

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
65	9	10/22/1962	Financial Records	Budget titled "Status of Clearance 'Nixon Telethon' November 3rd 3 hours - 10:00pm - 1:00 am." 1 pg.
65	9	n.d.	Financial Records	Budget titled "Radio - 1 minutes Proposed one week schedule." 2 pgs.
65	9	n.d.	Financial Records	Budget titled "Estimated Costs 6 Nixon Telethons." 1 pg.
65	9	n.d.	Financial Records	Copies of 3 different "Special Newspaper Budget 6 Col. X 15 inch advertisements." 3 pgs.
65	9	n.d.	Financial Records	Budget titled "Radio - 1-minutes Proposed Schedule - 1 week." 2 pgs. Duplicate Not Scanned.
65	9	n.d.	Financial Records	Budget titled "California State Networks Radio." 1 pg. Duplicate Not Scanned.

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65	9	n.d.	Financial Records	Budget titled "Radio - 1-minutes Proposed Schedule." 1 pg. Duplicate Not Scanned.
65	9	n.d.	Financial Records	Budget titled "Television Scheduling Supplemental." 2 pgs. Duplicate Not Scanned.
65	9	n.d.	Financial Records	Budget titled "Recommended TV Spot Schedule One week only Wed., Oct. 17 through Tues., Oct. 23, 1962." 2 pgs. Duplicate Not Scanned.
65	9	n.d.	Financial Records	Budget titled "Recommended TV Spot Schedule One Week Only - Wed. Oct. 17 through Tues, Oct. 23, 1962." 10 pgs. Duplicate Not Scanned.

Post Election Return Budget

October 22, 1962

STATUS OF CLEARANCE "NIXON TELETHON" November 3rd 3 hours - 10:00 pm - 1:00 am

LOS ANGELES

KITV 10:00 pm - 1:00 am

SAN FRANCISCO

KRON-TV cannot clear

KGO-TV cannot clear

KPIX 10:00- 1:00 am

KTVU no report

live show
5000 =
Budget
\$4,215.00 ✓

SAN DIEGO

KFMB-TV cannot clear

KOGO-TV cannot clear

XETV cannot carry live show

FRESNO

KFRE-TV 10:00- 1:00 am \$1,250.00 ?

KJEO-TV no report

KMJ-TV no report

SACRAMENTO

KCRA-TV no report

KXTV no report

KOVR no report

BAKERSFIELD

KERO-TV 10:00 pm - 1:00 am \$1,000.00 }

KBAK-TV no report

KLYD-TV no report

SALINAS-MONTEREY

SAN LUIS OBISPO

KSBW-TV

KSBY-TV) no report

Budget Over + Ad

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
Radio - 1 minutes
Proposed one week schedule
Budget: \$10,000 weekly

<u>LOS ANGELES</u>	<u>Spots per Week</u>	<u>Cost</u>	<u>TOTAL</u>
KFI	25	\$ 1,250.00	
KNX	21	1,281.00	
KLAC	20	570.00	
KGBS	20	476.00	
KGFJ (Negro)	15	217.50	
KWKW (Mexican)	18 (119)	234.00	\$ 4,028.50
<u>SAN FRANCISCO</u>			
KNBC	25	620.00	
KCBS	20	560.00	
KSFO	15	535.00	
KSAN (Negro)	18 (78)	217.30	\$ 1,932.30
<u>SAN DIEGO</u>			
KFMB	24	350.00	
KOGO	20	340.00	
KCBQ	15 (59)	330.00	\$ 1,030.00
<u>SACRAMENTO</u>			
KCRA	20	335.00	
KFBK	20	320.00	
KGMS	15 (55)	168.75	\$ 823.75
<u>FRESNO</u>			
KMJ	20	300.00	
KFRE	20	180.00	
KEAP	15 (55)	86.25	\$ 566.25
<u>BAKERSFIELD</u>			
KERN	15	97.50	
KLYD	15	90.00	
KWAC	15 (45)	105.00	\$ 292.50
<u>CHICO</u>			
KHSL	15	91.70	
KPAY	15 (30)	108.75	\$ 200.45
<u>EUREKA</u>			
KDAN	15	99.00	
KINS	15	82.50	
KRED	10 (40)	76.50	\$ 258.00

*Thought
- in budget
CF PO*

EL CENTRO

KXO	15		\$ 78.75	
KICO	15	(30)	52.50	\$ 131.25

SALINAS - MONTEREY

KSBW	15		75.00	
KIDD	15	(30)	93.75	\$ 168.75

RIVERSIDE

KACE	15		57.00	
KPRO	15	(30)	90.00	\$ 147.00

SAN BERNARDINO

KFXM	15		195.00	
KMEN	15		176.25	
KCKC	10	(40)	50.00	\$ 421.25

COST PER WEEK.....611 spots.....\$10,000.00

ESTIMATED COSTS 6 NIXON TELETHONS

	SEPT. 28	OCTOBER 2	OCTOBER 5	OCTOBER 12	OCTOBER 16	OCTOBER 22	OCTOBER 27	OCTOBER 16	OCTOBER 16	OCTOBER 27	TOTALS
	<u>SALINAS</u>	<u>BAKERSFIELD</u>	<u>FRESNO</u>	<u>SAN DIEGO</u>	<u>SACRAMENTO</u>	<u>S. F.</u>	<u>L. A.</u>	<u>EUREKA</u>	<u>CHICO</u>	<u>SANTA BARB.</u>	
Station Time	\$ 850.	\$ 1,230.	\$ 1,600	\$ 2,300.	\$ 5,530.	\$ 2,200.	\$ 6,400.	\$ 520.	\$ 700.	\$ 1,100.	\$22,430.
Studio Production	2,500.	3,000.	3,000.	4,000.	4,000.	1,500.	4,200.				22,200.
Telco Lines									2,000.		2,000.
Telephone in studio	750.	750.	750.	750.	750.	750.	750.				5,250.
Telephone Calls	50.	50.	50.	50.	50.	50.	50.				350.
Travel	350.	300.	350.	250.	350.	400.					2,000.
Photography	125.	125.	125.	125.	125.	125.	125.				875.
Studio Show Card Artist	25.	25.	25.	25.	25.	25.	25.				175.
Coffee & Doughnuts	50.	50.	65.	75.	70.	85.	85.				480.
Miscellaneous	500.	500.	500.	500.	500.	500.	500.				3,500.
Talent & Travel Expense	299.	156.	171.	156.	171.	171.	204.	122.	244.	101.	1,795.
TV Log						103.	103.				206.
Newspaper Ads	340.	364.	197.	340.	364.	2,160.	2,320.	340.	340.	400.	7,165.
Production	350.	350.	350.	350.	350.	350.	350.	300.	300.	350.	3,400.
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	\$6,189.	\$ 6,900.	\$ 7,183.	\$ 8,921.	\$12,285.	\$ 8,419.	\$15,112.	\$ 1,282.	\$ 3,584.	\$ 1,951.	\$71,826.
Radio Simulcasts	408.	250.	252.	235.	295.	625.	635.				2,700.
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	\$6,597.	\$ 7,150.	\$ 7,435.	\$ 9,156.	\$12,580.	\$ 9,044.	\$15,747.	\$ 1,282.	\$ 3,584.	\$ 1,951.	\$74,526.
								Producer			13,800.
											<hr/>
								GRAND TOTAL			\$88,326.
											<hr/> <hr/>

The above figures do not include "preemption" charges which cannot be pre-determined.

Approved

SPECIAL NEWSPAPER BUDGET.....6 Col. X 15 inch advertisements

90 154

LOS ANGELES TIMES	\$ 2,646.00
LOS ANGELES HERALD EXAMINER	2,331.00
SAN FRANCISCO CHRONICLE	2,142.00
SAN FRANCISCO EXAMINER NEWS CALL BULLETIN	3,313.80
OAKLAND TRIBUNE	970.20
SAN DIEGO UNION TRIBUNE	1,071.00
FRESNO BEE	567.00
SACRAMENTO BEE	693.00
SACRAMENTO UNION	<u>\$ 352.80</u>
Space	\$14,086.80
Estimated art	405.00
Estimated production	<u>195.00</u>
Cost per ad	\$14,686.80
5 ads @	\$14,686.80 = \$73,434.00

*Crisis Monday
Cred last Sunday*

14,000 for 90 in.

24,000 for Jul 22

SPECIAL NEWSPAPER BUDGET.....6 Col. X 15 inch advertisement.

LOS ANGELES TIMES	\$ 2,646.00
LOS ANGELES HERALD EXAMINER	2,331.00
SAN FRANCISCO CHRONICLE	2,142.00
SAN FRANCISCO EXAMINER NEWS CALL BULLETIN	3,313.80
OAKLAND TRIBUNE	1,071.00
FRESNO BEE	567.00
SACRAMENTO BEE	693.00
SACRAMENTO UNION	352.80
LONG BEACH INDEPENDENT PRESS TELEGRAM	995.40
SAN JOSE MERCURY NEWS	680.40
VALLEY TIMES TODAY	496.80
SAN GABRIEL VALLEY TIMES	415.80
SANTA ANA REGISTER	516.60
MODESTO BEE	315.00
RICHMOND INDEPENDENT	327.60
SAN MATEO TIMES LEADER	315.00
SANTA ROSA PRESS DEMOCRAT	302.40
STOCKTON RECORD	302.40
PASADENA INDEPENDENT STAR NEWS	504.00
POMONA PROGRESS BULLETIN	277.20
RIVERSIDE PRESS ENTERPRISE	378.00
SAN BERNARDINO SUN TELEGRAM	378.00
BAKERSFIELD CALIFORNIAN	264.60
	<u>\$19,585.80</u>
Estimated art	405.00
Estimated production	<u>230.00</u>
	<u>\$20,220.80</u>

*14,000 90 in
24,000 7 col full*

*6,000 90 in
10,000 7 col full
4 ads @ \$20,220.80
equals \$80,883.20*

SPECIAL NEWSPAPER BUDGET.....6 Col. X 15 inch advertisements.

LOS ANGELES TIMES	\$ 2,646.00	
LOS ANGELES HERALD EXAMINER	2,331.00	
SAN FRANCISCO CHRONICLE	2,142.00	
SAN FRANCISCO EXAMINER NEWS CALL BULLETIN	3,313.80	
OAKLAND TRIBUNE	970.20	
SAN DIEGO UNION TRIBUNE	<u>1,071.00</u>	
	\$12,474.00	
Estimated art	405.00	
Estimated production	<u>195.00</u>	
Cost per ad	\$13,079.00	
5 ads @	\$13,079.00	= \$65,395.00
FRESNO BEE	567.00	
SACRAMENTO BEE	693.00	
SACRAMENTO UNION	352.80	
LONG BEACH INDEPENDENT PRESS TELEGRAM	<u>995.40</u>	
	\$ 2,608.20	
4 ads @	\$ 2,608.20	= <u>\$10,432.80</u>
		\$75,827.80

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Radio - 1-minutes
 Proposed Schedule - 1 week
 Budget: \$15,000 weekly

Supplement

<u>LOS ANGELES</u>	<u>Spots Per Week</u>	<u>Cost</u>	<u>Total</u>
KFI	25	\$ 1,250.00	
KNX	21	1,281.00	
KLAC	20	570.00	
KGBS	20	476.00	
KGfJ (Negro)	15	217.50	
KWKW (Mexican)	18	234.00	
KBIG	15	255.00	
KGIL	20	250.00	
XTRA	<u>18</u> 172	<u>360.00</u>	\$4,893.50
 <u>SAN FRANCISCO</u>			
KNBC	25	620.00	
KCBS	20	560.00	
KSFO	15	535.00	
KSAN (Negro)	18	217.30	
KGO	<u>15</u> 93	<u>439.95</u>	2,372.75
 <u>SAN DIEGO</u>			
KFMB	24	350.00	
KOGO	20	340.00	
KCBQ	15	330.00	
KSON	<u>15</u> 74	<u>79.50</u>	1,109.50
 <u>SACRAMENTO</u>			
KCRA	20	335.00	
KROY	15	170.00	
KFBK (network)	15		
KGMS (network)	15 65	<u> </u>	505.00
 <u>FRESNO</u>			
KMJ (network)	20		
KYNO (Network)	15		
KFRE	20	180.00	
KEAP	15	86.25	
KMAK	15 85	<u>105.00</u>	371.25
 <u>BAKERSFIELD</u>			
KERN (network)	20		
KLYD (network)	15		
KWAC (network)	15		
KUZZ	<u>15</u> 65	<u>75.00</u>	75.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Radio - 1-minutes

Proposed Schedule

Budget: \$15,000 Weekly

HIXSON & JORGENSEN, INC., Advertising

Page 2

EUREKA

KDAN (network)	15			
KINS	15		82.50	
KRED	<u>10</u>	40	<u>76.50</u>	\$ 159.00

EL CENTRO

KYO	15		78.75	
KICO	15		52.50	
KVOY	<u>20</u>	50	<u>88.00</u>	219.25

SALINAS-MONTEREY

KSBW (network)	15			
KIDD	<u>15</u>	30	<u>93.75</u>	93.75

SAN BERNARDINO-RIVERSIDE

KCKC (network)	15			
KFXM	15		195.00	
KMEN	15		176.25	
KAVR (Apple Valley)	<u>15</u>	60	<u>71.25</u>	442.50

COALINGA	KBMX	<u>20</u>	20	<u>50.00</u>	50.00
HOLLISTER	KGHT	<u>20</u>	20	<u>55.00</u>	55.00
LOMPOC	KLOM	<u>20</u>	20	<u>64.00</u>	64.00
LOS BANOS	KLBS	<u>15</u>	15	45.00	45.00

CALIFORNIA STATE NETWORKS.....Radio

<u>GOLDEN TRIANGLE</u>	<u>City</u>	<u>Spots per Week</u>	<u>Cost</u>
KNGS	Hanford	15	
KSBW	Salinas	15	
KVEC	San Luis Obispo	15 (45)	\$191.25

JALCO/NO. CAL GROUP

KOWL	Lake Tahoe	15	
KIBS	Bishop	15	
KDAN	Eureka	15	
KPER	Gilroy	15	
KTOB	Petaluma	15	
KQMS	Redding	15	
KONG	Visalia	15	
KAGR	Yuba City	15 (120)	447.75

JALCO/SO. CAL GROUP

KGEE	Bakersfield	15	
KBUC	Riverside-Corona	15	
KCMJ	Palm Springs	15	
KKAR	Pomona	15	
KGUD	Santa Barbara	15	
KRCK	Ridgecrest	15 (90)	401.25

LOS ANGELES PERIMETER GROUP

KUDJ	Oxnard	15	
KACE	Riverside	15	
KWOW	Pomona	15	
KCKC	San Bernardino	15	
KUTY	Palmdale	15 (75)	255.00

101 CALIFORNIA GROUP

KRKC	King City	15	
KDB	Santa Barbara	15	
KPRL	Paso Robles	15	
KSMA	Santa Maria	15	
KSly	San Luis Obispo	15 (75)	291.60

CALIFORNIA NORTHERN GROUP

KSYC	Yreka	15	
KBLF	Red Bluff	15	
KSUE	Susanville	15 (45)	60.00

MC CLATCHY GROUP

KFBK	Sacramento	20	
KBEE	Modesto	20	
KMJ	Fresno	20	
KERN	Bakersfield	20 (80)	845.00

NIAON FOR GOVERNOR CAMPAIGN COMMITTEE
 Radio - 1-minutes
 Proposed Schedule
 Budget: \$15,000 Weekly

	<u>City</u>	<u>Spots</u>		<u>TOTAL</u>
<u>A-BUY</u>				
KEEN	San Jose	15		
KFIV	Modesto	15		
KGMS	Sacramento	15		
KLYD	Bakersfield	15		
KIDD	Monterey-Salinas	15		
KARM	Fresno	15		
KIST	Santa Barbara	15		
KPAY	Chico	15		
KSRO	Santa Rosa	15		
KSTN	Stockton	15		
KVIP	Redding	15	(165)	919.50

ALL-CAL NETWORK

KVCV	Redding	15		
KHSL	Chico	15		
KWG	Stockton	15		
KTRB	Modesto	15		
KYOS	Merced	15		
KYNO	Fresno	15		
KWAC	Bakersfield	15		
KACY	Ventura-St. Barbara	15		
KJAX	Santa Rosa	15		
KXRY	San Jose	15		
KMBY	Monterey	15		
KCOY	Santa Maria	15		
KPRO (Riverside	15		
KROP	Brawley	15		
KYOR	Blythe	15		
KREO	Indio	15	(240)	1,133.25

TOTAL RADIO - PER WEEK -

1744 Anncts. \$15,000.10

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Supplement

TELEVISION SCHEDULE.....Supplemental

Following is a proposed allocation of spot buys that would supplement and strengthen our present schedule (attached). The cost of this supplemental schedule is \$25,000 per week.

(These spot purchases would be made within or adjacent to high-rated shows and be distributed to give us maximum coverage of all audience segments throughout the peak program periods.)

LOS ANGELES

KHJ-TV	8 60's	\$2,510.00	
KRCA	4 20's	4,400.00	
KNXT	2 20's	2,500.00	
KABC-TV	2 20's	1,700.00	
KCOP	5 60's	1,500.00	
			\$12,610.00

SAN FRANCISCO

KRON-TV	2 20's	1,500.00	
KGO-TV	4 20's	1,650.00	
KTVU	5 60's	1,395.00	
			4,545.00

SACRAMENTO

KCRA-TV	4 20's	1,400.00	\$ 1,400.00
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SAN DIEGO

KOGO-TV	4 60's		
	2 20's	842.00	
XETV	6 60's		
	5 20's	1,030.00	
KFMB-TV	3 20's	695.00	
			\$ 2,567.00

BAKERSFIELD

KLYD-TV	6 60's	380.00	
KBAK-TV	6 60's	216.00	
			\$ 596.00

CHICO

KVIP-TV	3 60's		
	3 20's	360.00	\$ 360.00

EUREKA

KUIQ	3 60's		
	3 20's	270.00	\$ 270.00

FRESNO

KJEO-TV	4 20's	\$ 480.00	
KFRE-TV	3 20's		
	2 60's	678.00	\$ 1,158.00

SANTA BARBARA

KEY-T	6 60's		
	4 20's	528.00	528.00

SALINAS-SAN LUIS OBISPO

KSBW-TV)	3 20's)		
KSBY-TV)	5 60's)	586.00	586.00

YUMA -(IMPERIAL VALLEY)

KIVA	6 60's		
	2 20's	380.00	380.00

TOTAL..... \$25,000.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One week only...Wed., Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

CURRENT SCHEDULE

LOS ANGELES

KRCA - Channel 4

Thursday	7:30 pm	Science in Action/Wide Country
Friday	7:00 pm	Jack Latham/Hennessey
Monday	8:00 pm	Break in "It's a Man's World"
Tuesday	6:00 pm	Pre. "Jack Latham News"

4 20-second spots \$2,800.00

KNXT - Channel 2

Friday	7:30 pm	Pre "Rawhide"
Monday	9:30 pm	Danny Thomas/Andy Griffith

2 20-second spots \$2,300.00

KABC-TV - Channel 7

Thursday	7:30 pm	Guestward Ho/Ozzie Harriett
Friday	10:30 pm	77 Sunset Strip/Third Man
Saturday	8:00 pm	Sports Final/Roy Rogers Show
Sunday	10:00 pm	Sunday Special/Voice of Firestone

4 20-second spots \$3,200.00

KTTV - Channel 11

Wednesday	10:00pm	Riverboat/Putnam News
Wednesday	11-12:30 am	Tom Duggan
Thursd ay	6-6:30 pm	Highway Patrol
Thursday	8-9:00 pm	Great Music

KITV - Channel 11 (continued)

Thursday	11-12:30 am	Tom Duggan
Friday	6-6:30 pm	In "Highway Patrol"
Friday	7:30-8 pm	Best of Groucho
Saturday	7:30-8 pm	Best of Groucho
Saturday	10:00-11 pm	Tom Duggan
Monday	7:00 pm	George Putnam
Monday	9-9:30 pm	In "M Squad"
Tuesday	9-9:30 pm	Wanted Dead or Alive

12 60-second spots \$3,450.00

KTLA - Channel 5

Wednesday	10:30 pm	Peter Gunn/Dragnet
Thursday	9-10:00 pm	Wire Service
Saturday	8:30 pm	Restless Gun/Saturday Evening Movie
Sunday	8:00 pm	By the Numbers/Roller Skating
Sunday	8-9:30 pm	Roller Skating
Monday	10-10:30 pm	Peter Gunn
Tuesday -	10:30 pm	Roller Skating/Dragnet

7 60-second spots \$1,860.00

WIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One Week only - Wed, Oct. 17 through
 Tues, Oct. 23, 1962
 Budget: \$25,000

BAKERSFIELD

KERO-TV

Wednesday	8:30 PM	Break in "The Virginians"
Thursday	8:30 PM	Wide Country/Dr. Kildare
Thursday	10:00 PM	Hasel/Andy Williams
Friday	9:00 PM	Break in "Sing Along with Mitch"
Saturday	9:40 PM	Within "Saturday Nite at the Movies"
Sunday	10:00 PM	Bonanza/DuPont Show of the Week
Tuesday	8:00 PM	Break in "Laramie"

7 20-second spots \$ 875.00

TOTAL EXPENDITURE - Bakersfield - \$875.00

WIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One Week only - Wed. Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

CHICO-REDDING

KHBI-TV

Wednesday	6:15 PM	60	Story of _____/News Final
Thursday	8:00 PM	20	Mr. Ed/Perry Mason
Friday	9:00 PM	20	Route 66/Fair Exchange
Saturday	7:15 PM	60	Peter Gunn/Jackie Gleason
Sunday	9:30 PM	20	Real McCoys/GE True Theatre
Monday	8:30 PM		I've Got a Secret/Lucy

4	20-second spots	
2	60-second spots	\$213.75

TOTAL EXPENDITURE - Chico - \$213.75

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One Week only - Wed. Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

EUREKA

KIEM-TV

Wednesday	8:30 PM	20	Trails West/The Virginian
Friday	7:00 PM	20	Break in "Dr. Kildare"
Saturday	8:00 PM	60	Fair Exchange/Dobie Gillis
Sunday	9:00 PM	20	Dennis the Menace/Ed Sullivan
Tuesday	10:30 PM	20	Red Skelton/Jack Benny

4 20-second spots
1 60-second spot \$260.00

TOTAL EXPENDITURE - Eureka - \$260.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One week only - Wed. Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

FRESNO

KMJ-TV

Wednesday	6:00-6:45 PM	20	Within "News"
	7:30 PM	20	Pre. "Virginians"
	10:30 PM	20	Within "11th Hour"
Thursday	6:00 PM	20	Within "News"
	7:30 PM	20	Deputy/Prove
	10:30 PM	20	Within "Andy Williams"
Friday	6:00 PM	20	Within "News"
	9:00 PM	20	in "Sing Along with Mitch"
Saturday	6:30 PM	60	Within "Wide Country"
	10:20 PM	20	Within "Saturday Nite at Movies"
Sunday	5:00-7:30 PM	60	Within "Sunday Cinema Special"
	8:30 PM	20	Disney Wonderful world of Color/ Car 54
Monday	9:00 PM	20	Within "Saints & Sinners"
	10:00 PM	20	Price is Right/Bell Telephone Special
Tuesday	8:30 PM	20	Lerania/Empire
	10:30 PM	20	Dick Powell/Chet Huntley

14 20-second spots
 2 60-second spots \$995.00

TOTAL EXPENDITURE - Fresno - \$995.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One week only...Wed. Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

SALINAS-SAN LUIS OBISPO

KSBW-TV and KSBY-TV

Wednesday	3-4:30 pm	In "Gold Coast Matinee" (60)	
Thursday	11-11:15 pm	In "News" (60)	
Friday	7:30 pm	Dobie Gillis/Rawhide (20)	
Friday	11:00 pm	Alfred Hitchcock/News (20)	
Monday	12:55 pm	Merv Griffin/News (20)	
Monday	5:50 pm	Farm Report/Comm. Calendar (20)	
Tuesday	9:30 pm	Red Skelton/Mr. Lucky (20)	
Tuesday	11-11:15 pm	In "News" (60)	
		<u>3 20's @ 3.60's</u>	<u>\$ 586.00</u>
		<u>TOTAL EXPENDITURE</u>	<u>\$ 586.00</u>

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One week only...Wed. Oct. 17 through
 Tuesday, Oct. 23, 1962
 Budget: 529,000

SACRAMENTO

KQVR-TV

Wednesday	11:00 pm	Naked City/ABC News (20)
Thursday	8:30 pm	Donna Reed/Leave it to Beaver (20)
Thursday	11:00 pm	Premiere-Astaire/ABC News (20) (20)
Friday	10:30-Concl.	In "Premiere Performance (60)
Saturday	10:30-Con.	In "Big Movie" (60)
Sunday	9:00 pm-Con.	In "Movie Greats" (60)
Sunday	8:00 pm	Jetsons/Hollywood Special (20)
Monday	6:30-7:30	In Sugarfoot (60)
Tuesday	10:00 pm	Untouchables/Untouchables (20)

4 60's; 5 20's 51,235.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One week only...Wed. Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

SAN DIEGO

KOGO-TV

Wednesday	7:30 pm	Death Valley Days/The Virginians (20)
Thursday	11:30 pm-Con.	In "Tonight" (60)
Friday	10:00 pm	Hennessey/Jack Paar (20)
Monday	8:00 pm	In "It's A Man's World" (20)
Tuesday	11:30 pm-Con.	In "Tonight" (60)

3 20's; 2 60's \$ 782.00

XETV

Wednesday	11:00 pm	Naked City/News (20)
Thursday	7-7:30 pm	In Phil Silvers (60)
Thursday	11:20-Concl.	In "Movietime San Diego" (60)
Friday	6:30 pm	The Texan/Peter Gunn (20)
Friday	8:30 pm	Gallant Men/The Flintstones (20)
Friday	10:30 pm	Sunset Strip/Medic (20)
Friday	11:20-Concl.	In "Movietime San Diego" (60)
Saturday	6:30-7:00 pm	In "Bat Masterson" (60)
Saturday	10:00 pm	Lawrence Walk/Mr. Smith Goes to Wash. (20)
Saturday	11:00-Concl.	In "Powerhouse Movie" (60)
Sunday	10:00 pm	ABC Movie/Voice of Firestone (20)
Monday	7:00-8:00 pm	In "TV Hour of Stars" (60)
Monday	11:20-Concl.	In "Movietime San Diego" (60)
Tuesday	11:20-Concl.	In "Movietime San Diego" (60)

8 60's; 6 20's \$1,097.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Recommended TV Spot Schedule

One week only, Sat., Oct. 17 through
Tues., Oct. 23, 1962

Budget: 125,000

SA 21280 - Continued

6210-TV

Wednesday	6:30 pm	Doris Gillis/Nick van Dyke (30)
Thursday	6:00-7:00 pm	In "This Day, 1962" (30)
Friday	10:22 pm	Fair Exchange/Breadthess (30)

3 30-second spots \$ 450.00

TOTAL RECOMMENDED \$ 450.00

SAN FRANCISCO

KRON-TV

Friday	9:30 pm	Mitch Miller/Don't Call Me Charlie (20)
Saturday	11:30-Concl.	In Saturday Movie (60)
Monday	9:30 pm	Saints and Sinners/Price is Right (20)
		<u>2 20's: 1 60</u> <u>\$1,750.00</u>

KGO-TV

Thursday=	9:00 pm	Leave it to Beaver/My Three Sons (20)
Friday	11:15-Concl.	In Best of Movies (60)
Saturday	4:30-5:00 pm =	In Main Event (60)
Sunday	1:30-3:30 pm	In Best of Seven (60)
Monday	5-7:00 pm	In Sugarfoot/Surfside 6 (60)
Monday	11:20-Concl.	In Best of Movies (60)
Tuesday	5:00-7:00 pm	Science Fiction/Bat Masterson (60)
		<u>6 60's: 1 20 second spot \$1,760.00</u>

KPIX

Monday	7:30-8:00 pm	In Ripcord
		<u>1 60-second spot \$ 550.00</u>

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Recommended TV Spot Schedule
 One week only...Wed. Oct. 17 through
 Tues., Oct. 23, 1962
 Budget: \$25,000

WOLFE BUREAU

TV-1

Friday	7-11:00 pm	Within Wolfe Feature Movies (60)
Friday	7-11:00 pm	Within Wolfe Feature Movies (60)
Saturday	12:30-4:00 pm	Within Wolfe Feature Movies (60)
Saturday	12:30-4:00 pm	Within Wolfe Feature Movies (60)
Saturday	4:30-6:00 pm	Within Wide World of Sports (60)
Saturday	6:00 pm	Wide World of Sports/Zachary Will (20)
Saturday	7-7:30 pm	Within Third Man (60)
Saturday	8:30 pm	San Benedict/Key Rogers (30)
Saturday	11:05-11:30 pm	Within Ring of Blood (60)
Sunday	7:00 pm	Vallari Years/Jethro (30)
Sunday	11-11:30 pm	Within Key Stone (60)
Sunday	8-7:00 pm	Within Five Star Final (30)
Sunday	8:30 pm	Story of/Hillman (20)
Tuesday	6-7:00 pm	Within Five Star Final (60)
Tuesday	8:30 pm	Conan/Engler (30)

\$ 1274.20

TOTAL EXPENDITURE \$ 1274.20