

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	8	n.d.	Financial Records	Note from Bob Haldeman titled "Savings Budget." 1 pg.
65	8	n.d.	Financial Records	Handwritten totals for "TV Sports," "Radio Sports," etc.
65	8	n.d.	Financial Records	Handwritten "Special Projects" account totals. 2 pgs.
65	8	n.d.	Financial Records	"Special Projects" budgets for radio, TV, and newspaper. 3pgs.
65	8	n.d.	Financial Records	Handwritten buget for newspaper with headings "Budget Oct 27," and "Added Nov 1." 1 pg.
65	8	n.d.	Financial Records	Special Projects Budget titled "Total Promotions As of Oct. 27." 2 pgs.

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65	8	n.d.	Financial Records	Handwritten buget titled "Promotion Budget - as of Oct. 27." 1 pg.
65	8	n.d.	Financial Records	Handwritten budget titled "Budget Additions Oct 26." 1 pg.
65	8	n.d.	Financial Records	Handwritten budget and cost totals under headings "Oct 27 RN Cuba," "Oct 29 Making Gov," and "Nov 5 Election Eve." 2 pgs.
65	8	11/05/n.d.	Financial Records	Budget totals for "daily newspaper and our telethon list." 2 pgs.
65	8	n.d.	Financial Records	Buget totals titled "The Men Around Brown." Additional handwritten notations. 1 pg. 3 copies.
65	8	n.d.	Financial Records	Budget totatls for "TV Rebroadcast of 'Nixon-Brown' Debate (one hour)." 2 pgs.
65	8	n.d.	Financial Records	Budget totals titled "Los Angeles TV 5-minute programs - following 'News.'" 1pg.

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65	8	10/24/1962	Financial Records	Budget totals titled "Nixon For Governor Finance Committee Report." 2 pgs.
65	8	n.d.	Financial Records	Budget totals titled "Voter Communications." 1 pg.
65	8	n.d.	Letter	Handwritten note from Bob Haldeman to Maury re: 3 alternate newspaper plans. 1 pg.
65	8	n.d.	Financial Records	"Special Newspaper Budget 6 Col. X 15 inch advertisements" totaling \$73,434.00. 1 pg.
65	8	n.d.	Financial Records	"Special Newspaper Budget 6 Col. X 15 inch advertisements" totaling \$80,883.20. 1 pg.
65	8	n.d.	Financial Records	"Special Newspaper Budget 6 Col. X 15 inch advertisements" totaling \$75,827.80. 1 pg.
65	8	n.d.	Letter	From: Bob Haldeman To: Maurice Stans re: "Details for needed additional programs." 1 pg.

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65	8	n.d.	Financial Records	Budget totals for "Televison Scheduling Supplemental." 2 pgs.
65	8	n.d.	Financial Records	Budget totals titled "Recommended TV Spot Schedule One week only Wed., Oct. 17 through Tues., Oct. 23, 1962." 11 pgs.
65	8	n.d.	Financial Records	Budget totals titled "Radio - 1-minutes Proposed Schedule - 1 week." 4 pgs.
65	8	n.d.	Financial Records	Handwritten budget costs for "newspaper," "TV Promo," and "TV." 1 pg.
65	8	n.d.	Financial Records	Handwritten budget titled "TV Programs." 1 pg.
65	8	n.d.	Financial Records	Budget titled "Half-Hour Periods - Available Monday, November 5, 1962." 2pgs.
65	8	n.d.	Financial Records	Budget titled "Half-Hour Periods - Available Wednesday, October 24, 1962 Prime Time Only." 1 pg.

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65	8	n.d.	Financial Records	Budget titled "Television - 1/4-hour - Eisenhower Talk Saturday or Sunday, October 13 or 14th Tape." 1 pg.
65	8	n.d.	Financial Records	Budget titled "TV - 1-minuets - 20-seconds Proposed Budget - 3 weeks October 16 thru November 5, 1962." 1 pg.
65	8	10/23/n.d.	Financial Records	"per Kai J." re: TV and Newspaper scheduling. 1 pg.

Savings Budget

~~ODE wk 1 000~~

RN Cuba 1600

Election Eve 3,000 ?

BOB HALDEMAN

~~70,000~~ - 50^{to} budget - TV Spots 25,000 ✓
 MHS ~~knows~~ Radio Spots 15,000 ✓
 Over budget TV: 5,000 ✓
 " Radio: 5,000 ✓
50,000 to H+J

20 addtl - (R. Reagan 4,000) budget
 5 min - outside 3,500 (com 1,500) ✓
 DDE re-runs 3,500
~~Putnam~~
 (Over budget) 3,300
 per H+J

12,000 - on hand

Special Projects

SP Account

Orig balance	25,000	3000 ✓ Finch mailing	3,000
(3,000 - 1500)		3000 ✓ Old folks mly	3,000
Hunter repay	<u>1,500</u>	2,904.00 ✓ bal "	3,000
	<u>26,500</u> @		
Warner	1,000	5,368.92 ✓ ODE re news	6,000
		11,134.32 ✓ Making Gov	10,000
		1,332.87 ✓ McLain radio	<u>1,300</u>
			@ <u>26,300</u>
		5 min LA	8,400

Cash

Orig balance	12,000
Realty +	3,500

Special Projects Budget

Special
Projects

Commitments

As of Oct. 27

TV - ODE re-runs 6,000

- Making of How: 10,000

16,000

Radio - McClain answer 1,300

17,300

17,300

Old folks mailing 1

paid out 3,000

bal due 3,000

Final mailing 3,000

26,300

Special Projects -

HIXSON & JORGENSEN, INC., Advertising

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

1/4-HOUR FOLLOWING GEORGE MC CLAIN

for "NIXON ON WELFARE"

Time 1011. Radio

Bakersfield	KGEE	3:45-4:00 pm Mon., Wed., Fri.	@	\$21.00/program
Burbank	KBLA	If available 4:00-4:15 pm MWF	@	\$36.10/program
Fresno	KBIF	If available 4:00-4:15 pm MWF	@	\$17.25/program
Long Beach	KGER	If available 2:45-3:00 pm MWF	@	\$41.00/program
Marysville	KUBA	4:00-4:15 pm Mon. Wed. Fri.	@	\$27.00/program
Oxnard	KOXR	4:15-4:30 pm Mon. Wed. Fri.	@	\$20.00/program
Redding	KQMS	5:00-5:15 pm Mon Wed. Fri.	@	\$16.00/program
San Bernardino	KACE	4:00-4:15 pm Mon. Wed. Fri.	@	\$24.00/program
San Diego	XERB	Mr. McClain is on from 5:45-6 pm MWF. Race results 6-6:05 pm. We can get 6:05-6:20 pm MWF	@	\$25.20/program
San Francisco	KFAX	If available 4:00-4:15 pm	@	\$60.00/program
San Luis Obispo	KATY	4:45-5:00 pm Mon. Wed. Fri.	@	\$20.00/program
Santa Cruz	KSCO	4:00-4:15 Mon. Wed. Fri.	@	\$20.00/program
Stockton	KWG	1:15-1:30 pm Mon. Wed. Fri.	@	\$18.00/program
Turlock	KCEY	2:30-2:45 pm Mon. Wed. Fri.	@	\$26.00/program

APPROXIMATE TOTAL PER PROGRAM.....\$371.55
3
1011.

Brought
buy 3 days
Starting Fri. M-W
Oct 26, 29, 31

Special Projects
 NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

3,000 -

NEWSPAPER BUDGET.....Special 1/2-Hour TV Program ~~Wednesday, Oct., 24, 1962~~

*Changed to
 Oct 29 - 17,000 nsp*

NEWSPAPER

2 col. x 10

LOS ANGELES TIMES	\$ 588.00
LOS ANGELES HERALD EXAMINER	518.00
SAN FRANCISCO CHRONICLE	476.00
SAN FRANCISCO EXAMINER NEWS CALL BULLETIN	736.40
OAKLAND TRIBUNE	229.60
SAN DIEGO UNION TRIBUNE	238.00
LONG BEACH INDEPENDENT PRESS TELEGRAM	221.20

COST OF SPACE ONLY.....\$3,007.20 ✓

Closing time: earliest closing Noon 2 days preceding.
 Can get pub-set copy in noon day preceding to get the
 full run of the paper.

70 line min

Time-Lines-Production 7,000 - Budget

Special Projects -

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Time - \$1780

LA - 1000

1 col 5 TV Page

2 col 5

1/4-hour - EISENHOWER TALK

	<u>Saturday</u> <u>Oct. 27</u>		<u>Sunday</u> <u>Oct. 28</u>	
<u>SAN FRANCISCO</u>				
KPIX	-		-	
KRON-TV	5:30-5:45 pm	\$250.00	5:30-5:45 pm	\$250.00 ✓
KGO-TV	-		2:00-2:15 pm) 2:15-2:30 pm)	\$245.00
KTVU	9:30-9:45 pm 10:00-10:15 pm	\$540.00 \$400.00 ✓	-	
<u>SAN DIEGO</u>				
KFMB-TV	11:30-11:45 pm	\$253.00	1:00-1:15 pm	\$253.00
KOGO-TV	2:00-2:15 pm 4:00-4:15 pm	\$180.00 \$180.00 ✓	-	
XETV	1:30-1:45 pm 1:45-2:00 pm	\$170.00 \$170.00	11:00-11:15 pm	\$170.00 ✓
<u>SACRAMENTO</u>				
KCRA-TV	11:15-11:30 pm	\$300.00	-	
KOVR	7:45-8:00 pm 10:30-10:45 pm	\$400.00 ✓ \$400.00	-	
<u>FRESNO</u>				
KMJ-TV	7:00-7:15 pm 7:15-7:30 pm	\$280.00 ✓ \$280.00	-	
KFRE-TV	11:00-11:15 pm	\$100.00	2:30-2:45 pm 4:45-5:00 pm 11:15-11:30 pm	\$100.00 \$100.00 ✓ \$100.00
KJEO-TV	10:30-10:45 pm	\$180.00	11:00-11:15 pm	\$ 80.00

650

350

400

380

Long

time 1780

Budget

Newspaper

Budget Oct 27 50,000

^{major mpts}
Crisis Tues 26,000 ✓

^{LA+SF}
Cred Sun 10,582 ✓

^{LA}
Why Nixon Thurs 5,500 ✓

^{LA}
Men Around Fri 5,870 ✓

47,952

Added Nov 1 35,000

25,000 to H+J.

^{SF+SD}
Men Around Fri 5,000

^{LA-SF-SD}
Busterud 5,000

10- Weeklies 5 }
Dailies 5 }
 } winter

Fiscal ad 15,000

Total Promotion
As of Oct. 27

Television

Telethons - basic budget 115,000
expansion of LA 20,000
135,000

TV Programs - (incl. news ads)

DDE reruns (sp. prog) 6,000
RN-Cuba (added) 10,000 8400 actual
Making of How (sp. prog) 10,000
Election Eve 20,000
46,000

TV Spots - basic budget 75,000
added wk 2 15,000 (total 40)
added wk 1 25,000 (total 50)
115,000

Total Television 296,000

Radio

Radio Programs - Sun. 3,000

Radio Spots - basic 10,000

added wk. 2 10,000

added wk 1 (W-T-F) 15,000

35,000

McLain Answer (sp. prog.) 1300) ~~38,000~~
39,300

- 2 -

Newspaper

No basic budget

Added Oct 26. - 2 ads - Times Sun	40,000
7 col full Tues - 24,000 - Cuba } Mts. only	
6 col x 15 Sun - 16,000 - Creed }	

Outdoor

Basic budget - 30 sheet + 7 sheet	64,000
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Total Advertising	<u>439,300</u>
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Direct Mail

Interest Group Mailings	45,000	
Conserv. Dem Mailing	70,000	
Local Dem Mailing (not budget)	15,000	
Undecided Vote (not budget)	<u>10,000</u>	
Old Folks (spec proj)	6,000	146,000

Literature + Materials

Budget	70,000
Paid by locals	<u>30,000</u>

100,000

Total Promotion	679,300
	685,300

Promotion Budget - as of Oct. 27

Budget

Television

<u>Telephone</u> - basic budget	115,000	
expansion of LA Nov. 3	<u>20,000</u>	
	135,000	135,000

<u>TV Programs</u> (incl. repr. ads)		
RN-Cuba	10,000	
Election Eve (budgeted)	<u>20,000</u>	
	30,000	30,000

TV Spots

Original budget	75,000	
added for wk 2	15,000	
added for wk 1	<u>25,000</u> (20 budget + 5 over ^{CF} SA)	
	115,000	<u>115,000</u>

Total TV 280,000

Radio

Sunday programs	3,000	
Spots - orig. budget	10,000	
added wk 2	10,000	
added wk 1 (WTA)	<u>15,000</u> (10 budget + 5 over ^{CF} SA)	
	35,000	
Total Radio		38,000

Newspaper

First addition - T+Sun.		<u>50,000</u>
		35,000

Budget Additions
Oct 26

Statewide Teletthon		20,000	(plus orig 115)
Radio spots W-T-Fri	(10)	15,000	
TV spots w thru M	(20)	25,000	(plus orig 25)
Newspaper - Tues + Sun	(50)	40,000	¢
TV Program		<u>10,000</u>	(plus orig 20)
		110,000	

Telethons - thru 11/1 95 reserves 10
 extras $\frac{5}{100}$ added $\frac{20}{30}$

Costs

Program

20,000
 expansion 30 incl resp
 incl SF

DOE

time outside 1780
 LA 1000
 resp out 2000
 LA 1000
 6000

Oct 27 =

RN Cuba	Time	5,000	
	Lines & L	2,000	
	Prod	<u>1,000</u>	8,000
		8,000	
	resp	<u>2,000</u>	10,000

Oct 29

Making box	Time	4,000	
	Prod.	1,400	
	Lines & L	<u>600</u>	
		6,000	
	resp	<u>4,000</u>	10,000

Nov 5

Electon Eve	Time	6,000	
	L & L	4,000	
	Prod	<u>3,000</u>	
		13,000	
	Resp	<u>4,000</u>	6,000 5,165
		17,000	20,000

Nov 2-3

DDE news

	150	?
SD KFMB	252.95	✓
SF KROW	250	✓
Sac KCRATOUR	300?	?
Fres KFRE	100	✓
Bak KERO	100	
	<u>1000-1200</u>	2000 budgeted

+ 1000 LA
-1500

~~San news~~

SF	Fri	KPIX 5 ⁵⁵	330	
	Fri	" 11 ¹⁵	240	} 810
	Mon	" 11 ¹⁵	240	
	Fri	KRON 5 ⁵⁵	566	} 1132
	Mon	" 5 ⁵⁵	566	
SD	Fri	KFMB 11 ³⁰	92.95	} 790
	Sat	11 ⁴⁵		
	Mon	11 ³⁵		
	Mon	KOG 11 ²⁵	140	
				750
Sacto	Fri	KCRA 6 ⁵⁵	450	} 670
	Sun	11 ²⁵	220	
				700
				<u>3500</u>

Fres ~~no tape~~

~~Bak Fri KERO 5⁴⁵~~
~~Sat~~

"Special" Monday, November 5th - 1 Col. X 15

To run this ad in all daily newspapers on our telethon list --

Los Angeles

KTTV
31 Newspapers \$2,251.95

San Francisco

KTVU
18 Newspapers 1,704.15

San Diego

KFMB
4 Newspapers 252.90

Sacramento

KCRA
7 Newspapers 320.70

Fresno

KFRE-TV
6 Newspapers 213.15
Space: \$4,742.85
Art: 300.00
Production: 122.38

\$5,165.23

"Special" - Monday, November 5th - 1 Col. X 15

Basic List

Los Angeles Times
 Los Angeles Herald-Examiner
 Long Beach Independent Press Telegram
 San Francisco Chronicle
 San Francisco News Call Bulletin
 Oakland Tribune
 Sacramento Bee
 Sacramento Union
 Fresno Bee

Space:	\$2,524.20	
Art:	300.00	
Production:	<u>53.48</u>	\$2,877.68

Adding the Following Papers:

San Jose Mercury News
 San Mateo Times-News Leader
 Richmond Independent
 Vallejo Chronicle
 San Rafael Independent Journal
 San Bernardino Sun Telegram
 Riverside Press Enterprise
 Santa Ana Register
 Huntington Park Signal
 Los Angeles Citizen News
 Pasadena Independent Star News
 Pomona Progress Bulletin
 Valley Times Today
 San Gabriel Valley Tribune
 Santa Monica Outlook

Space:	\$1,073.70	
Production:	<u>19.55</u>	<u>\$1,093.25</u>
		\$3,970.93

look thru list
for items
to copy Calif needs
H

NIXON FOR GOVERNOR

"The Men Around Brown"

3 col x 20"

Los Angeles Times	\$1,764.00
Los Angeles Herald Examiner	1,554.00
Long Beach Independent Press Telegram	579.60
Pasadena Star News	336.00
Los Angeles Citizens News	344.40
Valley Times Today	319.20
San Gabriel Valley Tribune	277.20
Santa Ana Register	<u>344.40</u>

\$5,518.80

Pasteup & Type 300.00
Production 51.75

\$5,870.55

Friday
67 only

need Sunday - LA & SF areas
10,582

Calif Reserves letter -

NIXON FOR GOVERNOR

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3 col x 20"

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Los Angeles Herald Examiner	1,554.00
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Pasadena Star News	336.00
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Pasteup & Type	200.00
Production	<u>51.75</u>
	\$5,870.55
	<u><u> </u></u>

Schick

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

TV REBROADCAST OF "NIXON-BROWN" DEBATE (one hour)

LOS ANGELES

KNXT	cannot clear		
KRCA	cannot clear		
KABC-TV	cannot clear		
KTTV	6:30-7:30 pm	Saturdays	\$2,000.00
KTLA	10:00-11:00 pm	Saturdays	\$4,250.00
KHJ-TV	10:00-11:00 pm	Saturday, Oct. 27 only	\$3,000.00 ✓
KCOP	6:30-7:30 pm.	Saturdays	\$1,800.00

SAN FRANCISCO

KPIX	cannot clear		
KRON-TV	7:30-8:30 pm	Friday, Oct. 26 only	\$2,350.00 ✓
KGO-TV	cannot clear		
KTVU	9:00-10:00 pm	Tuesday, Oct. 23 only	\$1,350.00

SAN DIEGO

KFMB-TV	11:30-12:30 pm	Saturday, Oct. 27 only	\$ 612.95
KOGO-TV	7:30-8:30 pm	Mon. Oct. 22 or 29	\$1,000.00 ✓
XETV	7:30-11:00 pm (any hour)	Any Day	\$1,000.00 ✓

SACRAMENTO

KCRA-TV	8:30-9:30 pm	Mon. Oct. 29	\$1,600.00 ✓
	10:00-11:00 pm	Sun. Oct. 21 or 28	\$1,400.00
KQVR	8:00-9:00 pm	Saturdays	\$1,200.00
	9:00-10:00 pm	Saturdays	\$1,200.00

FRESNO

KFRE-TV	7:30-11:00 pm (any hour)	Any Day	\$ 750.00 ✓
KMJ-TV	6:00-7:00 pm	Saturday, Oct. 27 only	\$ 535.00

FRESNO (continued)

KJEO-TV	7:30-8:30 pm	Tues., Oct. 23 or 30	\$ 700.00
	8:30-9:30 pm	Wed., Oct. 24 or 31	\$ 700.00
	8:30-9:30 pm	Fri., Oct. 26 or Nov. 2	\$ 700.00
	9:00-10:00 pm	Sat., Oct. 27 or Nov. 3	\$ 700.00

BAKERSFIELD

KERO-TV	10:00-11:00 pm	Sun., Oct. 28	\$ 450.00
	6:30-7:30 pm	Sat. Oct. 27	\$ 450.00

KBAK-TV	10:00-11:00 pm	Saturdays	\$ 425.00
	7:30-8:30 pm	Saturdays	\$ 425.00
	8:30-9:00 pm	Saturdays	\$ 425.00 ✓

KLYD-TV no report

*Bought
spec. prog.
8,100*

LOS ANGELES TV 5-minute programs - following "News"

KNXT - Ch. 2
 6:25-6:30 PM - Tuesday (advertisers on the break:
 Swanson's frozen dinners
 Ralston dog chow)
 6:25-6:30 PM - Thursday (Folgers and Langendorf)
 11:25-11:30 PM - Wednesday (Langendorf and Bumble Bee)
 11:25-11:30 PM - Thursday (Gaines dog food/Foremost)
 11:25-11:30 PM - Friday (Avon/Bumble Bee)

*510
25
in hour
news*

4500

COST: \$900.00 each (if live, there will be production and facilities charge)

KRCA - Ch. 4
 5:00-5:05 PM Sunday Fol. "News" and in the
 First 5-minutes of "Update"
 11:15-11:20 PM Wednesday / Fol. "Latham" and in the
 First 5-minutes of "Tonight"
 11:15-11:20 PM Thursday ✓ "
 11:15-11:20 PM Friday ✓ "
 11:15-11:20 PM Saturday ✓ Fol. "Bob Wright News" and
 in the First 5-minutes of
 "Desilu Theatre"
*opp. telethon
could promote*
 11:15-11:20 PM Monday Fol. "Latham" and in the
 First 5-minutes of "Tonight"

*510
24*

310 in 6 days

COST: \$450.00 (Sunday)
\$550.00 (11:15-20 PM) each.

(if live, there will be production charges.)

*8000
10000*

NIXON FOR GOVERNOR
FINANCE COMMITTEE REPORT

October 24, 1962

<u>Source</u>	<u>Goals</u>	<u>Present estimate</u>	<u>Received to Date</u> (Increase \$000)
L. A. County			
URFC	250,000.00	85,000.00	
Dinner	200,000.00 <i>-10</i>	45,000.00	45,000.00 85,000 (+40)
Others:			
Direct	200,000.00	325,000.00	243,513.73 (+25)
Telephone			12,100.00 (+5)
Contact			12,221.55 (+5)
Community	320,000.00	50,000.00	23,537.72 (+7)
SUBTOTAL	970,000.00 <i>+150</i>	470,000.00 <i>650,000 ✓</i>	328,472.70 573 (+31)
So. Counties			
Finance	170,000.00	140,000.00	82,178.00 (+12)
Direct		10,000.00	21,097.75 (+5)
SUBTOTAL	170,000.00	150,000.00 ✓	103,275.75 (+33)
No. Counties			
Finance	440,000.00	220,000.00	102,000.00 (+10)
Direct Individ.			12,021.55 (+5)
Direct Counties			8,001.50 (5)
SUBTOTAL	440,000.00	220,000.00	123,717.05 129 (+12)
Outside Calif.	150,000.00 <i>+25</i>	150,000.00 <i>150,000</i>	110,031.03 (+13)
TOTAL	1,730,000.00	850,000.00	572,491.53 119,915 (+141)

30 Cal 800
out 150

5170,000

Replim
ERU
LA Area

792,411
70,000
521,500
38,600
953,511

NIXON FOR GOVERNOR

FINANCE COMMITTEE REPORT

Southern Counties

October 24, 1962

<u>County</u>	<u>Goal</u>	<u>Fin. Comm.</u>	<u>Direct</u>	<u>Total</u>
Imperial	2,000.00	1,000.00		1,000.00
Inyo	1,000.00	753.00		753.00
Kern	10,000.00	4,025.00	1,325.00	5,350.00
Orange	60,000.00	28,740.00	2,400.25	31,140.25
Riverside	10,000.00	5,800.00	535.00	6,335.00
San Bernardino	12,000.00	7,000.00	280.00	7,280.00
San Diego	45,000.00	10,050.00	9,000.50	19,050.50
San Luis Obispo	5,000.00	500.00	330.00	830.00
Santa Barbara	15,000.00	10,000.00	3,905.00	13,905.00
Ventura	10,000.00	8,810.00	3,310.00	12,120.00

70

VOTER COMMUNICATIONS

	<u>In Budget</u>	<u>Additional Needs</u>
Outdoor	\$64,000	-0-
TV Spots	85,000	50,000 15 20,000
TV Programs	20,000	25,000
Telethons	115,000	25,000 statewide
Radio Spots	20,000	30,000 10
 	<hr/>	<hr/>
Total	\$284,000	125,000 \$174,000
Newspapers	-0-	60,000 75,000
Democratic Program	116,000	25,000
Literature	60,000	-0-
Minority Programs	25,000	-0-
Contact, WIN and Special Programs	52,000	-0-
 	<hr/>	<hr/>
TOTAL	\$ 517,000	\$249,000 160,000 200,000

1200

Need 1-20 to make budget
\$ 200 for additional

TV Spots	35
Radio	20
Telethon	20
	<hr/>
	75
Program	10

Maury -
3 alternate
newspaper plans.

BOB HALDEMAN

Newspaper \$75,000

NIXON FOR GOVERNOR

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	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

San Diego says can omit

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	<u>264.60</u>
	\$19,585.80
Estimated art	405.00
Estimated production	<u>230.00</u>
	\$20,220.80

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

Maurice Stans

Details for needed
additional programs

- TV \$50,000
- needs \$30,000
- newspaper \$75,000

We also need \$25,000 for the
last television to 70 stations
+ 70,000 for TV programs
to be made
DOE
BOB HALDEMAN

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

TV \$30,000

2 wks @ \$25,000

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	
KTUV	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

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

HIXSON & JORGENSEN, INC . Advertising

FRESNO

KJEO-TV	4 20 ⁹ s	\$ 480.00	
KFRE-TV	3 20 ⁹ s		
	2 60 ⁹ s	678.00	
			\$ 1,158.00

SANTA BARBARA

KEY-T	6 60 ⁹ s		
	4 20 ⁹ s	528.00	528.00

SALINAS-SAN LUIS OBISPO

KSBW-TV)	3 20 ⁹ s		
KSBY-TV)	5 60 ⁹ s	586.00	586.00

YUMA -(IMPERIAL VALLEY)

KIVA	6 60 ⁹ s		
	2 20 ⁹ s	380.00	380.00

TOTAL..... \$25,000.00

CURRENT SCHEDULE

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

LOS ANGELESKRCA - 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

KIIV - Channel 11

Wednesday	10:00pm	Riverboat/Putnam News
Wednesday	11-12:30 am	Tom Duggan
Thursday	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

NIXON 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	Hazel/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 "Faramie"

7 20-seconds spots \$ 875.00

TOTAL EXPENDITURE - Bakersfield - \$875.00

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

CHICO-REDDING

KHSL-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-seconds spots	<u>\$213.75</u>

TOTAL EXPENDITURE - Chico - \$213.75

MIYOM 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.ildare"
Saturday	8:00 PM	60	Fair Exchange/Mobie Gillis
Sunday	9:00 PM	20	Dennis the Menace/Td Sullivan
Tuesday	10:30 PM	20	Red Skelton/Jack Benny

4	20-second spots	
1	60-second spot	<u>\$260.00</u>

TOTAL EXPENDITURE - Eureka - \$260.00

"NIXON FOR GOVERNOR CAMPAIGN" COMMITTEE
 Recommended TV Spot Schedule
 One Week only - Sat. 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 Night 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	Laramie/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)
<i>Wednesday</i>	<i>10-11:15 pm</i>	<i>Don Quixote / Black Panther</i>
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)

5 20's; 3 60's \$ 586.00

TOTAL EXPENDITURE \$ 586.00

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

SACRAMENTOKOVR-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	5:00 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 \$1,235.00

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

SAN DIEGOKOGO-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 Welk/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...Wed. Oct. 17 through
Tues., Oct. 23, 1962
Budget: \$25,000

SAN DIEGO - Continued

KFMB-TV

Wednesday	9:30 pm	Dobie Gillis/Dick Van Dyke (20)
Thursday	6:00-7:00 pm	In "This Day, 1962" (20)
Friday	10:30 pm	Fair Exchange/Eyewitness (20)

3 20-second spots \$ 659.25

TOTAL EXPENDITURE \$2,358.25

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</u> <u>\$1,760.00</u>

KPIX

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

SANTA BARBARA

KEY-I

Friday	7-11:00 pm	Within DOUBLE FEATURE Movies (60)
Friday	7-11:00 pm	Within Double Feature Movies (60)
Saturday	12:30-4:00 pm	Within Double Feature Movies (60)
Saturday	12:30-4:00 pm	Within Double Feature Movies (60)
Saturday	4:30-6:00 pm	Within Wide World of Sports (60)
Saturday	6:00 pm	Wide World of Sports/Lawrence Welk (20)
Saturday	7-7:30 pm	Within Third Man (60)
Saturday	8:30 pm	Sam Benedict/Roy Rogers (20)
Saturday	11:05-11:30 pm	Within King of Diamonds (60)
Sunday	7:00 pm	Valiant Years/Jetsons (20)
Sunday	11-11:30 pm	Within Key News (60)
Monday	6-7:00 pm	Within Five Star Final (20)
Monday	8:30 pm	Story of/Rifleman (20)
Tuesday	6-7:00 pm	Within Five Star Final (60)
Tuesday	8:30 pm	Combat/Empire (20)

9 60's; 6 20's \$ 684.20

TOTAL EXPENDITURE \$ 684.20

Radio \$30,000

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 Radio - 1-minutes
 Proposed Schedule - 1 week
 Budget: \$15,000 weekly x 2 weeks = ~~\$~~30,000

<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

EUREKA

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

EL CENTRO

KXO	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	
KA VR (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

KUDU	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

NIXON 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		
KSTM	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	Sa ta Rosa	15		
KXRX	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

Costs

Newspaper

page LA Times 5,056
SF Chron 4,093

TV promo LA 2,320
tele. SF 2,160
SD 340
Sacto 364
Fres. 197

2. col 10
prime 5 3000
prime 3 2500

TU

prime 1/2 hour

LA KTTV 2400
SF KTVU 810 KPIX 1380
Eas KFRE 450
SD KFMB ~~880~~ XETV 600
Sact KCRA 880

hour

prime 5 9775
prime 3 7600

TV Programs

Oct. 24 - 1/2 hour	7,000
Nov. 5 - 1/2 hour	10,000 12,500
DOE reruns	<u>3,000</u>
	20,000

24th

Time	LA	2220
	SF	1380
	SD	<u>800</u>
		4400
L+L		1250
Prod		<u>1500</u>
		7150

+ nsp
ads

5th

Time	LA	2400
	SF	810
	Fans	680
	Sact	880
	SD	<u>800</u>
		5570

L+L 4000

Prod 3000

12,570

+ nsp
ads

= 20,000

Teletthon to SF - SD

Time	SF	2200
	SD	2300
Nsp		2500
L+L		<u>3750</u>
		10,850

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

HALF-HOUR PERIODS - AVAILABLE MONDAY, NOVEMBER 5, 1962

LOS ANGELES

KTTV	9:30-10:00 PM	\$2,402.50	(can possibly clear 8:30-9:00 PM
KTLA	10:00-10:30 PM	2,300.00	
	10:30-11:00 PM	2,100.00	
KCOP	10:00-10:30 PM	950.00	
KHJ-TV	7:00-7:30 PM	3,500.00	
	10:00-10:30 PM	3,500.00	
KRCA	7:00-7:30 PM	1,692.00	
KABC-TV	none		
KNXT	none		

Brown program - 8:30-9:30 PM - KHJ-TV

SAN FRANCISCO

KRON-TV	6:30-7:00 PM	995.00
✓ KTVU	9:30-10:00 PM	810.00
KGO-TV	none	
KPIX	none	

Go ahead

Brown program - 10:00-11:00 PM - ~~KRON-TV~~ ^{KTVU}

BAKERSFIELD

KERO-TV	8:00-8:30 PM	330.00
KLYD-TV	8:30-9:00 PM	180.00
KBAK-TV	8:00-8:30 PM	250.00

FRESNO

KFRE-TV	Any half hour between 6:30-11:30 PM	\$450.00
KMJ-TV	9:30-10:00 PM	680.00
KJEO-TV	7:00-7:30 PM	360.00

NIXON for GOVERNOR CAMPAIGN

HIXSON & JORGENSEN, INC. Advertising

SAN DIEGO

KFMB-TV	7:00-7:30 PM	480.00
KOGO-TV	8:00-8:30 PM	825.00
XFTV	8:30-9:00 PM	600.00

Brown program - 9:30-10:30 PM - KOGO-TV

SACRAMENTO

KCRA-TV	8:30-9:00 PM	880.00
	9:00-9:30 PM	880.00
	9:30-10:00 PM	880.00
KOVR	8:30-9:00 PM	800.00

Brown program - 10:00-11:00 PM - KCRA-TV

CHICO-REDDING

KHSL-TV	8:00-8:30 PM	165.00
KVIP-TV	8:30-9:00 PM	160.00

Brown program - 10:00-11:00 PM - KVIP-TV

EUREKA

KIEM-TV	9:30-10:00 PM	
	8:00-8:30 PM	
KVIQ-TV	8:30-9:00 PM	125.00

Brown program - 10:00-11:00 PM - KVIQ-TV

SALINAS-
SAN LUIS OBISPO

KSBW-TV	
KSBY-TV	NO POLITICALS AFTER NOVEMBER 4th

SANTA BARBARA

KEY#T	NO POLITICALS AFTER NOVEMBER 4th
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SAN JOSE

KNTV	NO POLITICALS AFTER NOVEMBER 4th
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HALF-HOUR PERIODS - AVAILABLE WEDNESDAY, OCTOBER 24, 1962
 PRIME TIME ONLY

LOS ANGELES

KHJ-TV	8:30-9:00 PM	\$ 2,220.00	(time and pre-emption chg
KTLA	9:30-10:00 PM	2,300.00	" "
	10:00-10:30 PM	2,300.00	" "
	10:30-11:00 PM	2,140.00	" "
KCOP			
KTTV	No prime time available		
KRCA	No prime time available		
KABC-TV	No prime time available		
KNXT	No prime time available		

SAN FRANCISCO

KPIX	8:30-9:00 PM	1,380.00	(time
KTVU	10:30-11:00 PM	400.00	(time
KRON-TV			
KGO-TV	No prime time available		

SAN DIEGO

YETV	* 9:30-10:00 PM	600.00	(time
KOGO-TV	No prime time available		
KFMB-TV	No prime time available		

* must be film or tape. No live shows.

Television - 1/4-hour - Eisenhower Talk
 Saturday or Sunday, October 13 or 14th
 Tape

buying
Oct 2000 21

	<u>SATURDAY</u>		<u>SUNDAY</u>	
<u>SAN FRANCISCO</u>				
KPIX				
KRON-TV				
KGO-TV				
KTVU	9:30-45 PM \$540. 10:00-15 PM \$400.		-	
<u>SAN DIEGO</u>				
KFMB-TV	4:00-15 PM \$253.			
KOGO-TV	-		5:00-15 PM \$180	
XETV	1:30-45 PM \$170 1:45- 2 PM \$170		11:00-15 PM \$225	
<u>SACRAMENTO</u>				
KCRA-TV	-		11:15-30 PM \$325	
KOVR				
<u>FRESNO</u>				
KMJ-TV *	7:00-15 PM \$280 7:15-30 PM \$280		-	
KFRE-TV *	11:00-15 PM \$100		2:30-45 PM \$100 4:45- 5 PM \$100 11:15-30 PM \$100	
KJEO-TV	10:30-45 PM \$180		11:00-15 PM \$ 80	

Handwritten calculations:
 540 SF
 250 SD
 80 Fresno
 320 Sac
 1390
 1500 LA
 3440

* KMJ and KFRE Cannot take "tape" programs.
 They must be film transfer.

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
 TV - 1-minutes - 20-seconds
 Proposed Budget - 3 weeks
 October 16 thru November 5, 1962

	<u>Spots Per Week</u>	<u>Cost Per Week</u>	<u>Cost 3 Weeks</u>
Los Angeles	36	\$ 13,255.00	\$ 39,765.00
San Francisco	12	4,357.00	13,610.00
San Diego	17	2,617.00	7,850.00
Bakersfield	17	623.00	1,870.00
Chico	12	350.00	1,050.00
Eureka	6	250.00	750.00
Fresno	15	900.00	2,700.00
Sacramento	10	1,183.00	3,550.00
Salinas-Monterey	6	625.00	1,875.00
Santa Barbara	15	660.00	1,980.00
		<u> </u>	<u> </u>
	COST PER WEEK	\$ 25,000.00	
	TOTAL - 3 weeks		\$75,000.00

Budget

bought

10/23

per Kai J.

Channel 11 can clear 6:30 to 8:30 (not 6 to 8)

\$5M time charges; there may be some preemption charges - but they would be nominal.

- has cancelled 24th on all three stations -- no problem.

- " " " Newspaper ads also.

- needs to have word back by 3 P.M. today