

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>
15	7	10/31/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Dave Gergen RE: telegrams to be sent to important campaign individuals on election night. 2 pgs.
15	7	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: notes from a conversation with John Davies. 1 pg.
15	7	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of a poll conducted by the New York "Daily News." 1 pg.
15	7	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Dent's recommendation that RN visit North Carolina Republican Senate candidate Helms. 1 pg.

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15	7	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: presidential endorsements. 2 pgs.
15	7	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From E.D. Failor to Congressional candidates RE: RN's endorsement. 2 pgs.
15	7	10/12/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Haldeman to Timmons and Colson RE: the suggestion that Congressional candidates read RN's endorsement letter aloud at rallies and other public gatherings. 1 pg.
15	7	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Gergen to Bob Morgan RE: a draft on an endorsement telegram from RN to Congressional candidates. Telegram draft attached. 3 pgs.
15	7	10/24/1972	<input type="checkbox"/>	Campaign	Letter	From Dent to William DuBovik, Jr. RE: presidential endorsement of candidates for political office. 2 pgs.

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15	7	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Timmons to Strachan RE: a draft of a letter from RN to Denver Democrats in support of Republican candidates. Attached are a memo from Flanigan to Dent and the proposed telegram. 4 pgs.
15	7	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: George Meany's purchase of a radio spot. 1 pg.
15	7	10/29/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: information from John Davies on the Gallup polling organization and its plans for the closing weeks of the election. 2 pgs.
15	7	10/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the results of a receng Gallup poll in six states. 1 pg.
15	7	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign polling and telegrams, as well as McGovern's general campaign strategy. 2 pgs.

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15	7	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: McGovern's polling results. 1 pg.
15	7	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: using Teeter to respond to McGovern's private polls. 1 pg.
15	7	10/26/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Teeter to MacGregor RE: polling in the final weeks before the 1972 election. 2 pgs.
15	7	10/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Nielsen ratings for McGovern's televised speech. Attached copy of a memorandum from Alvin Snyder to Higby reports ratings and shares. 3 pgs.
15	7	10/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: McGovern's speech on corruption. 1 pg.

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15	7	10/24/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: last-minute campaign advertising decisions and a brief analysis of McGovern's campaign advertisement spending. 2 pgs.
15	7	10/24/1972	<input type="checkbox"/>	Campaign	Report	Copy of a memo from Joanou, through Magruder, to MacGregor RE: schedules for campaign advertising and proposed budget figures. 6 pgs.
15	7	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Joanou, through Magruder, to MacGregor RE: McGovern's advertising strategy. 1 pg.
15	7	10/21/1972	<input type="checkbox"/>	Campaign	Report	The November Group's report on George McGovern's media strategy, including budget figures, advertising schedules, spending comparisons with RN, and other relevant figures, as well as scripts for televised campaign advertisements. 31 pgs.

ADMINISTRATIVELY CONFIDENTIAL

October 31, 1972

MEMORANDUM FOR: DAVE GERGEN
FROM: GORDON STRACHAN
SUBJECT: Election Night Telegrams

Pursuant to our conversation, would you have wires drafted to be sent to the following groups on Election Night, November 7, as soon as the state goes over the top and is conceded for the President:

1. Re-Elect Chairman
2. Republican Chairman
3. Democrats for Nixon Chairman
4. Finance Chairman
5. Labor Chairman

Lists of these groups are being assembled by Malek, Dent, and Howard, respectively. Also, Colson will prepare a list of key national people, such as FitzSimmons, who should receive telegrams as soon as the election is determined.

The important thing in terms of the drafting that your people must do is that these wires should be personalized. For instance, the wire to Mayor Rizzo should say how much we appreciate the great showing in Philadelphia, etc.

The deadline on this project is Friday, November 3 at 12 noon, so that all of the lists can be double-checked, reviewed and compared with the individualized drafts. The individuals supplying the lists have been asked to have the lists to you by Thursday at noon.

If you have any problems or questions, please call, as the goal is to have all of these telegrams approved and ready to roll on an instant's notice Tuesday evening. Will you check with the Telegraph Office to make sure that arrangements have been made for the pre-typing and transmission capability with Western Union.

Thank you.

cc: Harry Dent
Dick Howard
Fred Malek

GS/jb
FU - 11/2

ADMINISTRATIVELY CONFIDENTIAL

October 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup Surveys

Discussion with John Davies tonight developed several interesting points:

1) The Gallup Survey Release for Thursday, November 2 will be on the blue collar worker. The headline will be: "Blue Collar Worker - Key to McGovern's Problems". The survey will show that the Democratic nominee will receive a smaller percentage of their vote than at any time since 1956. Still McGovern's rise of 6% in the trial heat poll is attributable to the drop in the President's support among manual workers.

2) The Protestant working man favors the President more than Catholic workers. Similarly, the skilled workers favor the President by a ratio of 5 to 3.

3) Gallup may not have another release before the final trial heat due Monday, November 6. If Davies wins the internal argument at Gallup, the Sunday release will be on the Ethnic Voter who are strongly supporting the President.

4) The special Gallup Survey on the Vietnam negotiations interviewed only 100 people. Davies' conclusions are: The Democrats already for McGovern believe the agreement was a political ploy; those supporting the President are overjoyed; there will be little shift in the vote either for the President or against McGovern; any McGovern "gimmick" on the issue won't "stick"; there will be a substantial increase in the President's popularity after the election; the negotiations may diminish the President's voters' apathy.

A transcript of the conversation is attached.

ADMINISTRATIVELY CONFIDENTIAL

October 30, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

New York Daily News Poll

The New York Daily News published its "straw" poll on October 29 based on "straws" taken October 24-27. The results were: New York State: 65 for the President and 35 for McGovern. In New York City it was 56 for the President and 44 for McGovern.

The second sampling of 3,000 "straws" will be published Thursday, November 2. The final sample will be published Monday, November 6.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: North Carolina Senate Race

Harry Dent strongly urges a Presidential visit to assist Republican Senatorial candidate Helms. Dent argues that the North Carolina Senate seat is the only one in the South the President has a solid chance of winning. The President must carry a Southern Senate seat according to Dent.

A recent, reliable poll puts Helms at 41.8, Galifianakis at 31.3, and Undecided at 26.9.

You may want to discuss this visit at the Political Meeting on Thursday, November 2.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Presidential Endorsements
and Telegrams

Congressional Endorsements

1) The approved endorsement letters to Senators and Congressmen have been sent. Each received direction from the CRP (Ed Failor's letter attached at Tab A) regarding use of the letter at rallies and in their radio and TV commercials.

2) Clark MacGregor asked Ray Price to prepare a telegram to be signed by the President and sent to 15 Senatorial candidates during the last week of the campaign. The 15 Senators are: Griffin, Tower, Nunn, Domenici, Chaffee, McClure, Hirsch, Thompson, Bartlett, Helms, Blount, Hibbard, Toledana, Scott, and Powell. The text of the Price-approved telegram is attached at Tab B.

Gubernatorial Candidates

All Incumbent Republican Governors have been endorsed except for letters to Governors Ray of Iowa, Moore of West Virginia, and Ferre of Puerto Rico. The draft letters (Tab C) to Ray and Ferre are attached. It is felt that Moore does not need a letter in light of the President's visit. Letters have also been sent to Republican Gubernatorial Challengers except Len Blaylock (Arkansas) and Henry Grover (Texas) because Timmons recommended against it. Letters to the Challengers, Ed Smith in Montana, Dick Larsen in North Dakota, and Luther Hackett in Vermont are being drafted.

Local Candidates

You decided on October 19 that the selected California and New York state legislators should not receive endorsement letters. On October 20, a hold was placed on all endorsements of local candidates. However, the candidates who have requests pending for endorsement letters should be advised that no letters will be sent. Harry Dent has submitted the draft letter for his signature at Tab D for approval.

Recommendation:

That Dent send the attached letter to local candidates, which the President will not endorse.

Approve _____ Disapprove _____ Comments _____

Special Request

1) Bill Timmons forwarded a very rough draft of a letter for the President's signature to Democrats and Independents in Colorado. The real purpose of the letter is for Flanigan to develop election day challenge sheets and prevent the Democrats from voting the dead. Timmons recommends against the project (Attached at Tab E).

_____ Agree, no letter to Colorado.

_____ Disagree, send letter to assist Dominick

2) Bill Timmons has also asked for a special endorsement letter for Rep. Chamberlain (R-Mich). The request and draft is attached at Tab F.

3) Also, a special letter for Bill Dowd of New Jersey has been submitted and is attached at Tab G.

GS/jb

A

Committee for the Re-election of the President

MEMORANDUM

October 18, 1972

MEMORANDUM FOR CONGRESSIONAL CANDIDATES

FROM: E. D. FAILOR

I have been advised the President has sent you a letter of endorsement in your race.

The polls show the President leading by substantial margins in nearly every state and we hope this will be most helpful to your race. I have been asked to recommend the following uses of the President's letter of endorsement to you for maximum effect:

1. Read the President's letter at all your rallies and appropriate speaking engagements;
2. Issue a press release on the President's letter of recommendation;
3. Have an announcer read the President's letter or excerpts therefrom on your radio and/or television commercials;
4. Mail copies of the President's letter to all editors, radio stations and television stations in your district.

October 12, 1972

MEMORANDUM FOR: BILL TAYLORS
 CHUCK COLSON

FROM: H. R. HALDEMAN

The President, as you know, is writing letters to all incumbent Congressmen and all of our Congressional candidates, giving them a very good endorsement.

We should set up a system of suggesting to these Congressmen that they have someone to read the President's letters at their rallies and other speaking appearances and that they work out some way of having an announcer or some other speaker read the letter on their radio and T.V. commercials.

cc: Clark MacGregor

HRRH:kb



October 23, 1972

MEMORANDUM FOR: BOB MORGAN
FROM: DAVE GERGEN *DS*
SUBJECT: Support Telegrams for Senatorial
Candidates

In response to your request, we have drafted a telegram that the President could send to voters, asking their support for him and for various Senatorial candidates. The draft has been approved by Ray Price.

It is our understanding that you will obtain clearances from Mr. Timmons and Mr. Haldeman before any telegrams are sent.

Attachment

bcc: */*Bill Timmons -- They apparently have 10 candidates
Gordon Strachan in mind.

SUGGESTED TELEGRAM BY THE PRESIDENT

On November 7 the American people will make a decision that will help determine the future of our nation and of the world for generations to come. I am sending you this personal message to urge you to participate in that decision by casting your vote on election day.

We need your help to achieve the biggest voter turnout in American history, so that the election results will reflect the choice of a clear majority of our people, both for President and for outstanding Senate candidates like _____.

Mrs. Nixon joins me in sending our best wishes to you and your family.

RICHARD NIXON



THE WHITE HOUSE
WASHINGTON

October 24, 1972

Dear Mr. DuBovik:

The President has received your letter and asked that I respond in his behalf.

The President's campaign advisors have made the difficult decision of limiting Presidential endorsements to those candidates who are running for Governor, or for the U.S. House and Senate. The great number of candidates running for State and local offices has made such a decision necessary.

With the President's best wishes,

Sincerely,

Harry S. Dent
Special Counsel
to the President

Mr. William DuBovik, Jr.
575 Winthrop Avenue
New Haven, Connecticut 06511

HSD:BEH:j

approve _____ disapprove _____



THE WHITE HOUSE

WASHINGTON

October 23, 1972

MEMORANDUM FOR: GORDON STRACHAN
FROM: WILLIAM TIMMONS.
SUBJECT: Presidential Letters

Attached is a very rough draft of a recommended Presidential letter to registered Democrats and Independents in Denver, Colorado. The suggestion comes from Gordon Allott through Bob Flanigan.

They hope such an appeal would help the whole GOP ticket in Denver but more importantly they will pay to have undelivered envelopes returned so they can put together their election day challenge sheets. Flanigan reports Democrats often vote the deceased and moved.

While the draft needs a lot of work I question the basic concept for a Presidential.

Your views please.

Re-elect the President

COLORADO COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

October 19, 1972

MEMORANDUM TO: Harry Dent
The White House

FROM: Robert Flanigan, Vice Chairman
Colorado Committee for the Re-election of
the President

RE: Endorsement letter signed by President Nixon

Enclosed is a suggested draft of a letter which the Denver County GOP organization would like to have signed and mailed to approximately 40 thousand registered Democrats in Denver as part of the ballot security program. These letters will be sent with a "do not forward, return to sender" notation on the envelope and undeliverable letters will be used by poll watchers for challenges at the polls on election day.

Tom Reed suggested we send this draft directly to you for prompt attention.

Chairman: Gov. John A. Love

Vice Chairman: Mrs. Robert Michael

Vice Chairman: Mr. Robert Flanigan

611 MAJESTIC BUILDING - 209 SIXTEENTH STREET - DENVER, COLORADO 80202 (303) 893 6533

Draft of Letter for Denver County from President Nixon

Dear Friend:

I have been gratified by the expressions of support I have received from all parts of Colorado.

I would like to urge you as a resident of Denver to consider voting for candidates for the Senate and House of Representatives who will help enact the kinds of programs I feel are essential.

Senator Gordon Allott is a strong supporter of the policy which I believe will lead to peace throughout the world. Gordon Allott is a member of the Congressional leadership and I have found him always hard working and dedicated to America and Colorado's people.

Congressman Don Brotzman is a name new to some Denver voters, but one whom I commend to you most highly. He is dedicated to the best for all of us.

Congressman Mike McKeivitt has worked hard for all the people of Denver and has represented their best interests most capably in the House; I know he will continue to do so.

I appreciate your considering these three men November 7

Sincerely

ADMINISTRATIVELY CONFIDENTIAL

October 30, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Meany Radio Buy

The November Group learned that George Meany had purchased five minutes of radio time for this weekend.

Chuck Colson in this morning's 9:15 Attack Meeting said he did not know what Meany will say.

You may want to ask George Shultz to check Meany.

GS/jb

October 29, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup Surveys

Discussion with John Davies developed several interesting items:

1. Gallup is conducting a telephone survey on the impact of the Vietnam settlement. Davies says it will not be published. However, Davies will give me the results late Monday, October 31.
2. Davies is meeting on Sunday, October 29 with George Gallup, Sr. to decide on the release schedule for the next ten days. Davies expects an analysis of the manual-worker vote for the President which dropped precipitously in the last survey. Also, Gallup will probably release an ethnic study which will show the President's strong support.
3. The final trial heat survey will be conducted Thursday, November 2 through Saturday November 4. The survey will be the key precincts version with 3,000 interviews. The results will be released Monday, November 6. Davies will call me Sunday when the results come off the computer.
4. The Sunday, November 5 story will probably be on turnout, which historically is Gallup's most accurate survey.

5. There will not be any more releases on personalities and handling of the issues, nor will there be any further Gallup releases on Defense or amnesty.

6. Davies is convinced the corruption issue is a dry well for McGovern. The first place its effect would appear would be among the Democrats supporting the President but the President's support is firm among 33% of the Democrats.

7. Davies doubts the Lubbell thesis that the Vietnam settlement will insure to McGovern's benefit because now Democrats can vote on the economic issues. The real thing that bothers people about McGovern is his "wild insane economic programs".

8. McGovern has not been able to turn the corner and generate any momentum. He is stuck around 40%.

9. Davies will be doing election night analyses of key precincts in New Jersey and will contact me with his impressions. He believes the President is strong in New Jersey and will carry it with only a slightly smaller majority than the nation as a whole.

A transcript is attached.

Attachment

GS:kb

October 28, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Newsweek Gallup Survey

Gallup personally interviewed 2540 registered, likely voters on October 20-22. The results will be published in Monday's NEWSWEEK. The trial heat results for the six state survey are 57-38-4-1. The individual state results are:

California	55-39-3-3
Illinois	60-36-4
Michigan	59-34-6-1
New York	56-39-5
Ohio	61-32-7
Pennsylvania	57-38-4-1

cc: Larry Higby

EXX

GS:dg

ADMINISTRATIVELY CONFIDENTIAL

October 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Reading Materials

Three items have been submitted by Malek recently that you may want to read.

Mardian prepared an analysis of the McGovern campaign that is attached at Tab A. To summarize:

1) McGovern has written off the South and is targeting his campaign in 18 states totaling 295 electoral votes. The states are: California, New York, Pennsylvania, Texas, Illinois, Ohio, Michigan, Maryland, New Jersey, Massachusetts, Minnesota, Wisconsin, Missouri, Washington, Connecticut, Iowa, Oregon, and Rhode Island.

2) McGovern is discussing international relations while Shriver addresses domestic issues, especially corruption.

3) McGovern is using all the media he can afford. Literature is produced locally and the only consistent use of print is fundraising ads.

4) McGovern will try to re-capture his primaries' constituency while Shriver will continue to get old line Democrats back.

5) In California McGovern is relying on young, enthusiastic volunteers instead of the party regulars. The California media effort will try to respond to the Humphrey primary effects. The President's lead is expected to hold.

6) In New York, McGovern can't get the reform and regular Democrats together. Republican apathy is McGovern's largest asset.

7) The President's lead in Illinois, Pennsylvania, and Ohio is expected to hold.

8) A visit to Michigan by the President is recommended by Mardian.

The second item is the updated Malek report on canvassing attached at Tab B. The field organization has now (October 25) contacted 10 million homes personally and 4 million by telephone. The system is monitored in a Canvass Control room which receives reports directly from the storefront Nixon Headquarters to prevent State organization puffing of the figures. Yesterday, Ed Cox toured the facility and was quite impressed.

The final matter is the California field report by the Regional Director, Marvin Collins. The Get-Out-the-Vote plans are detailed on page 2.

GS/jb

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ADMINISTRATIVELY CONFIDENTIAL

October 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Polling - Response
to McGovern Releases

Senator McGovern has been using his private polls in New York, Michigan, and Pennsylvania recently to indicate he is improving his position. Usually the polls are pushed by the pollster Pat Caddell and Frank Mankiewicz or Governor Shapp.

Clark MacGregor wants to respond to these McGovern thrusts with Bob Teeter. Teeter has not been permitted to speak publicly before. Assuming Teeter speaks the question is whether he should refer generally to the CRP private polls or whether he should discuss them with specificity.

According to Magruder, MacGregor is anxious to have Teeter respond as soon as possible. The question for you is whether you approve of the political tactic of having Teeter publicly discuss CRP polls, and if so, whether he should use specific figures.

- _____ Approve-Teeter going public.
- _____ Teeter use no specific figures
- _____ Teeter use specific figures

- _____ Disapprove-Teeter not to go public with CRP polling information.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 26, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Polling - Response
to McGovern Releases

Senator McGovern has been using his private polls in New York, Michigan, and Pennsylvania recently to indicate he is improving his position. Usually the polls are pushed by the pollster Pat Caddell and Frank Mankiewicz or Governor Shapp. Clark MacGregor wants to respond to these McGovern thrusts with Bob Teeter. Teeter has not been permitted to speak publicly before.

Bob Teeter could brief 6 reporters on the three personal interview polls conducted last weekend. The California, New York and Pennsylvania results would be given in detail to AP, UPI, and reporters selected from each of the three states. Teeter's briefing would be Friday for Sunday release.

Recommendation:

That you approve Teeter's briefing Friday.

Approve _____ Disapprove _____ Comments _____

Teeter has also submitted a plan for the polling between now and the election. It is attached. He recommends 500 interview telephone polls in Michigan, California and Wisconsin. Since McGovern has been indicating Wisconsin is one of his strongest states. The results of Teeter's Wisconsin poll could be released next week.

A questionnaire is being prepared.

GS/jb

CONFIDENTIAL FOR THE COLLECTION OF THE PRESIDENT

DETERMINED TO BE AN

ADMINISTRATIVE MARKING

F.O. 12005, Section 6-102

MEMORANDUM BY CRP:vic NARS, Date 1-15-80

October 26, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR
FROM: ROBERT M. TEETER *R.M.T.*
SUBJECT: Polling

Gordon Strachan has asked for my thoughts on polling between now and the election.

First, I think that the slight slippage we have observed during the last few weeks accompanied by some McGovern gain will continue and probably accelerate during the last 10 days. There are in most of the major states three or four times as many undecided Democrats and ticket-splitters as Republicans.

The arguments against doing any polling this weekend are that we do not have the ability to act on the data as the time is past that we could make any significant adjustments in the allocation of any of our resources -- scheduling, advertising or organization.

The arguments for doing some polling this weekend are:

- That is would give us some "peace of mind" data and minimize the apprehension or panic that might set in the first of the week.
- It would serve as a safety measure to make sure that the movement to McGovern is not accelerating at a rate that would jeopardize our chances of carrying the major states.
- It would give us a current measure of the Vietnam situation and impact of the peace discussions.
- It would allow us to get some trend data on the corruption issue and see if the coverage of the Post stories and McGovern's charges had any significant effect.

If we decide to poll I think that the interviewing should be done on Saturday and Sunday with the data available late Monday. Data will be available on Thursday and Friday from several state public polls that will be published Sunday. We should do phone samples of 500 in Michigan, California and possibly Illinois or Wisconsin. We

would use the same questionnaire as we used in previous telephone polls including the corruption questions with the addition of questions on Vietnam. The areas I think we should cover with regard to Vietnam are: Could we have made the same settlement we are making earlier?, Is the President using Vietnam peace for political purposes?, Are we allowing Thieu to dictate our actions and has the President switched to what has been essentially the McGovern position?

If we do these polls, it will cost us \$4-5,000 per state and we would use ORC.

Recommendation: That we poll at least two of the four states mentioned above over this weekend.

If this recommendation is approved, I will have a questionnaire for you later today.

Approve _____ Disapprove _____ Comments _____

CONFIDENTIAL/EYES ONLY

ADMINISTRATIVELY CONFIDENTIAL

October 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: McGovern Overnights

The ~~five~~ New York stations gave McGovern a total 25.7 rating.

The four Los Angeles stations gave 19.4 rating.

The 1/4 hour breaks by station are attached.

GS/jb

THE WHITE HOUSE

WASHINGTON

October 26, 1972

10:00 a.m.

MEMORANDUM FOR: LARRY HIGBY
FROM: ALVIN SNYDER *AS*
SUBJECT: McGovern TV Ratings - 10/25

Following are the New York Nielsen overnight ratings by quarter hour for McGovern's half hour TV speech:

WABC (McGovern)	7:30-7:45 p.m.	7.1 Rating, 13 Share
	7:45-8:00 p.m.	6.7 Rating, 12 Share
WCBS (McGovern)	7:30-7:45 p.m.	8.8 Rating, 16 Share
	7:45-8:00 p.m.	8.8 Rating, 15 Share
WNBC (McGovern)	7:30-7:45 p.m.	5.8 Rating, 10 Share
	7:45-8:00 p.m.	5.9 Rating, 10 Share
WNEW (McGovern)	7:30-7:45 p.m.	4.6 Rating, 8 Share
	7:45-8:00 p.m.	2.9 Rating, 5 Share
WPIX (The Courtship of Eddie's Father)	7:30-7:45 p.m.	30.4 Rating, 54 Share
	7:45-8:00 p.m.	31.4 Rating, 55 Share
WOR (McGovern)	7:30-7:45 p.m.	Too Low to Rate
	7:45-8:00 p.m.	Too Low to Rate

Following are the Los Angeles overnights by quarter hour for networks and half hour for independents:

KABC (McGovern)	7:30-7:45 p.m.	4.3 Rating, 7 Share
	7:45-8:00 p.m.	3.5 Rating, 6 Share

KNBC (McGovern)	7:30-7:45 p.m.	7.6 Rating, 11 Share
	7:45-8:00 p.m.	7.5 Rating, 12 Share
KNXT (McGovern)	7:30-7:45 p.m.	5.1 Rating, 8 Share
	7:45-8:00 p.m.	5.1 Rating, 8 Share
KTLA (Movie)	7:30-8:00 p.m.	15.4 Rating, 25 Share
KTTV (That Girl)	7:30-8:00 p.m.	22.0 Rating, 35 Share
KCOP (Dragnet)	7:30-8:00 p.m.	3.9 Rating, 9 Share
KHJ (Story of 3 Lovers)	7:30-8:00 p.m.	3.0 Rating, 4.5 Share

A national projection of the ABC network ratings indicate McGovern's program reached 11,040,000 viewers and 5,520,000 homes.

The Radio Advertising Bureau estimates that the President's radio speech yesterday on CBS, NBC and Mutual reached 6,618,000 listeners.

cc: Mr. Chapin
Mr. Clawson
Mr. Colson
Mr. Goode
Mr. Kehrli
Mr. Klein
Mr. Moore
Mr. Scali
✓ Mr. Strachan
Mr. Whelihan

ADMINISTRATIVELY CONFIDENTIAL

October 25, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern Speech

Senator McGovern's speech on "corruption" will be aired tonight at 7:30 on ABC and NBC.

According to Chapin, McGovern will take on John Mitchell and call upon the President to fire Dwight Chapin.

Next week the Democrats are planning on tearing down Connally, using some oil contracts while he was Secretary of the Navy.

Also, the Democrats are reported to be purchasing TV time for a round table discussion of political espionage by EMK, HHH, and Muskie.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Advertising Matters

CRP/DFN Network

Magruder submitted the memorandum attached at Tab A from Joanou describing the suggested advertising for the last week of the campaign.

The five 60-second spots are the DFN Welfare and Turnaround. Magruder agreed that five was too few and will increase the number to ten. The Five Minute spots for the last week are divided among Russia, China, and Older Americans. The Connally 5 is running the week of October 23 with the three network buy on October 28 the last scheduled airing.

Recommendation:

That the DFN 60's (Turnaround and Welfare) run and the CRP 5's (China, Russia, and Older Americans) run during October 30-November 6.

Approve _____ Disapprove _____ Comments _____

CRP/DFN Local

All local TV advertising is 60-second spots. The November Group recommends that 50% be the DFN Turnaround and Welfare and 50% the positive spots. Dailey met with his Advertising Advisory Group today and they concur in this recommendation. The budget for the last week is a fairly heavy 506,000.

Recommendation:

That the local TV spots be 50% DFN Turnaround and Welfare and 50% CRP positive ads.

Approve _____ Disapprove _____ Comments _____

McGovern Advertising

According to the November Group analysis of the McGovern media campaign, he is now outspending the President three or four to one. The rather detailed comparison to the President and McGovern's media campaign is attached at Tab B. Several interesting points are made:

- 1) The McGovern TV copy has become extremely aggressive (example - Watergate/Timmons);
- 2) McGovern is spending more on local media than network, either radio or TV;
- 3) McGovern has stopped running the newspaper ads seeking money;
- 4) The McGovern spot radio purchases in media markets correspond to the November Group "priority" markets, except McGovern adds Hawaii, Nevada, and New Mexico.

GS/jb

Committee for the Re-election of the President

October 24, 1972

MEMORANDUM

TO: CLARK MacGREGOR.
THROUGH: JEB S. MAGRUDER
FROM: PHIL JOANOU
SUBJECT: Advertising Decisions for the
Week of 10/30-11/6

Attached is the schedule for network and local advertising for the week of 10/30.

Following is a breakdown of estimated funds required.

Network television:	\$569,294 (1)
½ hour speech	300,000
Network radio	150,000
Local spot 10/30-11/6	506,000
Contingency	<u>100,000</u>
TOTAL:	\$1,625,294

(1) Included in committed budget

The preceding \$1,625,294 is based on the assumption that:

1. A moderately heavy local advertising effort will be employed during the last week.
2. Several additional network radio speeches will be requested.
3. A major half-hour network schedule will be ordered.
4. That \$100,000 will be required to meet unpredictable additional "must do" requests.

The following decisions are required:

1. Network commercial schedule of "Russia", "China", "Older Americans" five minute commercials, and "Turnaround" and "Welfare" :60's.

Approve _____ Disapprove _____

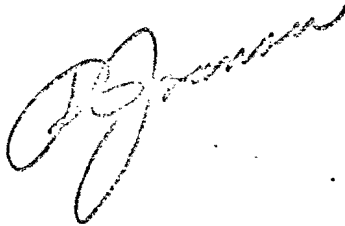
2. Purchase \$506,000 in local spot TV and radio (see attached list) for moderately heavy last week effort.

Approve _____ Disapprove _____

3. Schedule 50% positive ("Record", "Passport", "Busing") in Michigan and Texas, and 50% DFN ("Turnaround", "Welfare" and "Defense").

Approve _____ Disapprove _____

cc: Pete Dailey

A handwritten signature in cursive script, likely belonging to Pete Dailey, is written over the 'cc:' line.

Date: 10/4/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/29/72

Revision #: 2

Date	Day	Net	Program	Approx. Time (EST)	Annet. Length	Commit. Date	Estimated Cost (Net)					Est. Req. (#)	Commercial Schedules	
							Time Cost (\$)	Int'g Chgs. (\$)	Lite Chgs. (\$)	Misc Chgs. (\$)	Total Cost (\$)		Name	Com'l. #
10/30	Mon	ABC	Love Amer. Style	4:25-4:30PM	5-Min.	10/16	2,452	213	5,000	-	7,671	6.6	Older Americans	
		CBS	Gunsmoke	8:55-9PM	5-Min.	10/23	13,926	235	2,000	-	16,161	23.3	Russia	
		CBS	Bill Cosby	10:55-11PM	5-Min.	10/23	12,754	235	2,000	-	14,989	18.1	China	
10/31	Tue	CBS	Love/Splendored	3:25-3:30PM	5-Min.	8/25	5,613	470	-	-	6,083	8.1	Russia	
		NBC	Bonanza	8-9PM	60"	10/24	24,650	298	-	-	24,948	21.0	Welfare	
		ABC	Marcus Welby	10:55-11PM	5-Min.	10/10	5,766	213	5,000	-	10,979	26.1	China	
11/1	Wed	NBC	Hollywood Squares	11:55-12N	5-Min.	10/17	3,974	149	1,500	-	5,623	7.1	Older Americans	
		CBS	Guiding Light	2:25-2:30PM	5-Min.	8/25	5,511	470	-	-	5,981	9.0	Older Americans	
		CBS	Cannon	10-11PM	60"	10/25	42,250	250	-	-	42,500	19.1	Turnaround	
11/2	Thur	CBS	Search for Trw.	12:55-1PM	5-Min.	3/25	5,241	470	-	-	5,711	8.4	Older Americans	
		ABC	Bewitched	11:55-12N	5-Min.	10/19	2,456	213	5,000	-	7,671	4.6	Russia	
		NBC	Flip Wilson	8-9PM	60"	10/23	37,400	298	-	-	37,698	26.0	Welfare	
		CBS	Thurs. Movie	10:55-11PM	5-Min.	10/26	11,297	235	2,000	-	13,532	13.1	China	
11/3	Fri	NBC	Today Show	8:55-9AM	5-Min.	10/20	3,974	149	1,500	-	5,623	4.2	Russia	
		NBC	Days of Our Lives	2:25-2:30PM	5-Min.	10/20	6,073	149	1,500	-	7,727	9.4	China	
		ABC	Alias Smith/Jones	8:55-9PM	5-Min.	10/13	6,559	213	5,000	-	11,772	14.4	Older Americans	
		CBS	Sonny & Cher	8:55-9PM	5-Min.	10/27	13,750	235	2,000	-	15,985	16.4	Russia	
		NBC	Ghost Story	9-10PM	60"	10/24	22,900	298	-	-	23,198	15.9	Turnaround	
		ABC	Love Amer. Style	10:55-11PM	5-Min.	10/13	6,783	213	3,570	-	10,566	17.2	China	
11/4	Sat	NBC	Sat. Movie	10:55-11PM	5-Min.	10/20	11,921	149	200	-	12,270	17.3	Russia	
11/5	Sun	NBC	Word. World/Color	7:30-8:30PM	60"	10/27	26,350	298	-	-	26,648	23.6	Welfare	
		CBS	Mannix	10:25-10:30PM	5-Min.	10/27	13,201	235	2,000	-	15,436	21.6	Russia	
		ABC	Sun. Movie	11:30-11:35PM	5-Min.	10/13	3,783	213	-	-	4,000	21.3	China	
TOTAL DAY					8 Ann.		55,507	2,243	14,500	-	52,050	57.4		
TOTAL NIGHT					15 Ann.		256,340	3,618	24,070	-	284,028	297.9		
GRAND TOTAL					23 Ann.		291,647	5,901	38,570	-	336,118	355.3		

(REVISION OF 9/22 SCHEDULE)

Date: 10/4/72

WEEKLY NETWORK TV SCHEDULE

Week of: 10/1/72

Revision #: 2

Date	Day	Net	Program	Approx. Time (EST)	Annet. Length	Commit. Date	Estimated Cost (Net)				Est. Rtg. (\$)	Commercial Schedules		
							Time Cost (\$)	Int'g Chgs. (\$)	Edit Chgs. (\$)	Misc. Chgs. (\$)		Total Cost (\$)	Name	Comm. #
11/6	Mon	NBC	Today Show	8:55-9AM	5-Min.	10/23	3,974	149	1,500	-	5,623	4.2	Older Americans	
		ABC	Bewitched	11:55-12N	5-Min.	10/23	2,458	213	5,000	-	7,671	4.6	Russia	
		NBC	Days of Our Lives	2:25-2:30PM	5-Min.	10/23	6,078	149	1,500	-	7,727	9.4	China	
		CBS	Edge of Night	2:55-3PM	5-Min.	8/25	5,511	470	-	-	5,981	8.4	Russia	
		NBC	Return Payton Pl.	3:55-4PM	5-Min.	10/23	6,078	149	1,500	-	7,727	6.7	China	
		ABC	Love Amer. Style	4:25-4:30PM	5-Min.	10/23	2,458	213	5,000	-	7,671	6.6	Older Americans	
TOTAL DAY					6 Ann.		26,557	1,343	14,500	-	42,400	39.9		
TOTAL NIGHT					-		-	-	-	-	-	-		
GRAND TOTAL					6 Ann.		26,557	1,343	14,500	-	42,400	39.9		

(NO CHANGE FROM 9/22 SCHEDULE)

STATE	MARKETS	MEDIA		TOTAL COST
		TELEVISION \$	RADIO \$	
California	L.A., S.F., Sacramento, San Diego, Fresno, Chico, Salinas, Bakersfield, Santa Barbara, Palm Springs, Eureka, El Centro	\$95,000	\$29,647	\$124,647
Illinois	Chicago, Quad Cities, Peoria, Springfield, Champaign, Paducah, Cape Girardeau, Rockford, Quincy, Harr., Hannibal	28,115	16,384	44,499
Maryland	Baltimore, Salisbury	8,521	4,061	12,582
Michigan	Detroit, Grand Rapids, Flint, Saginaw, Bay City	32,205	11,896	44,101
New Jersey		-	2,941	2,941
New York	New York, Buffalo, Syracuse, Albany, Schenectady, Troy, Rochester, Binghamton, Watertown, Utica, Burlington, Cath., Plattsburgh	60,191	17,167	77,358
Ohio	Cleveland, Akron, Canton, Dayton, Toledo, Cincinnati, Columbus, Youngstown, Wheeling, Steubenville, Lima, Jonesville	21,680	20,484	42,164
Pennsylvania	Philadelphia, Pittsburgh, York, Harrisburg, Erie, Wilkes Barre, Scranton, Johnstown, Altoona	30,995	14,189	45,184
Minnesota	Minneapolis/St. Paul, Rochester, Mason City, Austin, Alexandria, Duluth, Superior, Mankato, Pembina	11,194	4,034	15,228

<u>STATE</u>	<u>MARKETS</u>	<u>MEDIA</u>		<u>TOTAL COST</u>
		<u>TELEVISION \$</u>	<u>RADIO \$</u>	
Missouri	St. Louis, Springfield, Columbia, Kansas City, Jefferson City, Joplin, Pittsburg, St. Joseph, Ottumwa, Kirksville	\$15,979	\$7,791	\$23,770
Washington	Seattle, Tacoma, Spokane, Yakima, Bellingham	9,660	5,053	14,713
Oregon	Portland, Salem, Eugene, Klamath Falls, Medford	6,730	3,568	10,298
West Virginia	Charleston, Huntington, Weston, Clarksburg, Bluefield, Beckley, Oak Hill	4,945	3,048	7,993
Wisconsin	Milwaukee, Madison, Green Bay, Fond du Lac, La Crosse, Eau Claire, Wausau, Rhinelander	8,530	5,631	14,161
Massachusetts	Boston, Springfield	<u>17,472</u>	<u>9,955</u>	<u>26,427</u>
		351,217	154,844	506,061

Committee for the Re-election of the President

October 23, 1972

MEMORANDUM

MEMORANDUM TO: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: PHIL JOANOU
SUBJECT: McGovern Media Copy Strategy
as of October 23

Attached is a weekly analysis of McGovern's advertising strategy. Note that through the week of 10/23, he had outspent us by 43%.

cc: Pete Dailey



McGOVERN
COMPETITIVE MEDIA/COPY
ANALYSIS
AS OF 10/23/72

Prepared by: November Group, Inc.
date: October 21, 1972

I. OVERVIEW

It is anticipated McGovern broadcast spending will reach a new peak for the campaign period the week of October 23, 1972:

- 1) The three TV networks report an expected McGovern expenditure of \$326.6M.
- 2) Spot TV advertising is expected to reach \$200.0M.
- 3) Spot radio advertising in a broad spectrum of states and markets is expected to reach at least \$225.0M.

Based on these projections, it can be anticipated that McGovern will outspend the Nixon media program for the period. This will be the first time in four weeks that Nixon media spending has fallen behind that of McGovern.

McGovern TV copy has become extremely aggressive. Strong 60-second commercial attacks on the President's Vietnam record and the Watergate incident were aired the week of October 16.

II. MEDIA

A. Total McGovern Spending to Date (Exhibit 1)

McGovern's media activity kicked off the week of September 11. In the intervening six weeks the Democratic candidate has spent a reported \$4,439M in broadcast and print advertising.

With two weeks to go to Election Day, it is expected McGovern broadcast advertising will jump to a reported \$750M expenditure for the week of October 23, 1972.

4) McGovern reportedly has, to date, used spot radio as his primary local medium. Spot TV has been employed on a more limited basis in key markets in key states.

Nixon, based on current plans, will use spot TV as his primary local medium. Spot radio will be used only to target messages against key voter blocs (Youth, Ethnics) in "close" states.

5) In the early weeks of the campaign McGovern used newspapers extensively - primarily to carry pleas for campaign contributions. However, there have been no reports of major McGovern newspaper activity in recent weeks.

Newspapers have been used selectively in the Nixon campaign - for "tune-in" ads and local "attack" advertising.

C. McGovern Network TV (Exhibits 2-3)

During the first four weeks of his media campaign, McGovern maintained a stable 6-7 announcements per week network TV schedule.

This was increased to 12-13 announcements per week for the weeks of October 9 and 16.

Now, with two weeks to Election Day, McGovern has once again hyped his network schedule - this time to 16 announcements/programs for the week of October 23.

A major portion of these spots are the longer length - and cheaper - five minute participations.

To date, McGovern has aired 4 of his half-hour programs. One of the programs was the documentary of his life, two programs have been "fire side" chats and the fourth was a question-answer format program with McGovern responding to a group of "selected" voters.

A fifth half-hour program is scheduled for October 25. The program will be scheduled in the access time period on ABC and a selected line-up of NBC stations. It is expected the program will also be placed locally on CBS affiliates and independent stations.

Two more half hours are also "in the works" for the air dates of November 3 and 6.

In spite of this heavy schedule in network TV, less than 50% of weekly McGovern media monies in recent weeks have been invested in this national medium. The bulk of McGovern broadcast dollars are invested in local spot TV and spot radio buys.

McGovern has, to date, made relatively little use of day network. Scheduling on ABC has been lighter than that evidenced on the other two networks.

D. McGovern Spot TV (EXhibits 4-5)

As noted in previous weeks, care must be exercised when reviewing both spot TV and spot radio expenditures reported for McGovern.

However, within the limitations of the reporting sources, it appears McGovern implemented a major spot TV effort effective the week of October 9 and has continually increased spot TV spending in the selected markets in subsequent weeks.

An estimated \$188M was spent in 29 markets in 14 states the week of September 16. It is expected this expenditure will be increased to at least \$200M the week of October 23.

Special half-hour positions were purchased in Ohio and Oregon for the week of October 16. However, the majority of the spot TV buys in the markets were 5 minute, 60 and 30-second positions purchased in the fringe and prime time periods.

In major markets in "close" states (California, New York and Michigan) spot buys delivered an additional 200-250 GRP's per week for the Democratic candidate. Added to the anticipated 200 network GRP's for the period, these markets received an estimated 400-450 GRP's for McGovern.

It is expected McGovern will purchase some longer length local time periods the week of October 23:

- 1) An hour telethon in New York City is expected on October 23.
The program will also be run in Syracuse on the 23rd.
- 2) Half hour buys are expected on selected CBS affiliate and independent stations to back up the ABC-NBC network half hours on October 25.

E. McGovern Spot Radio (Exhibits 4 and 6)

Again, caution must be exercised when reviewing spot radio reports.

However, based on a review of six major reps, it appears McGovern has purchased an extensive radio effort in at least 100 markets in 25 states.

As noted in previous reports, McGovern appears to be using spot TV in major markets in key states and to be relying on spot radio (a more efficient medium) to obtain broad market and state coverage. McGovern has, throughout his campaign, reportedly spent more in spot radio than in spot TV.

It is interesting to note that McGovern spot TV markets and states correspond closely to Nixon "priority" markets and states. However, McGovern spot radio purchases include both "priority" states and states such as Hawaii, Nevada and New Mexico.

A major Black radio buy is anticipated for the week of October 25. Buys on regular, Youth and Spanish stations have already been in effect.

Sources indicate radio buys range from 18-36 spots per week per station. Buys are in both 5 minute and 60-second lengths are scheduled in drive (2/3's) and housewife (1/3) time periods.

F. Newspapers (Exhibit 7)

Some newspaper activity may have been placed locally. However, only four major "national" ads have been reported to date. There have been no major national McGovern newspaper ads placed in the past three weeks.

G. Future McGovern Efforts

Based on current information, it appears

- 1) McGovern will continue to increase his weekly media expenditures from now to Election Day - both nationally and through the local media.
- 2) McGovern will continue to utilize network half-hours to provide a more in-depth definition of his views. There probably will be continued efforts to obtain multiple station coverage in major markets for these speeches.
- 3) McGovern campaign copy will become more and more aggressive in attacking the President.

III. COPY

A. Television (Exhibits 8-14)

During the week of October 16, most McGovern network TV commercials aired focused, once again, on economic considerations - "Taxes," "Wages and Prices," etc.

Most importantly, however, the McGovern commercial format, for the first time since the first primary commercial, broke from the rehearsed question situation. As the campaign draws to an end, the Democratic candidate moved on network TV to a simple, full screen crawl with announcer voice-over commercial to attack President Nixon's Vietnam record. Later in the week, the same technique was used to deliver an attack on the Watergate incident. McGovern's image does not appear in the commercials.

The rehearsed question format commercials continue to be used (including two new network commercials aired the week of October 16). However, the strategy has apparently become

- 1) Use the rehearsed question format commercials to show McGovern's concerned involvement with the people.
- 2) Use the simple, impersonal "crawl" commercials to do the "dirty work" - to attack the President, to deliver campaign slurs, etc.

In short, keep the candidate above the political in-fighting but get the innuendos across to the voters.

New commercials aired on local New York TV stations included "Obligation to the Aged," "Tax Shelters," and "Vietnam."

B. Radio (Exhibit 15)

Only one new radio commercial was picked up this past week in New York City. The commercial uses the rehearsed question

format and is, in general, another attack on the President and "big money."

C. Newspapers

No new newspaper ads were picked up in the past week.

COMPARISON

McGOVERN vs NIXON

ESTIMATED MEDIA SPENDING RATES

(NET)

<u>PERIOD/MEDIA</u>	<u>McGOVERN</u> (\\$M)	<u>NIXON*</u> (\\$M)	<u>% DIFF.</u> <u>McG vs N</u> (%)
<u>WEEK OF 9/11/72</u>			
Network TV	133.6	-	+
Spot TV	48.3	-	+
Network Radio	-	-	-
Spot Radio	178.0	-	+
Newspapers	593.7	-	+
TOTAL	<u>953.6</u>	-	+
<u>WEEK OF 9/18/72</u>			
Network TV	137.2	25.3	+442
Spot TV	33.6	-	+
Network Radio	-	-	-
Spot Radio	184.7	-	+
Newspapers	-	-	-
TOTAL	<u>355.5</u>	<u>25.3</u>	<u>+1305</u>
<u>WEEK OF 9/25/72</u>			
Network TV	158.7	37.3	+325
Spot TV	33.6	154.9	- 78
Network Radio	-	-	-
Spot Radio	178.0	3.1	+
Newspapers	506.2	198.2	+155
TOTAL	<u>876.5</u>	<u>393.5</u>	<u>+123</u>
<u>WEEK OF 10/2/72</u>			
Network TV	122.3	224.4	- 45
Spot TV	81.6	183.5	- 55
Network Radio	-	18.1	-
Spot Radio	90.0	37.6	+139
Newspapers	.5	17.0	- 93
TOTAL	<u>294.4</u>	<u>480.6</u>	<u>- 39</u>

EXHIBIT 1 (con't.)

<u>PERIOD/MEDIA</u>	<u>McGOVERN</u> (<u>\$M</u>)	<u>NIXON*</u> (<u>\$M</u>)	<u>% DIFF.</u> <u>McG vs N</u> (<u>%</u>)
<u>WEEK OF 10/9/72</u>			
Network TV	315.3	424.0	- 26
Spot TV	141.6	196.6	- 28
Network Radio	-	19.2	-
Spot Radio	150.0	37.6	+299
Newspapers	-	40.0	-
TOTAL	<u>606.9</u>	<u>717.4</u>	<u>- 15</u>
<u>WEEK OF 10/16/72</u>			
Network TV	212.5	519.5	- 59
Spot TV	188.4	267.9	- 30
Network Radio	-	37.3	-
Spot Radio	200.0	66.3	+202
Newspapers	-	26.0	-
TOTAL	<u>600.9</u>	<u>917.0</u>	<u>- 33</u>
<u>WEEK OF 10/23/72</u>			
Network TV	326.6	481.6	- 32
Spot TV	200.0	63.7	+214
Network Radio	-	-	-
Spot Radio	225.0	28.0	+704
Newspapers	-	4.0	-
TOTAL	<u>751.6</u>	<u>577.3</u>	<u>+ 30</u>
<u>TOTAL TO DATE</u>			
Network TV	1,406.2	1,712.1	- 18
Spot TV	727.1	866.6	- 16
Network Radio	-	74.6	-
Spot Radio	1,205.7	172.6	+599
Newspapers	1,100.4	285.2	+286
TOTAL	<u>4,439.4</u>	<u>3,111.1</u>	<u>+ 43</u>

*Does not include special Voter Groupprint advertising.

McGOVERN
REPORTED NETWORK TV BUYS

EXHIBIT 2

	ABC			CBS			NBC			TOTAL NETWORK TV		
	#	GRP's	\$M	#	GRP's	\$M	#	GRP's	\$M	#	GRP's	\$M*
<u>WEEK OF 9/11/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	-	-	-	3	61.5	84.2	3	61.5	84.2
5 Min	-	-	-	3	56.6	37.3	1	19.2	12.1	4	75.8	49.4
1/2 hr.	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	3	56.6	37.3	4	80.7	96.3	7	137.3	133.6
<u>WEEK OF 9/18/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	2	33.9	58.3	-	-	-	2	43.8	58.7	4	77.7	117.0
5 Min	-	-	-	2	37.8	20.2	-	-	-	2	37.8	20.2
1/2 Hr.	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	2	33.9	58.3	2	37.8	20.2	2	43.8	58.7	6	115.5	137.2
<u>WEEK OF 9/25/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	18.5	34.9	1	18.9	25.5	2	37.4	60.4
5 Min.	2	42.5	11.1	1	18.3	11.5	-	-	-	3	60.8	22.6
1/2 Hr.	-	-	-	1	11.0	75.7	-	-	-	1	11.0	75.7
TOTAL	2	42.5	11.1	3	47.8	122.1	1	18.9	25.5	6	109.2	158.7
<u>WEEK OF 10/2/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	2	31.9	54.8	1	19.1	27.2	3	51.0	82.0
5 Min.	-	-	-	2	27.5	16.5	2	27.6	23.8	4	55.1	40.3
1/2 Hr.	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	4	59.4	71.3	3	46.7	51.0	7	106.1	122.3

= # of Anncts.
* = All \$M net

EXHIBIT 2 (con't.)

	ABC			CBS			NBC			TOTAL NETWORK TV		
	#	GRP'S	\$M	#	GRP'S	\$M	#	GRP'S	\$M	#	GRP'S	\$M
<u>WEEK OF 10/9/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	18.3	37.1	2	44.9	56.1	3	63.2	93.2
5 Min.	2	43.1	11.5	5	75.2	50.9	1	17.3	11.3	8	135.6	73.7
1/2 Hr.	-	-	-	1	9.0	73.4	1	10.0	75.0	2	19.0	148.4
TOTAL	<u>2</u>	<u>43.1</u>	<u>11.5</u>	<u>7</u>	<u>102.5</u>	<u>161.4</u>	<u>4</u>	<u>72.2</u>	<u>142.4</u>	<u>13</u>	<u>217.8</u>	<u>315.3</u>
<u>WEEK OF 10/16/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	1	18.2	35.7	2	37.4	74.4	-	-	-	3	55.6	110.1
5 Min.	2	47.9	11.6	5	76.6	43.9	1	20.0	13.6	8	144.5	69.1
1/2 Hr.	1	12.0	33.3	-	-	-	-	-	-	1	12.0	33.3
TOTAL	<u>4</u>	<u>78.1</u>	<u>80.6</u>	<u>7</u>	<u>114.0</u>	<u>118.3</u>	<u>1</u>	<u>20.0</u>	<u>13.6</u>	<u>12</u>	<u>212.1</u>	<u>212.5</u>
<u>WEEK OF 10/23/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	19.2	37.2	4	82.7	112.4	5	101.9	149.6
5 Min.	2	40.5	12.4	6	95.6	63.9	1	17.5	11.9	9	153.6	88.2
1/2 Hr.	1	10.0	36.0	-	-	-	1	9.4	52.9	2	19.4	88.9
TOTAL	<u>3</u>	<u>50.5</u>	<u>48.4</u>	<u>7</u>	<u>114.8</u>	<u>101.1</u>	<u>6</u>	<u>109.6</u>	<u>117.2</u>	<u>16</u>	<u>274.9</u>	<u>326.7</u>

McGovern

Half Hour Program Schedule

<u>Date</u>	<u>Anticipated Subject</u>	<u>Network</u>	<u>Time</u>
10/1	Film biography	CBS	8:30 P.M.
10/10	Speech-Vietnam War	CBS, NBC O&O's	7:30-8 PM
10/15	Question and Answer Format	NBC	10-10:30 PM
10/20	Speech - Quality of the Nation	ABC	10:30-11 PM
10/25	Not available	ABC, Partial NBC	7:30-8 PM
11/3	Not available	CBS	10:30-11 PM
11/6	Not available	ABC CBS	8:30-9 PM 10-10:30 PM

McGOVERN
SPOT TV/SPOT RADIO SPOT BUYS
BY NIXON PRIORITY STATES

	9/11		9/18		9/25		10/2	
	TV	RADIO	TV	RADIO	TV	RADIO	TV	RADIO
<u>PRIORITY #1</u>								
California		X		X *	X	X	X	X
New York	X	X	X	X *	X	X	X	X
Michigan	X	X	X	X *		X	X	X
Missouri	X	X	X	X *	X	X	X	X
Wisconsin	X	X	X	X		X		X
<u>PRIORITY #2</u>								
Illinois	X	X	X	X *		X	X	X
Ohio	X	X	X	X *	X	X	X	X
Texas	X	X	X	X *		X	X	X
Pennsylvania	X	X	X	X *			X	X
New Jersey		X		X *				
Maryland		X		X			X	
Connecticut		X		X *				X
<u>PRIORITY #3</u>								
Minnesota	X	X	X	X			X	X
Massachusetts		X		X *	X		X	X
Washington		X		X			X	X
Oregon		X		X			X	X
West Virginia		X		X				X
<u>ALL OTHERS</u>								
Mississippi		X		X		X		
Rhode Island		X		X		X		X
Kentucky	X	X	X	X		X		X
Arkansas	X	X	X	X		X		X
TOTAL Est'd.\$M	48.3	178.0	33.6	184.7	33.6	178.0	81.6	90.0

*Includes both Regular radio and Black radio in spot buy. It is not known if schedules on Black radio have continued.

<u>PRIORITY #1</u>	<u>10/9</u>		<u>10/16</u>		<u>10/23</u>	
	<u>TV</u>	<u>RADIO</u>	<u>TV</u>	<u>RADIO</u>	<u>TV</u>	<u>RADIO**</u>
California	X	X	X	X	X	X*
New York	X	X	X	X	X	X*
Michigan	X	X	X	X	X	X*
Missouri	X	X	X	X	X	X*
Wisconsin		X		X		X
 <u>PRIORITY #2</u>						
Illinois	X	X	X	X	X	X*
Ohio	X	X	X	X	X	X*
Texas	X	X	X	X	X	X*
Pennsylvania	X	X	X	X	X	X*
New Jersey				X		X*
Maryland	X		X	X	X	X
Connecticut		X		X	X	X*
 <u>PRIORITY #3</u>						
Minnesota	X	X	X	X	X	X
Massachusetts	X	X	X	X	X	X*
Washington	X	X	X	X	X	X
Oregon	X	X	X	X	X	X
West Virginia		X		X		X
 <u>ALL OTHERS</u>						
Mississippi						
Rhode Island		X		X		X
Kentucky		X		X		X*
Arkansas		X		X		X*
 TOTAL EST'D \$M	 141.6	 150.0	 138.4	 200.0	 200.0	 225.0

*Includes both Regular and Black radio.

**Also states of South Dakota, Iowa, New Mexico, Nevada, Hawaii.

EXHIBIT 5

McGOVERN
 REPORTED SPOT TV ACTIVITY
 BY STATE BY MARKET
 (WEEK OF 10/16/72*)

STATE/CITY	# ANNCTS.				\$M	GRP
	30 Min.	5 Min.	:60	:30		
<u>CALIFORNIA</u>						
Los Angeles	-	5	29	-	24.1	244
San Francisco	-	-	20	2	10.2	205
Sacramento	-	2	2	3	1.8	192
San Diego	-	5	11	4	3.3	225
Salinas/Monterey	-	-	-	-	-	-
	-	<u>12</u>	<u>62</u>	<u>9</u>	<u>39.4</u>	
<u>NEW YORK</u>						
New York	-	4	21	4	38.8	243
Buffalo	-	-	7	3	4.2	127
Albany	-	1	1	2	.8	73
	-	<u>5</u>	<u>29</u>	<u>9</u>	<u>43.8</u>	
<u>MICHIGAN</u>						
Detroit	-	3	12	-	7.3	156
<u>MISSOURI</u>						
St. Louis	-	15	7	1	8.4	209
Kansas City	-	2	4	6	4.1	163
	-	<u>17</u>	<u>11</u>	<u>7</u>	<u>12.5</u>	
<u>ILLINOIS</u>						
Chicago	-	8	8	-	20.8	140
<u>OHIO</u>						
Cleveland	1	-	5	2	11.1	192
Columbus	1	4	8	2	4.8	215
Cincinnati	1	4	9	1	5.0	176
Dayton	1	-	-	-	.9	12
Toledo	1	-	-	-	.8	-
	<u>5</u>	<u>8</u>	<u>22</u>	<u>5</u>	<u>22.6</u>	
<u>TEXAS</u>						
Dallas	-	-	1	-	1.0	22
Houston	-	6	7	1	3.5	87
San Antonio	-	6	3	3	2.3	137
	-	<u>12</u>	<u>11</u>	<u>4</u>	<u>6.8</u>	

STATE/CITY	# ANNCTS.				\$M	GRP
	30 Min.	5 Min.	:60	:30		
<u>PENNSYLVANIA</u>						
Philadelphia	-	2	11	2	7.6	107
Pittsburgh	-	2	9	2	4.2	140
	<u>-</u>	<u>4</u>	<u>20</u>	<u>4</u>	<u>11.8</u>	
<u>MARYLAND</u>						
Baltimore	-	7	2	2	4.5	172
<u>MINNESOTA</u>						
Minneapolis	-	9	11	2	7.3	212
Duluth	-	1	1	2	.4	64
		<u>10</u>	<u>12</u>	<u>4</u>	<u>7.7</u>	
<u>MASSACHUSETTS</u>						
Boston	-	-	6	-	3.8	47
<u>WASHINGTON</u>						
Seattle	-	-	10	4	3.6	172
<u>OREGON</u>						
Portland	1	5	10	2	3.8	215
TOTAL SPOT TV	<u>6</u>	<u>91</u>	<u>215</u>	<u>50</u>	<u>188.4</u>	

*NOTE: Buys expected to be continued and increased in week of 10/23/72.

McGOVERN

REPORTED SPOT RADIO MARKETS

(WEEKS OF 10/16/72 & 10/23/72)

STATE/MARKET

CALIFORNIA

Los Angeles
San Francisco
San Diego
Sacramento
Fresno
Bakersfield
Riverside
San Jose
Modesto
Santa Barbara
San Bernardino
Stockton
Salinas

WISCONSIN

Milwaukee
Appletown
Madison
Oshkosh
Green Bay

ILLINOIS

Chicago
Peoria
Rockford
Urbana
Springfield

NEW YORK

New York
Buffalo
Rochester
Albany
Syracuse
Utica/Rome
Binghamton
Westchester
Long Island
Freeport

OHIO

Cleveland
Columbus
Cincinnati
Dayton
Toledo
Akron
Youngstown
Springfield
Lima

MICHIGAN

Detroit
Flint
Lansing
Grand Rapids
Kalamazoo

TEXAS

Dallas
Houston
San Antonio
Amarillo
Austin
Wichita Falls
Corpus Christi
El Paso
Beaumont
Fort Worth
Waco

MISSOURI

Kansas City
St. Louis
Springfield
St. Joseph

PENNSYLVANIA

Philadelphia
Pittsburgh
Harrisburg/Lebanon/York
Wilkes-Barre
Erie
Easton
Johnstown
Allentown
Reading

NEW JERSEY

Trenton
New Brunswick
Atlantic City

MARYLAND

Baltimore

CONNECTICUT

Hartford
New Haven

MINNESOTA

Minneapolis
Duluth

MASSACHUSETTS

Springfield
Worcester

WASHINGTON

Seattle
Spokane

OREGON

Portland
Eugene

WEST VIRGINIA

Charleston
Huntington
Wheeling

RHODE ISLAND

Providence

KENTUCKY

Louisville
Lexington

ARKANSAS

Little Rock

SOUTH DAKOTA

Rapid City
Sioux Falls

IOWA

Sioux City
Davenport

NEW MEXICO

Albuquerque

NEVADA

Las Vegas
Reno

HAWAII

Honolulu

NOTE: 18-36 spots purchased per station. Both 5 minutes and :60's reported. Most buys scheduled in 6-10 AM, 10 AM-3 PM and 3-7 PM time periods. Week-days are preferred.

McGovern

Reported Newspaper Activity

<u>Week of</u>	<u>Space</u>	<u>Est'd #Market</u>	<u>Est'd \$M</u>
9/11/72	4 pg 2/c Insert	Top 50	466.2 (incl. Prod.)
	Pg B/W	50-100	<u>127.5</u> 593.7
9/18/72	-	-	-
9/25/72	4 pg 2/c Insert	Top 50	466.2 (incl. Prod.)
	100li. B/W (Tune in)	Top 50	<u>40.0</u> 506.2
10/2/72	100 li. B/W (Tune in)	New York City	.5
			<hr/>
		TOTAL TO DATE	1,100.4

McGOVERN

NETWORK TV COMMERCIAL SCHEDULE

(AS MONITORED IN NEW YORK CITY)

<u>AIRDATE</u>	<u>NETWORK</u>	<u>PROGRAM</u>	<u>COMMERCIAL</u>	<u>LENGTH</u>	<u>NG CODE</u>
<u>WEEK OF 9/11/72</u>					
9/11	NBC	Mon. Movie	"Veterans Hospital"	5-Min.	D-1
9/12	NBC	Bonanza	"Old People"	:60	D-6
9/12	CBS	Tues. Movie	"Veterans Hospital"	5-Min.	D-1
9/13	NBC	Wed. Mystery	"Blue Collar"	:60	D-3
9/14	NBC	Ironsides	"Old People"	:60	D-6
9/14	CBS	Thurs. Movie	"Unemployment"	5-Min.	D-4
9/15	CBS	Fri. Movie	"Job Safety"	5-Min.	D-5
<u>WEEK OF 9/18/72</u>					
9/18	ABC	The Rookies	"Blue Collar"	:60	D-3
9/19	NBC	Bold Ones	"Old People"	:60	D-6
9/19	CBS	Tues. Movie	NA	5-Min.	
9/21	NBC	Flip Wilson	"Loop Holes"	:60	D-8
9/21	ABC	Mod Squad	"Crime & Drugs"	:60	D-9
9/22	CBS	Fri. Movie	NA	5-Min.	
<u>WEEK OF 9/25/72</u>					
9/25	NBC	Laugh-In	"Taxes-Even Share"	:60	D-13
9/25	CBS	Bill Cosby	"Solicitation"	:60	D-12
9/26	ABC	Marcus Welby	"Radical"	5-Min.	D-14
9/28	ABC	Owen Marshall	"Controls"	5-Min.	D-15
9/29	CBS	Fri. Movie	NA	5-Min.	-
10/1	CBS	Sandy Duncan	Biography	1/2 hr.	-
<u>WEEK OF 10/2/72</u>					
10/2	NBC	Movie	"Anti-Trust"	5-Min.	D-17
10/3	NBC	First Tuesday	"Radical"	5-Min.	D-14
10/4	NBC	Wed. Mystery	"Welfare"	:60	D-18
10/5	CBS	Waltons	"Social Questions"	:60	D-20
10/5	CBS	Thurs. Movie	"Anti-Trust"	5-Min.	D-17
10/6	CBS	Sonny/Cher	"Bombing"	:60	D-19
10/6	CBS	Search for "T"	"Controls"	5-Min.	D-15

NA-Not Available.

<u>AIRDATE</u>	<u>NETWORK</u>	<u>PROGRAM</u>	<u>COMMERCIAL</u>	<u>LENGTH</u>	<u>NG CODE</u>
<u>WEEK OF 10/9/72</u>					
10/10	CBS	Edge of Night	"Anti-Trust"	5-Min.	D-17
10/10	CBS	Special	"Vietnam"	1/2 Hr.	-
10/10	NBC	Bonanza	"Bombing"	:60	D-19
10/10	CBS	Hawaii 5-O	"Loopholes"	5-Min.	-
10/10	ABC	Marcus Welby	"Welfare"	5-Min.	D-22
10/11	CBS	Medical Center	"Welfare"	5-Min.	D-22
10/12	NBC	Ironsides	"Crime & Drugs"	:60	D-9
10/12	ABC	Owen Marshall	"Unemployment"	5-Min.	D-4
10/13	CBS	Love of Life	NA	5-Min.	-
10/13	CBS	Sonny & Cher	"Controls"	5-Min.	D-15
10/14	CBS	Mission	"Bombing"	:60	D-19
		Impossible			
10/14	NBC	Saturday Movie	"Welfare"	5-Min.	D-22
10/15	NBC	Special	Question & Answers	1/2 Hr.	-

WEEK OF 10/16/72

10/17	ABC	Marcus Welby	"Social Questions"	5-Min.	D-11
10/17	CBS	Tues. Nite Movie	"Radical"	5-Min.	D-14
10/18	CBS	Guiding Light	"Old Age-Taxes"	5-Min.	D-25
10/18	CBS	Cannon	"Wages & Prices"	:60	D-23
10/19	CBS	Secret Storm	"Old Age-Taxes"	5-Min.	D-25
10/19	ABC	Mod Squad	"McGovern Attack"	:60	D-28
10/19	CBS	Thurs. Movie	"Radical"	5-Min.	D-14
10/19	NBC	World Series	"Controls"	5-Min.	D-15
10/20	CBS	Sonny & Cher	"Watergate"	:60	NA
10/20	ABC	Special	Multi-Issues	1/2 Hr.	-
10/22	CBS	Mannix	NA	5-Min.	-
10/22	ABC	Sun.Night Movie	NA	5-Min.	-

FOR THE NOVEMBER GROUP

PROGRAM MOVIE :60 STATION WNBC
DATE OCTOBER 17, 1972 5:15 PM CITY NEW YORK

"WAGES & PRICES" D-23

MCGOVERN: The price of everything you buy keeps going up and up. So you've got a lopsided system where they put a lid on wages but no real control on the prices that people buy. Secondly, they don't have any controls at all on corporate profits or on interest rates. Why single out the guy who lives on wages for an income and say to the man who makes his income on stocks and dividends and interest rates and corporation profits that he -- there's no control on him. He's free to make all the money he wants. I don't think that's fair.

MAN: The man will be asleep when it comes to the polls. And we're going to teach him differently.

MCGOVERN: Yes. That's right.

ANNOUNCER: McGovern. Democrat. For the people. The people are paying for this campaign with their hard earned dollars. Send what you can to McGovern for President, Washington, D.C.

FOR THE NOVEMBER GROUP

PROGRAM THE GUIDING LIGHT 5 MIN STATION WCBS-TV
 DATE OCTOBER 18, 1972 2:24 PM CITY NEW YORK

OLD AGE--TAXES D-25

WOMAN: One third of my salary has been taken away from me. Now, if they raised the taxes any more than what they have, the majority of people cannot pay their taxes and they cannot endure the hardships that are put upon them.

SENATOR McGOVERN: I agree with that. We cannot raise taxes any more on low and middle income tax payers. We have to....

ANNOUNCER: -- There are millions of people in America who wonder what happened to the money they've saved, and the retirement they've earned. People who've found that what has happened in America during the past four years has shattered their hopes for a life free of suffering and loneliness.

MAN: -- This woman, she's sixty seven years old and all she gets from the government on Social Security is sixty three dollars a month.

McGOVERN: Every time in the history of this country that we've gotten into a war we've had a bad inflationary situation. Wars always raise the cost of living, they waste millions of dollars that we need here at home, and it has the effect of raising the price of everything that we buy. That's where most of your tax dollars are going today, either to the war, or for preparation for war, billions of dollars could be cut out of military spending. There're some people who are so foolish to think that anything that has a defense label on it is sacred. Now, it's not. There's a lot of waste in that defense budget, and if we applied the same kind of standards there that we do to appropriations to help the old people in this country we could save billions of dollars.

MAN: I went to a drugstore to get some medication for my paralysed wife. And there was a man standing there waiting for a bus. So I went over and talked to him. I said "Which way you

going?" He said "I'm going way down to Greenfield Avenue." That man actually cried in my car. I can't make it any more. Every month he has to spend twelve dollars and fifty cents for medication. He said "I don't know what to do."

McGOVERN: Maybe he cried because someone showed a kind action toward him. I think a lot of people -- older people are lonely. Ordinarily he would've been left standing on that street corner alone. It's easy to walk by people who're old. They need a lift. I don't find that old people ask very much. They've given their lives. They've given their health, they've reared their children. They've paid their taxes. They've built their homes. They've kept up the neighborhoods, the churches, the schools. Then they come to a time when they can't work any more, when there's more loneliness and less encouragement. That's the time when I think government ought to provide a helping hand. I got a letter from a lady last Spring and she was eighty two years old. She has paid taxes all her life. She lives in a little one bedroom house which she owns. She wants to keep it because her husband lived in that house for about forty years before he died. But it cost her five hundred sixty dollars a year in property taxes and her income is only seventeen hundred dollars a year. She was out painting the house herself. Eighty two years old and she's up on a ladder, painting that house herself. I would think any decent person, whether they're old, middle or young, would want to do what we need to do to see that these older people can live out these later years with some security. That's what I want to do.

ANNOUNCER: McGovern. Democrat. For the people. George McGovern's campaign is being funded by the people, not by special interests. Please join us by sending twenty five dollars, or what you can, to McGovern for President, Washington, D.C. Thank you.

FOR THE NOVEMBER GROUP

PROGRAM THE MOD SQUAD :60 STATION WABC-TV
DATE OCTOBER 19, 1972 8:56 PM CITY NEW YORK

MCCOVERN'S ATTACK D-28

ANNOUNCER: Four years ago Mr. Nixon said, "I pledge in my campaign to end this war." If I fail to do so, I expect the American people to hold me accountable for my failure. During the Nixon years more than 6 million Indo Chinese have been killed, wounded or made homeless. During the Nixon years, Americans have dropped 3 million seven hundred thousand tons of bombs. During the Nixon years 20,000 Americans have been killed. Over a hundred thousand wounded. And 500 captured or missing. During the Nixon years the Vietnam war has cost the American taxpayers 62 billion dollars. Four years ago, Mr. Nixon said, "Those who have had a chance for four years and could not produce peace should not be given another chance."

FOR THE NOVEMBER GROUP

PROGRAM STATION BREAK :60 STATION WCBS
DATE OCTOBER 17, 1972 6:59 PM CITY NEW YORK

"OBLIGATION TO AGED" D-24

MCGOVERN: The thing we all have in common is some day we're all going to be old. We may be lonely. We might be poor. We might be hungry. And we have to somehow understand that every human being no matter what his age is has some obligation to those who are older. I feel that very strongly. I felt it with my parents as they got older. I feel it with other older people that I've seen all over the country. So we want to make that a happy and secure and relaxed time in our lives. Rather than one where we're plagued with anxiety and poverty. I think that's the message we have to get across to the people of the country.

WOMAN: That's right.

ANNOUNCER: McGovern. Democrat. For the people. The people are paying for this campaign with their hard earned dollars. Send what you can to McGovern for President, Washington, D.C.

FOR THE NOVEMBER GROUP

PROGRAM MOVIE :30 STATION WNBC-TV

DATE OCTOBER 13, 1972 4:58 PM CITY NEW YORK

TAX SHELTERS D-26

GEORGE MCGOVERN: Tax Shelters. Uh, benefit, very high income people at the expense of people in the middle. The people in this room are paying a heavier tax burden because we have too many loopholes in the law at the top. I don't mind paying a third of my income in federal taxes until I read where somebody who's making ten times as much as I am pay nothing. And that's what infuriates a lot of those working people that I see in the factories and the shops around this country. They read reports where all the millionaires are paying at a five and six percent rate and they're paying at a 14 to 20% rate as working people. You really can't justify that.

ANNOUNCER: McGovern. Democrat. For the people.

FOR THE NOVEMBER GROUP

PROGRAM THE MIKE DOUGLAS SHOW :60 STATION WCBS-TV

DATE OCTOBER 18, 1972 5:25 PM CITY NEW YORK

VIETNAM D-27

MAN:He was killed over there in Vietnam about two years ago. We're going to go to Russia now and help develop their country, and the Chinese say they want Nixon to stay in power. Why?

SENATOR GEORGE McGOVERN: Personally, I think it was a good thing the President went to Peking. I think it's a good thing we're trying to improve our relations with Russia. But why do we say that fifty million people in North Vietnam are a greater threat to the United States because they're communists than eight hundred million people in China or three hundred million people in Russia. This is the thing that doesn't make sense.

MAN: I voted for Nixon, I never voted for a Republican before until he came along and said he's going to stop this war. Which he didn't do.

McGOVERN: Do you know who you're going to vote for this year?

CROWD: George McGovern!!

ANNOUNCER: McGovern, Democrat, For the people. The people are paying for this campaign with their hard earned dollars. Send what you can to McGovern For President, Washington, D.C.

FOR THE NOVEMBER GROUP

PROGRAM McGOVERN COMMERCIAL STATION WOR
DATE OCTOBER 9, 1972 8 PM CITY NEW YORK

McGOVERN FOR PRESIDENT

R-14

ANNOUNCER: Time for the following political announcement is paid for by McGovern for President Committee.

MAN: From my point of view, we've seen the President deliver for the big business interests, for the war interests, but we haven't seen him really provide the leadership that would deliver for the interests here.

MAN: A way to make a living, for the older people, the women, veterans, talk about all of them.

MAN: We're getting promises and no deliveries.

GEORGE MC GOVERN: I'm just as sick and tired of phonies as you are.

MAN: 1972: America in crisis. Its people see problems that the political voices of yesterday could not solve, voices that would ask for a second chance. They look now for a new kind of leadership in men like George McGovern.

MC GOVERN: If the President of the United States can develop a program that will provide decent jobs for every man and woman in the United States, we can have decent schools, we can have good health care for every citizen...

MAN: This message was paid for by the McGovern for President Committee. On November 7th, George McGovern.

MC GOVERN: That's what I want to do. That's why I'm running for the Presidency.

ANNOUNCER: Time for the preceding political announcement paid for by McGovern for President Committee.