTERPRETER.

AUDIO

that had been made.

An agreement of non-aggression against all other nations, a renunciation of the use of force in international relations.

Solid, meaningful progress, and perhaps just as important to future generations of Americans and Chinese alike, an opening of doors between two great powers. For 23 years, America had ignored the very existence of the Peoples Republic of China.

Now, in one bold and courageous stroke, President Nixon had led the entire world closer to the ultimate priority... world peace.

The President had seen the people of China... the people had seen our President.

SOUND: PRESIDENT'S TALK AND THE INTERPRETER'S TRANSLATION.

I express my appreciation to my Chinese voice ... to Mrs. Chaing. I listened to her translation and she got every word right.

Title: CHINA - Revise #2

Length: 4:20

Date: July 14, 1972

Page: 4

VIDEO

16. PRESIDENT GOING UP RAMP ONTO PLANE
17. STILL OF PRESIDENT AND MAO
18. CHOU WAVES GOODBYE
19. DISSOLVE TO STILL OF PRESIDENT WITH WORDS "Now more than ever"
20. SUPER MANDATORY LINE.

AUDIO

The trip to China had indeed fulfilled its purpose, the beginning of a relationship between the two great powers.

If the entire trip were to be reduced to this handshake, it was worth it for that alone.

President Nixon has opened the door.

Now the work must continue.

That's why we need him ...

now more than ever.

COMMERCIAL TV

Title: CHINA - Revise #5 Date: August 18, 1972
Commercial No. XXNG 0506 Client: NIXON CAMPAIGN
Length :60 B&W Color Product
No. of words: RT() NA 330
Promise Approval.

VIDEO

1. OPEN ON MOOD SHOT OF THE GREAT WALL.
2. DISSOLVE TO LS OF MAJOR CHINESE CITY.
3. DISSOLVE TO PRESIDENT NIXON AND PARTY DEPLANING IN CHINA.
4. DISSOLVE TO PRESIDENT MAKING A SPEECH AT BANQUET.
5. DISSOLVE TO PRESIDENT AND MRS. NIXON IN PARK AT HANGCHOW.

AUDIO

ANNCR: (VO) China is one of the largest countries in the world... yet no American President had ever been there.

China is one of the most powerful countries in the world ... yet no American leader had even talked with them in 23 years. Until Richard Nixon.

SFX: MARSHALL MUSIC.

SOUND: EXCERPT FROM PRESIDENT'S SPEECH.

President Nixon has opened the door to a new relationship between the two great powers. He has had the courage to effect a sweeping change in our foreign policy

Title: CHINA - Revise #5

Date: August 18, 1972

Length: :60

Page: 2

VIDEO

AUDIO

6. DISSOLVE TO PRESIDENT AT THE GREAT WALL.

a change that will lead to the settling of our differences through negotiation, not confrontation. The door is opened, now the work must continue.

7. DISSOLVE TO ECU PRESIDENT AND SUPER; Now more than ever.

This is why we need him...

8. SUPER MANDATORY LINE.

now more than ever.

COMMERCIAL TV

Title: YOUTH - Revise #4

Date: July 31, 1972

Commercial No. 3-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 317

Promise:

Approval:

VIDEO

1. FADE IN: STILL: COMBAT SHOT IN VIETNAM.
2. DISS (CROSS) TO ANOTHER STILL. DRAFTEES BEING INDUCTED.
3. DISS TO: STILL. KIDS PROTESTING ON STEPS OF CAPITOL.
4. DISS TO: STILL. CARS CLOGGING HIGHWAY.
5. DISS TO: STILL: BLACK BABY WITH SICKLE CELL ANEMIA.

AUDIO

SFX: TO SCENESNARRATOR: (VO)

You asked for an end to the war.

You wanted peace.

You said the draft was unfair.

Why should blacks and poor kids be more liable to the draft than the whites and well-off?

You asked for a say in our government.

You wanted a voice in your future.

You said why isn't something being done to save our environment?

You wanted human priorities to come first.

Title: YOUTH - Revise #4

Length: 4:20

Date: July 31, 1972

Page: 2

VIDEO

6. DISS TO: STILL. KIDS MARCHING IN CAPITOL WITH BANNERS. ETC.
7. DISS TO: NIXON DELIVERING INAUGURAL ADDRESS.
8. DISS TO: DIFFERENT SHOTS OF INAUGURATION. (POSSIBLY MOTORCADE)
9. DISS TO: SHOTS OF VIETNAM.

AUDIO

You spoke out for change, you asked for reform. You looked for a better America.

PRESIDENT NIXON:

We cannot learn from one another until we stop shouting at one another - until we speak quietly enough so that our words can be heard as well as our voices.

NARRATOR: (VO)

When Richard Nixon came into office, all America was asking for change, especially our youth. We were a torn frustrated nation in the 60's.

Richard Nixon wanted to turn things around.

The war must end, you asked. There were 550,000 American troops in Vietnam when President Nixon took office. Today, half a million American soldiers have come home. Less than 40,000 remain. Casualties are down 95 percent.

Title: YOUTH - Revise #4

Date: July 31, 1972

Length: 4:20

Page: 3

VIDEO

AUDIO

10. NIXON. SAN CLEMENTE - TALK ON PEACE IN VIETNAM.

NIXON: (SYNC)

Many Presidents have ended wars...
few have had any success in keeping
a lasting peace.....no American
fighting anywhere in the world
in this century and succeeding
centuries.

Title: YOUTH - Revise #5

Length: 4:20

Date: August 18, 1972

Page: 4

VIDEO

11. DISS TO: INDUCTION CENTER.
YOUNG MEN BEING SWORN INTO ARMY.

12. SHOTS OF LOTTERY.

13. DISS TO: NIXON SIGNING
26th AMENDMENT.

14. NIXON SPEAKS TO KIDS.

AUDIO

Change the draft laws and make them fair, you said. In the 1960's the draft was a seven-year worry.

... and more of a worry if you were black and poor than if you were white and well-off.

President Nixon changed that. He introduced the lottery which is fair to all ... and cut eligibility to one year. And now his plan calls for ending the draft completely in 1973.

You wanted a voice in the future of our country. And in 1971, President Nixon saw the 26th amendment become law, giving 18-year olds the right to vote.

PRESIDENT NIXON: (ON CAMERA)

VIDEO

15. DISS TO: HUMAN NEEDS BEING ANSWERED.

16. PRESIDENT NIXON SIGNING FEDERAL EDUCATION BILL.

17. DISS TO: CARS CLOGGING ROAD.

18. CROP DUSTING SHOT.

AUDIO

President Nixon called for a re-ordering of national priorities. Human needs must come first. And now, for the first time in 20 years, we are spending more on the needs of our people than we are on defense.

He did something concrete about the quality of our environment, too. President Nixon created a brand new Federal department, the Environmental Protection Agency.

Car manufacturers have been ordered to clean up their pollution.

DDT has finally been banned from all but essential use.

Title: YOUTH - Revise #5

Date: August 18, 1972

Length: 4:20

Page: 6

VIDEO

AUDIO

19. DISS TO EVERGLADES.
20. DISS TO SHORE LINE SHOT OF OCEAN OR LAKE.
21. DISS TO CACHE OF DRUGS ON TABLE IN POLICE STATION.
22. DISS TO DRUG CENTER. REHABILITATION.
23. DISS TO: NIXON IN CHINA WITH CHOU EN LAI.
24. DISS TO: NIXON WITH RUSSIAN LEADERS.
25. DISS. TO: NIXON ALONE IN WHITE HOUSE OFFICE
26. DISS. TO: NIXON LOGO

Our lakes and shorelines are going to be safeguarded from pollution. And our youth is not going to be polluted by drugs, if President Nixon wins his fight.

Today we are spending 8 times more than any previous administration to teach kids how dumb drugs are... and to rehabilitate those who got the message too late.

Today we are changing our world priorities too...opening the door to China...

...creating a new policy with the Soviet Union
.. negotiation not confrontation.

"Change is hard," President Nixon once said, but without change there can be no progress." Our environment.. our cities...our economy.... our dealings with other nations." There is much to be done.... to be changed. This is why we need him.... now, more than ever.

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COMMERCIAL TV

Title: THE RECORD - Revise #5

Date: August 18, 1972

Commercial No. 6-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 314

Promise:

Approval:

VIDEO

1. OPEN ON COMBAT SOLDIERS STREAMING FROM SHIP, LANDING IN VIETNAM.
2. DISSOLVE TO VIETNAM ACTION FOOTAGE.
3. DISSOLVE TO SCENES OF DETROIT AFTER RIOTS, STUDENTS DEMONSTRATING ON A CAMPUS.
4. DISSOLVE TO ECU OF WASTE SPEWING INTO WATERWAY.
5. DISSOLVE TO CITY UNDER SMOG.
6. DISSOLVE TO SCENE OF CHINA.

AUDIO

ANNCR: (VO) 1968. The United States had 550,000 troops in Vietnam.

Casualties were averaging 300 per week, and we were spending ourselves blind.

There were riots in cities and on campuses across the country, and crime was increasing at an unbelievable rate of 17 % a year.

Environmental problems were getting worse, and there wasn't a single governmental agency in existence to help.

China had emerged as a world power, and yet our government continued to ignore its very existence.

VIDEO

AUDIO

7. DISSOLVE TO PEOPLE VOTING.

1968. In November, the American people chose a new President ... Richard Nixon.

8. DISSOLVE TO PRESIDENT NIXON APPROACHING DIAS TO MAKE HIS INAUGURAL ADDRESS. USE NATURAL SFX BAND PLAYING & EXCERPT FROM SPEECH.

SFX: BAND PLAYING HAIL TO THE CHIEF.

9. DISSOLVE TO PRESIDENT STEPPING FROM HELICOPTER.

ANNCR: (VO) President Nixon knew what was needed. An administration that was responsive to the people ... that wasn't afraid of change

10. DISSOLVE TO PRESIDENT ENTERING THE OVAL OFFICE.

In the four years since, President Nixon has tackled these problems.

11. DISSOLVE TO TROOP SHIP FULL OF SOLDIERS ARRIVING HOME.

In Vietnam, the war is winding down. A half a million Americans have come home, and less than 40,000 troops remain. Casualties have been cut 95%.

12. DISSOLVE TO SCENE AT SOUTH VIETNAMESE BASE.

At home, the rate of increase in crime has been cut in half, and 80 major cities reported a decrease in overall crime this past year.

13. DISSOLVE TO LARGE U.S. CITY AT NIGHT.

VIDEO

14. DISSOLVE TO PEACEFUL SCHOOL CAMPUS.
15. DISSOLVE TO JAMMED TRAFFIC SCENE.
16. DISSOLVE TO PRESIDENT WITH RUCKELSHAUS, CREATING THE EPA.
17. DISSOLVE TO SCENE OF AERIAL CROP DUSTING.
18. DISSOLVE TO SCENE OF GREAT LAKES.
19. DISSOLVE TO AIR FORCE 1 LANDING IN CHINA.
20. DISSOLVE TO THE PRESIDENT STEPPING FROM AIRPLANE IN CHINA.
21. DISSOLVE TO PRESIDENT IN DISCUSSION WITH CHOU EN LAI.

AUDIO

Our cities are quieter ...
our campuses are quieter.

Our environment. Still a major problem,
but now we have the tools to do the job.
The President created the Environmental
Protection Agency.

He has imposed a near total ban on the
use of DDT ...

he signed an agreement with Canada
to clean up the Great Lakes.

Change. In February of this year,
for the first time in history, an
American President went to China.

SOUND: MARSHALL MUSIC.

The President met with Mao Tse Tung
and Chou En Lai, in long and serious
discussions of the problems that
affect our two great countries.

VIDEO

22. DISSOLVE TO MONTAGE SCENES
IN HANGCHOW PARK OF PRESIDENT
WITH CHINESE PEOPLE.

23. DISSOLVE TO MOTORCADE SCENE.
24. DISSOLVE TO PRESIDENT SIGNING
AGREEMENT WITH BREZHNEV.

25. DISSOLVE TO PRESIDENT TALKING
WITH AIDE IN OVAL OFFICE.

26. DISSOLVE TO PRESIDENT TALKING
TO YOUTH.

27. DISSOLVE TO PRESIDENT WITH
OLDER AMERICANS.

AUDIO

SOUND: CHINESE KIDS SINGING.

It was an opening of doors ... an
opening of minds ...

that will lead to the settling
of our differences through negotiation,
not confrontation.

In May, President Nixon went to the
Soviet Union
where he concluded years of negotiations
on arms limitation. The S.A.L.T.
agreement became a reality.

1968-1972. Four years of an
administration that responded to
the needs of the people.

For the youth of America, the President
signed into law the bill to give 18-year
olds the right to vote, and completely
revamped the unfair draft laws.

For older Americans, he increased
Social Security benefits 51%. For all
Americans he has committed massive
government funds to find a cure for
cancer and sickle cell anemia.

VIDEO

28. DISSOLVE TO PRESIDENT WALKING INTO CONGRESS.

29. DISSOLVE TO PRESIDENT APPROACHING DIAS IN CONGRESS

30. CUT TO CU OF PRESIDENT MAKING AN ADDRESS.

31. DISSOLVE TO NIXON LOGO.

AUDIO

And most important, he has accomplished

a reordering of our national priorities.

For the first time in twenty years, we are spending more on human needs than we are on defense.

Still, there's much to be done. The problems of inflation, jobs, human rights, taxes, and world peace are never-ending. President Nixon knows this.

That's why we need him ...

now more than ever.

COMMERCIAL TV

Title: RUSSIA

Date: August 18, 1972

Commercial No. 5-5

Client: NIXON CAMPAIGN

Length: 4:20

 B&W Color

Product:

RT() NA 316

No. of words:

Promise

Approval:

VIDEO

1. OPEN ON CEREMONIES AT AIRPORT AS PRESIDENT NIXON AND PARTY DEPART FROM PLANE, REVIEW TROOPS GREET THEIR HOSTS.
2. DISSOLVE TO PRESIDENT'S MOTORCADE GOING THROUGH MOSCOW.
3. DISSOLVE TO SCENES OF PRESIDENT AND RUSSIAN LEADERS AT THE CONFERENCE TABLE.
4. DISSOLVE TO SIGNING CEREMONY WITH PRESIDENT NIXON AND PODGORNEY.
5. DISSOLVE TO PRESIDENT NIXON AS HE ADDRESSES THE RUSSIAN PUBLIC.
6. HOLD ON PRESIDENT.

AUDIO

ANNCR: (VO) Moscow, May, 1972.

Richard Nixon became the first American President ever to visit the Russian capitol.

The historic 5-day trip proved to be a working visit - a down-to-earth, bargaining session where firm agreements were formed between the two great powers.

Late in the week, the Russian government provided President Nixon with a unique opportunity - a chance to report on this progress directly to the Russian people on live television.

PRESIDENT NIXON: (ON CAMERA)

We have agreed on joint ventures in

VIDEO

7. DISSOLVE TO PRESIDENT NIXON AND MR. KOSYGIN SIGNING THE S.A.L.T. AGREEMENT, AND SHAKING HANDS AFTERWARD.
8. DISSOLVE TO PRESIDENT TALKING WITH KISSINGER AND ROGERS.
9. DISSOLVE TO PRESIDENT IN CONFERENCE WITH KOSYGIN OR BRESHNEV.
10. DISSOLVE TO PRESIDENT NIXON ON RUSSIAN TV.

AUDIO

space; we have agreed on ways of working together to protect the environment, to advance health, to cooperate in science and technology. We have agreed on means of preventing incidents at sea; we have established a commission to expand trade between our two nations.

Most important, we have taken an historic first step in the limitation of nuclear strategic arms.

ANNCR: (VO) The agreements didn't come easy. President Nixon, Secretary Rogers and Dr. Kissinger spent long hours hammering out terms that would be equal for both countries, and beneficial to all countries.

In his TV address, the President spoke to the Russians of the American people.

PRESIDENT NIXON: (ON CAMERA)

In many ways, the people of our two countries are very much alike. Like the Soviet Union, ours is a large and

VIDEO

AUDIO

11. DISSOLVE TO MONTAGE OF CITY SCENES OF MOSCOW AND SHOTS OF THE RUSSIAN PEOPLE.

diverse nation. Our people, like yours. are hard working. Like you, we Americans have a strong spirit of competition. But we also have a great love of music and poetry, of sports and of humor.

Above all, we like you, are an open natural and friendly people. We love our country. We love our children. And we want for you, and for your children, the same peace and abundance that we want for ourselves and for our children.

12. DISSOLVE TO PRESIDENT NIXON AND MRS. NIXON TOURING PAVLOVSK, THE ANCIENT RESIDENCE OF THE CZARS.

ANNCR: (VO) Earlier in the week, President and Mrs. Nixon travelled to Leningrad, where they walked through Pavlovsk, the ancient residence of the Czars.

13. DISSOLVE TO PRESIDENT AND MRS. NIXON AT CATHERDRAL.

In Kiev, they visited the Cathedral of Saint Sophia.

14.

And in Moscow, Mrs. Nixon...

14. DISSOLVE TO MRS. NIXON SHAKING HANDS WITH A BEAR AT THE CIRCUS.

enjoyed the famous Russian circus.

VIDEO

AUDIO

15. DISSOLVE TO THE PRESIDENT IN LENINGRAD.
16. DISSOLVE TO PRESIDENT ON RUSSIAN TV.
17. DISSOLVE TO PRESIDENT LAYING WREATH AT CEMETERY IN LENINGRAD.
18. DISSOLVE TO MS OF RUSSIAN SOLDIER WEeping.

In Leningrad, President Nixon visited the Piskarev cemetery, and he recalled that experience in his TV address.

PRESIDENT NIXON: (ON CAMERA)

Yesterday, I laid a wreath at the cemetery which commemorates the brave people who died during the seige of Leningrad in World War II.

At the cemetery, I saw the picture of a 12-year-old girl. She was a beautiful child. Her name was Tanya. The pages of her diary tell the terrible story of war.

In the simple words of a child, she wrote of the deaths of the members of her family. Zhenya in December. Grannie in January. Then Leka. Then Uncle Vasya. The Uncle Lyosha. Then Mama. Then the Savichevs.

And then, finally, these words, the last words. in her diary; All are dead. Only Tanya is left.

VIDEO

AUDIO

19. DISSOLVE TO PRESIDENT LEAVING CEMETERY.

As we work toward a more peaceful world, let us think of Tanya and of other Tanyas and their brothers and sisters everywhere.

Let us do all that we can to insure that no other children will have to endure what Tanya did and that your children and ours and all the children of the world can live their full lives together in friendship and in peace.

20. DISSOLVE BACK TO PRESIDENT ON RUSSIAN TV.

Spasibo i do svidaniya.

21. DISSOLVE TO DEPARTURE CEREMONIES AT AIRPORT. PRESIDENT AND MRS. NIXON WAVE GOODBYE.

ANNCR: (VO) Thank you and goodbye.

President Nixon had offered a lasting message to the people of Russia.

A pledge to continue the quest for peace among all nations.

22. DISSOLVE TO ECU PRESIDENT AND THE WORDS: Now more than ever.

This is why we need him...

now more than ever.

23. SUPER MANDATORY LINE.

COMMERCIAL TV

Title: CHINA - Revise #2

Date: July 26, 1972

Commercial No. 1 - 5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 310

Promise

Approval:

VIDEO

AUDIO

1. OPEN ON SHOT OF AIR FORCE ONE IN FLIGHT.
2. DISSOLVE TO MONTAGE OF SHOTS IN THE PLANE SHOWING PRESIDENT, DR. KISSINGER, SECRETARY ROGERS AND OTHERS.
3. DISSOLVE TO INTERIOR OF PLANE LANDING.
4. DISSOLVE TO PRESIDENT AND MRS. NIXON EMERGING FROM PLANE.

SOUND: AIRPLANE

ANNCR: (VO) In 1967, when President Nixon was still a private citizen, he had this to say about our country's relationship with China: "Taking the long view, we simply cannot afford to leave China forever outside the family of nations. There is no place on this small planet for a billion of its potentially most able people to live in angry isolation."

What President Nixon was suggesting was a sweeping change in our national policy. And in 1972, he made that change a reality.

SOUND: BAND PLAYING MARSHALL MUSIC.

VIDEO

5. DISSOLVE TO SCENES OF PRESIDENT SHAKING HANDS WITH CHOU EN LAI, INTRODUCING MRS. NIXON, BAND PLAYING, AND PRESIDENT REVIEWING TROOPS.
6. DISSOLVE TO STILL OF PRESIDENT SHAKING HANDS WITH MAO TSE TUNG.
7. DISSOLVE TO PRESIDENT AND CHINESE AT A MEETING.
8. SLOW DISSOLVE TO MRS. NIXON AT ZOO.
9. DISSOLVE TO MRS. NIXON VISITING BALLET CLASS.
10. DISSOLVE TO MRS. NIXON HUGGING SMALL CHILD.
11. DISSOLVE TO SCENES OF THE PRESIDENT PARTY AT THE GREAT WALL.
12. DISSOLVE TO FORBIDDEN CITY FOOTAGE.
13. DISSOLVE TO PRESIDENT AND CHOU IN SERIOUS DISCUSSION.

AUDIO

As the first American President ever to visit China, President Nixon was met by Prime Minister Chou En Lai. Within hours, he met with Chairman Mao Tse Tung and the hard business of diplomacy and negotiation was underway. Mrs. Nixon, as she had done in previous trips to Africa and Peru, proved again to be our "ambassador of good will".

SOUND: CHINESE KIDS SINGING.

She opened her arms to the people, and they to her.

The Presidential party visited the Great Wall, 1500 miles long and 2200 years old.

The Forbidden City, home of the Chinese emperors for 800 years.

And throughout the week, the business of state continued.

In Shanghai, Dr. Kissinger reported the joint communique announcing the progress

VIDEO

14. DISSOLVE TO SELECTED SCENES OF THE PRESIDENT AND PARTY WALKING IN HANGCHOW PARK, ENTERING THE GREAT HALL OF THE PEOPLE, WATCHING CHINESE YOUNGSTERS, ETC.

15. CUT TO PRESIDENT WITH INTERPRETER.

AUDIO

that had been made.

An agreement of non-aggression against all other nations, a renunciation of the use of force in international relations.

Solid, meaningful progress, and perhaps just as important to future generations of Americans and Chinese alike, an opening of doors between two great powers. For 23 years, America had ignored the very existence of the Peoples Republic of China.

Now, in one bold and courageous stroke, President Nixon had led the entire world closer to the ultimate priority... world peace.

The President had seen the people of China... the people had seen our President.

SOUND: PRESIDENT'S TALK AND THE INTERPRETER'S TRANSLATION.

I express my appreciation to my Chinese voice ... to Mrs. Chaing. I listened to her translation and she got every word right.

Title: CHINA - Revise #2

Length: 4:20

VIDEO

16. PRESIDENT GOING UP RAMP ONTO
PLANE

17. STILL OF PRESIDENT AND MAO

18. CHOU WAVES GOODBYE

19. DISSOLVE TO STILL OF PRESIDENT
WITH WORDS "Now more than ever"

20. SUPER MANDATORY LINE.

Date: July 14, 1972

Page: 4

AUDIO

The trip to China had indeed fulfilled its purpose, the beginning of a relationship between the two great powers.

If the entire trip were to be reduced to this handshake, it was worth it for that alone.

President Nixon has opened the door.

Now the work must continue.

That's why we need him ...

now more than ever.

COMMERCIAL TV

Title: P.O.W's - Nixon's Peace Terms
Revise #4

Date: August 18, 1972

Commercial No.

Client: NIXON CAMPAIGN

XXNG 0206

Length: 60 sec. B&W Color

Product:

No. of words:

RTO NA 327

Promise

Approval:

VIDEO

AUDIO

1. FADE IN:
POW'S IN NORTH VIETNAM.
2. CUT TO: LINE-UP OF POW'S ON
PORCH.
3. CUT TO: POW IN HIS CELL
WRITING.
4. CUT TO: POW EATING BOWL OF RICE.
5. CUT TO: POW'S IN EXERCISE YARD.

SFX: TO SCENE

ANNCR: (VO) These are American
Prisoners-of-War ... somewhere in
North Vietnam.

How many there are we don't know
because the North Vietnamese have never
told us.

President Nixon wants these men released
before we withdraw our remaining troops
from Vietnam.

Senator McGovern wants to withdraw all
of our troops and then ask for our
prisoners-of-war back.

He hopes we'll get them, but he has
no guarantee.

Title: P.O.W.'s - Nixon Peace Terms
Revise #4

Date: August 18, 1972

Length: 60 sec.

Page: 2

VIDEO

6. CUT TO: POW WORKING, GUARD WATCHING.

7. CLOSE SHOT OF POW.

8. DISS TO: NIXON LOGO.
Now more than ever.

9. DISS TO: MANDATORY DISCLAIMER.

AUDIO

In 1952 thousands of men who fought with the French against the North Vietnamese were never heard from or accounted for after the French pulled out.

President Nixon won't let this happen to our prisoners.

This is why we need him...

now more than ever.

NOVEMBER
GROUP
INC.

909 THIRD AVENUE
NEW YORK, N. Y. 10022
(212) 752-3500

COMMERCIAL TV

Title: AIR TRANSPORTATION INDUSTRY
Revise #1
Commercial No. XXNG 0706

Date: August 18, 1972

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 332

Promise

Approval:

VIDEO

1. FADE IN: NIXON CONFERRING WITH FINCH, ERLICHMAN, AND AIDES IN WHITE HOUSE.

AUDIO

PRESIDENT NIXON: (ON CAMERA)

... this country must not get out of the business of air transport ...

NARRATOR: (VO)

President Nixon is fighting to keep our air transportation industry alive. Listen to his reasons.

PRESIDENT NIXON: (ON CAMERA)

I don't want to have not only Americans but other people in the world riding Soviet, French or British planes.

It isn't a matter of jingoism, I mean we need the jobs, but also we can do it best. It doesn't make any sense for us, for example, to be first in the race to the moon and first in the race to space and to get out of the

Title: AIR TRANSPORTATION INDUSTRY
Revise #1
Length: :60

Date: August 18, 1972

Page: 2

VIDEO

AUDIO

production of transporting people
here on earth.

I want a program prepared so that we
can present it to the new Congress
for the United States to get back
into the business of building a
supersonic transport.

Now let's do it.

NARRATOR: (VO)

The President's fight for our nation's
air industry has not been won yet.

This is why we need him ...

now more than ever.

2. DISS TO NIXON LOGOG.

3. DISS TO MANDATORY DISCLAIMER.

NOVEMBER
GROUP
INC.

909 THIRD AVENUE
NEW YORK, N. Y. 10022
(212) 752-3500

COMMERCIAL TV

Title: McGOVERN DEFENSE - Revise #5

Date: August 18, 1972

Commercial No. XXNG 1306

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 325

Promise

Approval:

VIDEO

AUDIO

1. OPEN ON ECU OF TOY SOLDIERS.

ANNCR: (VO) The McGovern Defense

plan. He would cut the Marines by
one-third.

2. HAND KNOCKS DOWN TOY SOLDIERS.

He would cut Air Force personnel by
one-third ... and interceptor planes
by one-half.

3. DISSOLVE TO SET UP OF TEN
AIRPLANES.

4. HAND SWEEPS AWAY 5 PLANES.

He'd cut Navy personnel by one-fourth,
the navy fleet by one-half...

5. DISSOLVE TO SET UP OF TEN
SHIPS.

6. HAND SWEEPS AWAY 5 SHIPS.

and carriers cut from 16 to 6.

7. DISSOLVE TO 16 TOY AIRCRAFT
CARRIERS.

VIDEO

AUDIO

13. DISSOLVE TO LONGER SHOT OF ALL THE SOLDIERS, PLANES AND SHIPS.
14. PAN ACROSS WHOLE SCENE.
15. DISSOLVE TO FOOTAGE OF PRESIDENT WITH NAVY PERSONNEL. HE WALKS AMONG THEM.
16. DISSOLVE TO PRESIDENT AT AIR FORCE BASE.
17. DISSOLVE TO CU PRESIDENT AND THE WORDS: "Now more than ever."
18. SUPER MANDATORY LINE.

Senator Hubert Humphrey had this to say about the McGovern proposal:

"It isn't just cutting into the fat. It isn't just cutting into manpower. It's cutting into the very security of this country."

President Nixon doesn't believe we should play games with our national security.

He believes in a strong America to negotiate for peace from strength.

That's why we need him...

now more than ever.

COMMERCIAL TV

Title: THE RECORD - Revise #4

Date: August 18, 1972

Commercial No. XXNG 0906

Client: NIXON CAMPAIGN

Length: :60 B&W Color

Product:

No. of words:

RTO NA 321

Promise

Approval:

VIDEO

AUDIO

1. OPEN ON STILL SHOT OF PRESIDENT NIXON WITH SOLDIERS IN VIETNAM.
2. DISSOLVE TO STILL OF PRESIDENT NIXON WITH YOUNG PEOPLE.
3. DISSOLVE TO STILL SHOT OF PRESIDENT WORKING ALONE AT HIS DESK.
4. DISSOLVE TO STILL OF PRESIDENT AND MRS. NIXON WALKING ON THE BEACH.

ANNCR: (VO) He has brought home over 500,000 men from the war, and the rest will come home when the shooting stops and when North Vietnam releases our prisoners. He has overhauled the draft laws and made them fair for everyone....black and white, rich and poor. He certified an amendment giving 18-year olds the right to vote. He has created an economy that is growing faster than at any time in the past ten years. The rate of inflation has been cut in half. He created the first governmental agency we have ever had to deal with the problems of our environment. He is using the vast resources of government to find a cure for cancer and sickle cell anemia.

Title: THE RECORD - Revise # 4

Length: :60

VIDEO

5. DISSOLVE TO STILL OF PRESIDENT NIXON SHAKING HANDS WITH MAO TSE TUNG.
6. DISSOLVE TO STILL OF PRESIDENT TALKING SERIOUSLY WITH BREZHNEV.
7. DISSOLVE TO STILL OF PRESIDENT IN HIS OFFICE WITH AIDES.
8. DISSOLVE TO STILL OF PRESIDENT ALONE WORKING IN HIS OFFICE.
9. DISSOLVE TO STILL OF PRESIDENT AND WORDS "Now more than ever."
10. SUPER MANDATORY LINE.

Date: August 18, 1972

Page: 2

AUDIO

He has gone to China to talk peace with Mao Tse Tung.

He has gone to the Soviet Union to talk peace with Leonid Brezhnev.

For four years, President Nixon has responded to the needs of the people.

He recognized the need for change... and the need for even more change in the years to come.

That's why we need him...

now more than ever.

COMMERCIAL TV

Title: FOREIGN POLICY - Passport Revise #1

Date: August 18, 1972

Commercial No. XXNG 0406

Client NIXON CAMPAIGN

Length :60 B&W Color

Product

No. of words:

RT() NA 329

Promise

Approval:

VIDEO

AUDIO

1. OPEN ON ECU OUTSIDE OF PASSPORT.

ANNCR: (VO) This is the passport of the President of the United States.

2. HAND FLIPS TO FIRST PAGE.

In his four years in office, Richard Nixon has visited continents and countries.

3. HAND FLIPS PASSPORT TO PAGE WITH INDIA SEAL.

In India, he layed out the Nixon Doctrine.

4. FLIPS TO YUGOSLAVIA.

In Yugoslavia, he met with Marshall Tito.

5. FLIPS TO MEXICO.

In Mexico, he signed an agreement to combat drug traffic.

6. FLIPS TO CANADA.

In Canada, he signed the Great Lakes environmental agreement.

VIDEO

AUDIO

7. FLIPS TO CHINA.

In China, he talked peace with Mao Tse Tung.

8. FLIPS TO RUSSIA.

In the Soviet Union the nuclear arms agreement became a reality.

9. HAND FLIPS TO ANOTHER PAGE.

President Nixon's travels represent a new foreign policy for the United States. A policy that calls for the self-reliance of our allies, and peaceful negotiations with our enemies.

All for a single purpose ...
world peace.

10. HAND FLIPS TO BLANK PAGE.

But there are still places to go,
and friends to be won.

11. CROSS DISSOLVE TO CU PRESIDENT
AND SUPER: Now more than ever.

This is why we need him ... now more
than ever.

12. SUPER MANDATORY DISCLAIMER.

COMMERCIAL TV

Title: CHINA -

Revise #5

Date: August 18, 1972

Commercial No. XXNG 0506

Client: NIXON CAMPAIGN

Length :60 B&W Color

Product

No. of words:

RTD NA 330

Promise

Approval.

VIDEO

AUDIO

1. OPEN ON MOOD SHOT OF THE GREAT WALL.

ANNCR: (VO) China is one of the largest countries in the world... yet no American President had ever been there.

2. DISSOLVE TO LS OF MAJOR CHINESE CITY.

China is one of the most ^{Populous} ~~popu~~ful countries in the world ... yet no American leader had even talked with them in 23 years. Until Richard Nixon.

3. DISSOLVE TO PRESIDENT NIXON AND PARTY DEPLANING IN CHINA.

SFX: MARSHALL MUSIC.

4. DISSOLVE TO PRESIDENT MAKING A SPEECH AT BANQUET.

SOUND: EXCERPT FROM PRESIDENT'S SPEECH.

5. DISSOLVE TO PRESIDENT AND MRS. NIXON IN PARK AT HANGCHOW.

President Nixon has opened the door to a new relationship between the two great powers. He has had the courage to effect a sweeping change in our foreign policy

Title: CHINA - Revise #5

Length: :60

Date: August 18, 1972

Page: 2

VIDEO

AUDIO

6. DISSOLVE TO PRESIDENT AT THE GREAT WALL.

a change that will lead to the settling of our differences through negotiation, not confrontation. The door is opened, now the work must continue.

7. DISSOLVE TO ECU PRESIDENT AND SUPER; Now more than ever.

This is why we need him... now more than ever.

8. SUPER MANDATORY LINE.

COMMERCIAL TV

Title: YOUTH - Revise #4

Date: July 31, 1972

Commercial No. 3-5

Client: NIXON CAMPAIGN

Length: 4:20 B&W Color

Product:

No. of words:

RTO NA 317

Promise:

Approval:

VIDEO

1. FADE IN: STILL: COMBAT SHOT IN VIETNAM.
2. DISS (CROSS) TO ANOTHER STILL. DRAFTEES BEING INDUCTED.
3. DISS TO: STILL. KIDS PROTESTING ON STEPS OF CAPITOL.
4. DISS TO: STILL. CARS CLOGGING HIGHWAY.
5. DISS TO: STILL: BLACK BABY WITH SICKLE CELL ANEMIA.

AUDIO

SFX: TO SCENESNARRATOR: (VO)

You asked for an end to the war.

You wanted peace.

You said the draft was unfair.

Why should blacks and
poor kids be more liable to the draft
than the whites and well-off?

You asked for a say in our government.

You wanted a voice in your future.

You said why isn't something being
done to save our environment?

You wanted human priorities to come
first.

Title: YOUTH - Revise #4

Length: 4:20

Date: July 31, 1972

Page: 2

VIDEO

5. DISS TO: STILL. KIDS MARCHING IN CAPITOL WITH BANNERS. ETC.

7. DISS TO: NIXON DELIVERING INAUGURAL ADDRESS.

8. DISS TO: DIFFERENT SHOTS OF INAUGURATION. (POSSIBLY MOTORCADE)

9. DISS TO: SHOTS OF VIETNAM.

AUDIO

You spoke out for change, you asked for reform. You looked for a better America.

PRESIDENT NIXON:

We cannot learn from one another until we stop shouting at one another - until we speak quietly enough so that our words can be heard as well as our voices.

NARRATOR: (VO)

When Richard Nixon came into office, all America was asking for change, especially our youth. We were a torn frustrated nation in the 60's.

Richard Nixon wanted to turn things around.

The war must end, you asked. There were 550,000 American troops in Vietnam when President Nixon took office. Today, half a million American soldiers have come home.

Less than 40,000 remain. Casualties are down 95 percent.

THE WHITE HOUSE
WASHINGTON

Date _____

TO:

FROM: BRUCE KEHRLI

Scripts
Bray w/HERA

Title: YOUTH - Revise #4

Date: July 31, 1972

Length: 4:20

Page: 3

VIDEO

10. NIXON. SAN CLEMENTE - TALK ON
PEACE IN VIETNAM.

AUDIO

NIXON: (SYNC)

Many Presidents have ended wars...
few have had any success in keeping
a lasting peace.....no American
fighting anywhere in the world
in this century and succeeding
centuries.

Tone down

VIDEO

11. DISS TO: INDUCTION CENTER.
YOUNG MEN BEING SWORN INTO ARMY.

12. SHOTS OF LOTTERY.

13. DISS TO: NIXON SIGNING
26th AMENDMENT.

14. NIXON SPEAKS TO KIDS.

AUDIO

Change the draft laws and make them fair, you said. In the 1960's the draft was a seven-year worry.

... and more of a worry if you were black and poor than if you were white and well-off.

President Nixon changed that. He introduced the lottery which is fair to all ... and cut eligibility to one year. And now his plan calls for ending the draft completely in 1973.

You wanted a voice in the future of our country. And in 1971, President Nixon saw the 26th amendment become law, giving 18-year olds the right to vote.

PRESIDENT NIXON: (ON CAMERA)

Title: YOUTH - Revise

Length: 4:20

VIDEO

15. DISS TO: HUMAN NEEDS BEING ANSWERED.

16. PRESIDENT NIXON SIGNING FEDERAL EDUCATION BILL.

17. DISS TO: CARS CLOGGING ROAD.

18. CROP DUSTING SHOT.

Date: July 31, 1972

Page: 5

AUDIO

President Nixon called for a re-ordering of national priorities. Human needs must come first. And now, for the first time in 20 years, we are spending more on the needs of our people than we are on defense.

He did something concrete about the quality of our environment, too. President Nixon created a brand new Federal department, the Environmental Protection Agency.

Car manufacturers have been ordered to clean up their pollution.

DDT has finally been banned from all but essential use.

Title: YOUTH - Revise #5

Length: 4:20

VIDEO

19. DISS TO EVERGLADES.
20. DISS TO SHORE LINE SHOT OF OCEAN OR LAKE.
21. DISS TO CACHE OF DRUGS ON TABLE IN POLICE STATION.
22. DISS TO DRUG CENTER. REHABILITATION.
23. DISS TO: NIXON IN CHINA WITH CHOU EN LAI.
24. DISS TO: NIXON WITH RUSSIAN LEADERS.
25. DISS. TO: NIXON ALONE IN WHITE HOUSE OFFICE
26. DISS. TO: NIXON LOGO

Date: August 18, 1972

Page: 6

AUDIO

Our lakes and shorelines are going to be safeguarded from pollution. And our youth is not going to be polluted by drugs, if President Nixon wins his fight.

Today we are spending 8 times more than any previous administration to teach kids how dumb drugs are... and to rehabilitate those who got the message too late.

Today we are changing our world priorities too...opening the door to China...

...creating a new policy with the Soviet Union .. negotiation not confrontation.

"Change is hard," President Nixon once said, but without change there can be no progress." Our environment... our cities...our economy.... our dealings with other nations." There is much to be done.... to be changed.

This is why we need him....

now, more than ever.

*AS
tell Jeb it
is OK.*

fel dan

August 11, 1972

*H
FU
8/14*

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

AL SNYDER

*see
Monday*

Jeb Magruder and I have screened the video tape of John Connally's press conference where the formation of the Democrats for the President was announced.

In talking to Jeb

*1/2 hr.
\$50*

The film of Connally's statement can be edited into a 5 minute package and ABC News is willing to make the film available to the Committee for this purpose. There is some question as to whether a network would make a 5 minute prime time segment available but an unofficial sounding with network officials indicates that there is a chance that one of the major networks would buy it. The cost for a 5 minute commercial would be between \$15 and \$25,000 with a possible editing charge of another \$3 to \$5,000 so that the 5 minute spot could be made available. Estimated prime time audience during the summer would be in the range of 8 million households.

The networks would need at least four days advance notice in order to make room for this tape in its regular program schedule. Therefore, a time slot beginning Wednesday of next week would be the earliest, feasible time we could shoot for.

Jeb feels that the Connally statement by itself would not make an effective TV presentation and questions whether the project should be undertaken. On Wednesday of next week a full page ad will appear in over 60 newspapers in 14 major states announcing Democrats for Nixon. Both Jeb and the November Group feel that this is a more effective way of continuing the momentum of Democrats for Nixon.

The Connally press conference could be put into a 5 minute radio spot which could be provided next week. The cost and audience would depend on the placement.

Very negative on doing this.

DECISION

The film statement should be purchased from ABC News.

YES ___ NO ___

COMMENT

The November Group should undertake production of the spot and attempt to place it at once on a network on prime time.

YES *H* NO ___

COMMENT

We should go ahead with the radio spot.

YES ___ NO ___

COMMENT

*must be
clean by 6/11/72
for AS*

MEMORANDUM
OF CALL

TO: Gordon Henry

YOU WERE CALLED BY— YOU WERE VISITED BY—

OF (Organization) Jeb

PLEASE CALL → PHONE NO. CODE/EXT. _____

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE

Connally advertisement
is finished - Connally
will see it at 3:00 -

HRH can see it when-
ever he wishes.

RECEIVED BY	DATE	TIME
<u>CR</u>	<u>8/14</u>	<u>10:20</u>

STANDARD FORM 63
REVISED AUGUST 1967
GSA FPMR (41 CFR) 101-11.6

* GPO : 1971 O - 446-335

63-108

2:30 /
6 1/2 wj
spot

ISM 6 1/2 mins on Thers
after 9p movie CBS,
6 1/2 mins to (11)
- tape on conference runs
4 1/2 mins.
- Taylor, etc will get additional
tape of Baroody.

(Purchased at 20-2500)

No cost for editing - 4-5,000
- will fill out other 2 mins
w/ clips hr/ Q+A
- small intro + ending
- Fund appeal + volunteers appeal.
- 1199 Per
- Tape for review by Conn at 3p.

Radio Package

To
Laird
Higby
note
8/26

THE WHITE HOUSE
WASHINGTON

Date: 8/19

TO:

LARRY HIGBY

FROM:

GORDON STRACHAN

Magruder will meet with Connally for a final decision on this late Monday.

Bob had indicated that on all of this kind of material (Democrats for Nixon) he wanted to express his views before Connally saw anything.

Ck w/ B on Monday
what the status
of this is -

1

Committee for the Re-election of the President

MEMORANDUM

August 18, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER | 5/

FROM: L. ROBERT MORGAN

SUBJECT: "Democrats For Nixon" Brochures

The three (3) "Democrats For Nixon" brochures that have been approved by the Honorable John Connally are attached. TAB A is the General Democrat brochure that would be accompanied with a letter to High Income and Middle Income Democrats. TAB B is a xerox copy of the stat for this brochure. TAB C is a Peripheral Urban Ethnic brochure that would be accompanied by either an Irish/Italian/Polish/Veteran or Peripheral Urban Ethnic letter to Democrats. TAB D is a xerox copy of the stat for this brochure. TAB E shows the Older American brochure that would be accompanied with an Older American Peripheral Urban Ethnic letter or straight Older American letter. TAB F is a xerox copy of the stat for this brochure.

These mailings are scheduled to go to reachable Democrats in California, Cook County, Illinois, New Jersey and Pennsylvania. The total ensemble is a letter geared to the voter segment, personalized Volunteer/Contributor Card, a return envelope and a mailing envelope.

The "Democrats For Nixon" letters that will accompany these brochures will be submitted to you as soon as they are indorsed by the Honorable John Connally. We are requesting approval for the brochures separately so that we can start printing in order to have stock and meet our planned dates.

RECOMMENDATION:

That you approve copy and the rough stat for the three (3) brochures.

APPROVE _____ DISAPPROVE _____ COMMENTS _____

Attachments:

- TAB A
- TAB B
- TAB C
- TAB D
- TAB E
- TAB F

cc: Dr. Robert H. Marik

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER
PANEL) "Let us reject the narrow visions of those who
would tell us that we are evil because we are not
yet perfect, that we are corrupt because we are
not yet pure, that all the sweat and toil and
sacrifice that have gone into the building of
America were for naught because that building is
not yet done."

Richard Nixon

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for drug education than ever before. Together, these actions are finally turning the tide against the drug scourge.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law and has effectively worked to solve many of the problems disturbing America.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

ENVIRONMENT

President Nixon established the Environmental Protection Agency, the first Federal unit ever set up to protect our quality of life. He has increased funding for environmental improvement by over 500%, and initiated a Legacy of Parks Program to bring increased recreational opportunities to cities. No less than 25 separate environment bills have been proposed by him.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer and sickle cell anemia. Federal outlays for health care and research in 1973 will reach \$25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan and the National Health Education Foundation, all aiming at better health care for everyone.

TAXES

(TO BE UNDERLINED
IN RED)

Under President Nixon, individuals are paying \$22 billion less in Federal taxes and corporations are paying \$10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

(TUCKED PANEL)

GENERAL BROCHURE QUOTES

"Everyone who earns between \$8,000 and \$20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added \$43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

SEN. HUBERT HUMPHREY

REP. WILBER MILLS

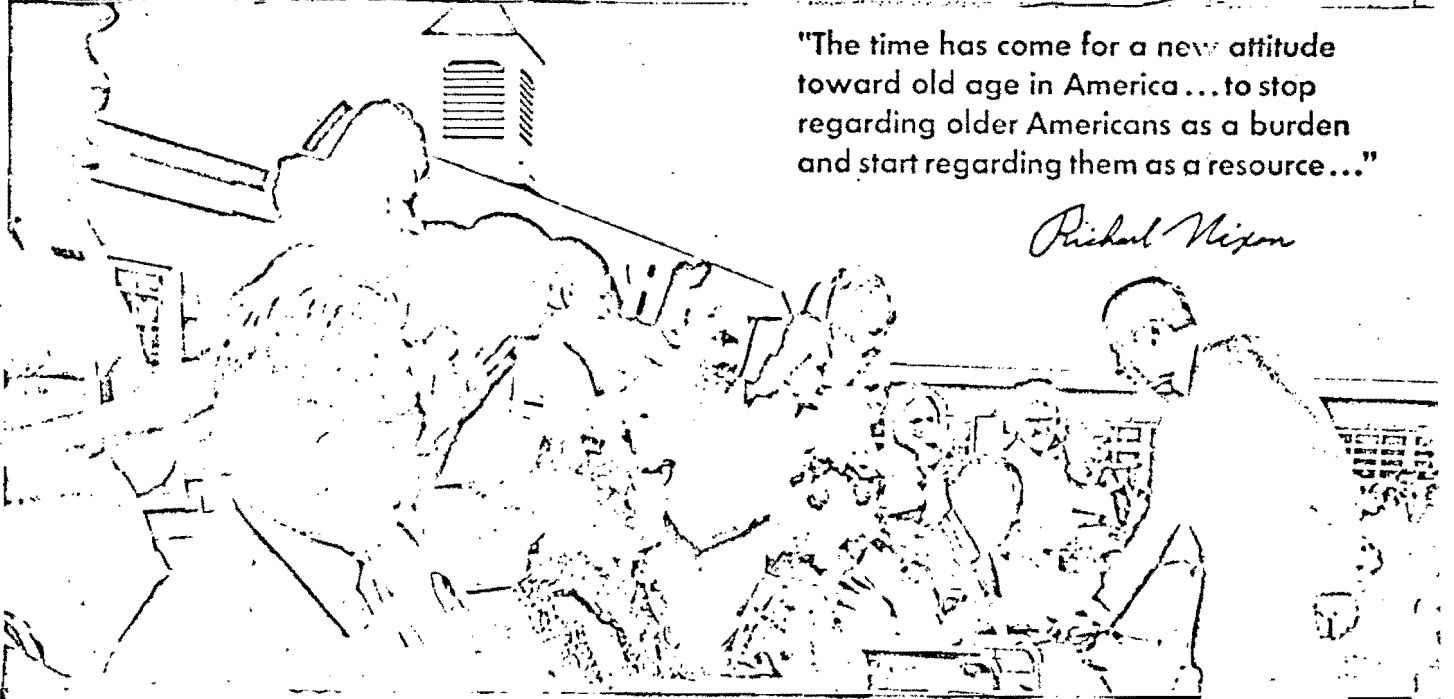
BEN. EDMUND MUSKIE

SEN. HUBERT HUMPHREY

SEN. HENRY JACKSON

"The time has come for a new attitude toward old age in America... to stop regarding older Americans as a burden and start regarding them as a resource..."

Richard Nixon



**Why we Democrats
are not supporting
Senator McGovern.**

Democrats for Nixon.

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Massive busing produces inferior education and education's the name of the game. When you take kindergarten kids and put them on a bus for an hour and a half, when they've got a school they could walk to five minutes away, now that's wrong."

Richard Nixon

BUSING

The President has consistently taken a strong stand against the busing of school children for the purpose of achieving integration. A champion of neighborhood schools, the President believes that the real task is to give the local schools the necessary aid to provide the best possible education for all children.

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for education against drug use. Together, these actions are finally turning the tide against the drug scourge.

WELFARE

President Nixon has introduced the concept of "workfare" into his welfare program. This will not deny the truly needy of benefits, but it will mandate that the able-bodied work in some productive capacity. The President's goal is to reduce the welfare rolls and reverse the trend of thinking which maintains that those who are lazy have a right to live off America's hard-working taxpayers.

TAXES

(TO BE UNDERLINED
IN RED)

Under President Nixon, Americans are paying \$22 billion less in Federal taxes and corporations are paying \$10 billion more. In addition, the President's proposed revenue sharing plan would return money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

EMPLOYMENT

The number of employed Americans reached a record high of 81.2 million in June of this year. President Nixon won an agreement with Japan to restrict its textile exports, thereby relieving pressure on American industry...and signed into law the Emergency Employment Act providing more than 250,000 new jobs. The unemployment rate is declining, despite the return of 500,000 job-seeking men from Vietnam, the result of the President's successful withdrawal policy.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime indicator, are up 42% over last year.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...the ground war is over for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until after the war in Vietnam is over and the Communists have returned all our prisoners of war. He would then be selective by separating those who have dodged the draft and stayed in America and those who actually deserted America by relocating to a foreign country.

"Everyone who earns between \$8,000 and \$20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added \$43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

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"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "The time has come for a new attitude toward old age in America...to stop regarding older Americans as a burden and start regarding them as a resource..."

Richard Nixon

SOCIAL SECURITY

During President Nixon's term, social security benefits have increased by 51%. The President's program also has an inflation-proof feature that allows benefits to go up whenever the cost of living goes up. Regarding the income situation for older Americans, the President has also asked Congress for an expansion of the retirement earnings test, and an increase in widows' benefits.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer. Federal outlays for health care and research in 1973 will reach \$25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan, and the National Health Education Foundation, all aiming at better health care for everyone. He has also requested the elimination of \$5.80 monthly premium under Part B of Medicare.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law, has effectively worked to solve many of the problems disturbing Americans.

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NEW GOVERNMENT RESPONSIVENESS

President Nixon has embarked on a comprehensive program within the government to insure coordination between all Federal and state agencies involved in the field of aging. This has included the formation of a fully staffed Cabinet Committee on Aging and the appointment of Arthur Fleming as a full-time consultant.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime-rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

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Senator Henry Jackson

8/22

H
FU
8/25

Jordan Strachan

For your information.

Need your input - if
any - by tonight.

BM

cc to L

8/23

G → Reesner - that Percy
signature is "ridiculous"

**PRESIDENTIAL
CAMPAIGN
HEADQUARTERS ► 1972 REPUBLICAN NATIONAL CONVENTION**


Doral on-the-Ocean

4833 Collins Avenue, Miami Beach, Florida 33140

Campaign Phone: 305 / 674-2121

Hotel Phone: 305 / 532-3600

August 22, 1972

MEMORANDUM FOR: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: ROBERT H. MARIK 
SUBJECT: Signature for Direct Mail

One of the voter groups we will be targeting in direct mail is the high and middle income voters of Cook County, Illinois (Democrats and Republicans). We feel that the best format would be the letterhead of the Committee for the Re-election of the President (rather than Democrats for Nixon) and that the signer should be Senator Percy.

Recommendation

That you agree with the suggested letterhead and the use of Senator Percy's name to sign the letter. We will approach Senator Percy only after receiving your approval.

Approve _____ Disapprove _____ Comment _____

NIX ON

MC GOVERN

THE WHITE HOUSE
WASHINGTON

G

Date: August 9, 1972

TO: LARRY HIGBY

FROM: GORDON STRACHAN

Peter Dailey submitted these mock-ups of the requested bumper sticker. Dailey had received the original note showing the layout and was apologetic about not submitting exactly what was requested.

Dailey remains opposed to doing any bumper stickers along these lines because they are "unPresidential".

21

Redone

August 16, 1972

MEMORANDUM FOR:

MAURICE STANS

FROM:

H. R. HALDEMAN

Taft Schreiber called the other day to say that your two current fund raisers are not aggressive enough. He cited a couple of examples where they would have obtained much more. Schrieber suggests using Gus Levy, or other aggressive individuals.

Will you call Schreiber and cover this matter with him?

You should also talk with Bob Ellsworth about the status of his political organization within the Wall Street community. He may have some ideas about fund raisers.

GS:car

H/FU - 8/25

NIX ON McGOVERN

**NIX ON
McGOVERN**

NIXON
MCGOVERN

MIX on
MCGGOVERN

Miss G. G. Govern

August 14, 1972

To
H. R.
Cover
8/16

MEMORANDUM FOR: H. R. HALDEMAN
FROM: FRED MALEK
SUBJECT: Lists of Presidential Supporters

BACKGROUND

The names of 785,000 people who have indicated their personal support of the President have been collected by the following people in the White House: Kathy Balsdon (Chuck Colson's office, 360,000 names on computer tape); Anne Higgins (Correspondence Office, 300,000 names on index cards); and Roland Elliott (Correspondence office, 125,000 names on computer tape). A few months ago, the Committee for the Re-Election of the President requested that these names be made available for campaign purposes. You released these lists so that the necessary staff work could be performed, but requested that a plan for utilization of the names be submitted to you prior to their release from 1701.

PURPOSE

This memorandum presents the requested Utilization Plan and recommends its immediate approval so that the names can be released by Monday, August 21st.

ALTERNATIVES

Two alternative methods of utilizing the lists were evaluated. The first method involved using the names in a 1701 Direct Mail Campaign. The second alternative involved utilizing the names for state-oriented volunteer recruitment programs. Specifically, we evaluated the possibility of giving the names of supporters from the nine key states to Nancy Brataas to use in her Telephone Bank Program. The remaining names from the non-key states would be sent by the 1701 Regional Directors to the individual State Volunteer Recruitment Chairmen for dissemination to the local field organizations.

ANALYSIS, RECOMMENDATIONS

In analyzing the Direct Mail approach, we concluded that this alternative was both expensive and ineffective, resulting in a cost per volunteer recruited of \$8 to \$12. We, therefore, eliminated this approach. The second alternative,

however, proved to be viable and I recommend it for two significant reasons. First, the real key to recruiting volunteers and placing them in the field lies in the proper management of the volunteer effort at the state and local levels. This alternative decentralizes the responsibility for utilizing the names to the states, permitting local management of the volunteer effort. Secondly, this approach utilizes Nancy Brataas' Telephone Bank Program in key states. In the primaries the Telephone Banks proved to be a very professional method of recruiting volunteers, resulting in a relatively low cost per volunteer enlisted. By using this proven, efficient program, we will be able to maximize our impact in key states.

FURTHER ACTION

Roland Elliott, who is collating the three lists, reports that he will be ready to transfer most of the names to 1701 by this Friday. The remainder of the names will be transferred by the end of the month. Once the collated lists reach 1701, Bob Marik's staff will review them for duplication and VIPs, making the appropriate deletions. Bob then will give the key state lists to Nancy Brataas and the remainder to the Regional Directors. We have decided not to reimburse the White House for expenses incurred in this effort because any payment made by 1701 would eventually become part of the White House public record. This conflicts with our desire not to divulge the source of the names.

If you concur in the above recommendations and action steps, we will begin immediately to implement this plan.

Approve _____

Disapprove _____



August 10, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN **G**

SUBJECT:

Mailing Lists

You made an impassioned pitch to us at the end of July for access to a certain mailing list. Approval was given on July 31 but to date there has been no follow-up from Morgan or anyone else in your office regarding this list. In light of the time frame problem, the subject may be moot unless Marik and Morgan move quickly.

Yonke
We are
proceeding
according
to schedule
JG

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 12, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: LARRY HIGBY

SUBJECT: RN Letter to Organization of
Democrats for Nixon

A clean draft of the letter is attached.
The President's notes to you were as follows:

1. This is a form for those joining Democrats for RN.
2. Check it with Colson and then separately with Connally for suggestions and approval.
3. Use first names and RN for those I know.
4. Use Richard Nixon for others.

I checked with Chuck Colson on what the title of the committee was and it is simply "Democrats for Nixon". Therefore, the letter should say "as a member of the Democrats for Nixon" or "as a Vice Chairman of the Democrats for Nixon", since that is the capacity that all those who have been announced so far will serve in.

Please indicate your preference as to which of the above should be used.

SECOND DRAFT

8/12/72

Dear _____:

This is just a note to tell you how deeply grateful I am that you have joined John Connally as a member of the National Organizing Committee of Democrats for Nixon.

I realize that it must be a very difficult decision for a loyal member of one party to support the Presidential candidate of another. In this election year, however, it is my honest conviction that the programs I am advocating, particularly in the field of national security, are more truly representative of the great traditions of the Democratic Party than the policies that are being advocated by the Democratic nominee.

I only hope that my conduct of the campaign and the policies I plan to carry forward over the next four years will justify the confidence you have expressed by giving me your support at this critical time.

Not only in the campaign, but in the years ahead I look forward to working with you for what is best for America regardless of party.

With warm personal regards,

Sincerely,

Committee for the Re-election of the President

MEMORANDUM

August 11, 1972

MEMORANDUM FOR:

~~GORDON STRACHAN~~ H

FROM:

WILLIAM D. NOVELLI H

SUBJECT:

Farm and Older Americans Brochures

Here are two brochures on Farm and Older Americans.

We would appreciate clearance as soon as possible.

Thank you.

OK for form

Attach.

no comment on content

H

Brochure
to Novelli
6/14

THE WHITE HOUSE
WASHINGTON

August 8, 1972

MEMORANDUM FOR : H. R. HALDEMAN
FROM : L. HIGBY
SUBJECT : Attack/Counterattack Operation

Of the key components of our campaign strategy for the fall, probably the one that is suffering the most from neglect and lack of proper organization is the attack/counterattack operation. This memo attempts to break down what the primary problems are associated with it, take a look at the reasons those problems exist and propose some solutions.

PROBLEMS:

1. No Central Point of Coordination - Currently there is no central point of coordination for the attack apparatus. John Ehrlichman is offering his briefing papers to surrogates and meeting with them on an individual basis. Colson and his group are doing the same, and even 1701 has their own writer who is responsible for attack material.
2. Truncated Attack Scheduling Apparatus - Scheduling takes place from two different locations. While this is a problem it can be handled if it is closely monitored. Of all the areas within this issue this one is probably more on track than any of the others.
3. Lack of Guidance - No one is really sure what our strategy is in terms of using our surrogates or getting our line out is to be. Colson has set it up so that he no longer meets with the attack group but has Dick Howard as his deputy meet with them. In effect you have Dick Howard handling our attack line, supervised by Colson.

The original reason Colson was allowed and put into meetings etc., was so he could follow-up with implementation. Colson no longer sees himself as an implementator

but another one of the "great thinkers" and "grand strategists". As a consequence, the man who is supposed to be doing the implementating on attack/counterattack (Colson) is no longer implementating. He, by his own admission, seems to have too many other things to do.

4. Working the Surrogates to Get Out the Line - Simply forwarding materials if we can ever get unified materials to forward to the surrogates will not be enough. These need to be followed up by personal phone calls. A careful look at what sort of situation they are going in to, good advance work, and other preparations to make sure that each appearance is maximized.

5. Lack of Writers - Currently both the Colson and the 1701 operation are long on administration but short on good writers to crank out our line in the form that will be picked up and used. We need to change this approach and get a good stable of writers who are available all the time with the facts and figures, programmed with Buchanan and his people, to produce materials.

SOLUTIONS:

Essentially, like with any other operation, there needs to be someone in charge. Ehrlichman is apparently pushing you for this position, but I would recommend that Colson is the person to use here and the person who should have been doing this all along. We need Colson's total involvement in implementation, including taking a serious look at the surrogate schedule, plus meeting with the attack/counterattack group on a daily basis to make sure our line is getting out. Somebody needs to make it clear to Colson that this is his job -- not Dick Howard's, and that he had better start doing it. The problem here obviously has something to do with Colson's involvement with the Democrats for Nixon; hopefully this can be diminished as soon as Connally announces and Colson starts to pull out.

1. Need for Setting the Line - There is a need to set the line on a day-to-day basis. For the next 100 days we should stop considering it business as usual and assuming Colson or somebody is covering and get involved. I question the value of your 8:00 a.m. meeting. Instead, perhaps you, Ehrlichman and Colson should sit down each morning and review the News Summary quickly, using it as a basis for making sure all our charges are being hit on a daily basis.

This would be followed up, as I am sure it is anyway, in the 8:15 a.m. meeting with a broader discussion of what the line should be, but at least our basic line would then be set. Colson should follow-up immediately after the 8:15 meeting by ~~Colson meeting~~^{meeting} with the attack group comprised of the individuals here and at 1701.

By doing the above you've built Ehrlichman's role of advising and consulting on the whole surrogate counter-attack line operation in while at the same time, removed him from administering it. Also, with relatively little time daily, you can maintain close touch with the operation. You can continue the "Great Thoughts" meeting that takes place on Monday and Thursday up in John's office, but this brief meeting between you, John and Chuck each morning can be for specific operational purposes.

You may argue that in effect you are investing Colson with the power to set our line. This really isn't true. In fact, the contrary is true. You've currently abdicated to him the power to totally set our line by default.

In addition, you should tell John what you see his campaign role as being so that he can relax and quit meddling around in other areas.

2. Follow Up - Beside just setting the line we need to have it distributed in a coordinated format. This should be stressed in reorganization to make sure that we not only are getting our message out, but doing it in a way that will be used. Colson, Ehrlichman, and others should follow up personally to get people to use the material.

3. Writers - We need a group of writers assigned to counterattack. Price should select those people he is going to need for direct Presidential support and we should turn over the balance of the writers, possibly under Buchanan's direction, to handling writing for the surrogates.

IMPLEMENTATION:

This may be the most difficult part. First, we need to get Colson out of the Democrats for Nixon operation. Next you need to make it clear to him that he is to be in charge of counterattack and pull back on his other endeavor. As you indicated, the most difficult part of this may be explaining it to the President. He's the one that get's Colson started - and once he is started there is no turning him off. Dropping the Connally assignment is the natural time for the break to take place here but you can start the 8:00 a.m. meeting now and begin forcing Colson to move back into counterattack.

Committee for the Re-election of the President

MEMORANDUM

July 21, 1972

✓ P
Book
back
to Novelli
8/16

MEMORANDUM FOR: GORDON STRACHAN
FROM: WILLIAM D. NOVELLI *W.D.N.*
SUBJECT: Current Status - Media Plan

Current status of the media plan for the re-election advertising campaign is as follows:

1. Work sheets have been developed for the national media portion of the plan and also on a state-by-state basis for local media.
 - a. Individual states were allocated media weight and dollars on the basis of the key state list.
 - b. Mass media (TV, radio and print) were costed out and scheduled on a basis of media efficiency and also on reaching important voter segments.
 - c. Supplementary media have been selected to direct additional coverage at such voter groups as Jews, Mexican Americans and ethnics.

(These work sheets, although not assembled in a format for presentation, are attached for your information.)
2. Revisions in the plan and in copy development will now be made on the basis of the WAVE II research. These revisions and refinements will include:
 - a. Re-allocation of media weight where necessary, depending on current trial heat strength and weaknesses in key states.
 - b. Copy strategies and subjects of specific commercials and print ads will be re-examined in the light of the WAVE II attitudinal data.
 - c. Commercials and print ads will be assigned on a market-by-market basis, based on research indications of the relative importance

of each major voting issue.

3. These revisions will be completed and the plan prepared for presentation by August 11.

Please call if you have questions, or if there is further information I can provide. ^

cc: Peter H. Dailey
Phil Joanou