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<td>Report</td>
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TO: Des Barker
FROM: Wallace B. Henley

Many moons ago, we discussed George Wallace, and I indicated I would do a piece which embodied my views of how we ought to focus on Wallace. At long last I have done it, and the attached is the result.

The purpose of the articles is to show Wallace as an inept public official, and a man who feeds off the divisions he creates, as well as a clown. Hopefully, the electorate would see a Wallace Presidential bid as absurdity.

The material attached here is to appear in Monday, in one form or another.
MR. PRESIDENT...the man

Disclaimer:
The author regrets the neatness of this document. He ran out of old envelopes.

Frank Leonard
3/29/71
Argument:
If you put a fault on a well-lighted stage -- you then have a fault that the audience can see better.
"THERE'S SOMETHING ABOUT THE GUY I JUST DON'T LIKE"

(Prologue to a Puzzlement)

Under the awesome weight of words pouring out of the White House, there beats a pulse that is somehow out of sync with the great majority—even those stalwarts of the Kevin Phillips novel.

Paradoxically, a leader was never more suited for his time than Richard Nixon.

Where is the key?

What was the je ne sais quoi that cannonized FDR, DDE and JFK in spite of their obvious faults?

How could a minor pol from big Mo. whup a brilliant strategist from little 'ol New York?

What made the wet-eared scion of the Establishment a prince of the proletariat; and a veteran from honest-to-god Amuricur into a bumbling establishmentarian?

Why does this very human and undeniably intelligent President just seem to burn people up?

There has to be a reasonable, human answer. Only in theology is "charisma" the direct patronage of the Throne. Human miracle workers have to earn it the hard way.

In public relations, as in law, the probables can blow you out of the water. If you don't pose the hard questions, and answer them, before you start "relating", you're in the same boat as the barrister who goes to court without a brief.

The object of this exercise is to get the President some "big ink," as the flaks call it. That's the least problem. The real part of the mission is to make damned certain that the vision doesn't become a nightmare.

Surely, if the man just gets more of the kind of "ink" he's struggling with right now, he'll drown in it.

That's what this paper is about.
THE MAN

The forces that affect the fortunes of the Presidency are so complex that simplism seems to be the logical solution to the problem.

We can't control the forces, but we can build a cushion of public empathy for the man that will carry him over the rough spots as the President and enhance his stature when the going is smoother.

Simply stated:

People who really know the President find him warm, human and trustful. A sincere friend.

The public doesn't see him that way.

Ergo, the job is to give the public a chance to know the President as his friends know him.

The mechanics of the job come last. It's no great trick to project an image from a fishbowl like the White House. Our first concern is with the kind of image.

Although the President possesses all of the qualities that could make him the best-loved leader of the Century, the public simply does not relate to him. It does not identify with him.

The President's present image is that he is always in harness. Even when he's relaxing he seems to be working. Since his basic business is politics, his every action is attributed to politics. Even his most humanitarian acts are scored. Worse--the image rubs off on his great proposals and programs.

If he is always working--if he is always doing his job--that's the only basis on which the general public can judge him. Thus, he is the victim of the forces, per se.

Lacking a cushion of public empathy, his personal appeal rises and falls like the Dow Jones average.

KEEPING IT SIMPLE

Like anybody else the President is at his best when he's doing what he likes to do best. One of these things is work--the more demanding the better.
In spite of his long years in politics, he is at his worst in a forced, or contrived situation. Intellectually, he is turned off by the baby-kissing syndrome—and it shows. Because he can't fake it, the expedient situations of political life actually come off as faked.

His genuine concern for the people, places or things involved gets smothered under the work plan of the act itself.

Efforts to correct the problem have compounded it. The formula has been to program in more controls. It's a good formula in the substantive business or running the government. It's a disaster in the sine qua non of popular appeal.

The great image which close friends have of the President is made up of many small and instinctive things—the thoughtful gesture, the warm greeting, his instant concern—in combination and repetition over the years.

This, too, is the stuff of a positive public image: the simple and natural things that he does so well; the unrehearsed and unorchestrated things that show him at his very best.

That is our plan.

THE "HAPPENSTANCE"

Paradoxically, this man, who is criticized for always having his guard up, scores great personal triumphs when it's down. Where he is grudgingly credited as a man who does his homework before any confrontation, he is acclaimed for many of those that happen by chance.

He has also taken some lumps, but his victories far outweigh his defeats.

Let's skip over the big ones like Caracas, Denver and the Moscow Fair and consider two small but significant happenstances of recent date—neither of them related to the serious business of running the country.

(1) The Easter Seal Boy, 1969. All of the props and preparations were programmed in, but the "official" posed pictures were a wash-out. When the drill was over, the President sat down on the steps to get acquainted with the little boy. Atkins shot one of the finest cover pictures of any President on record.
Midwestern trip, Winter, 1970. A snowball was thrown from the crowd of students. The President instinctively picked it up and heaved it back. It made page one all over the country and built more character for him than all of the rest of the elaborately planned trip.

These were simple things. They just happened.

Our plan is to provide the President with continuing opportunities to act and react naturally. A happenstance can't be forced. The situation has to evolve. It has to take place within the framework of the President's normal activities.

It requires knowledgeable planning and hard work. And it requires patience. Many of the planned situations won't even take place. Some that do happen might not work. But the one that does is worth the entire effort.

Note: Plans for these sidebar stories, of course, would include all of the security precautions taken for any Presidential activity.

SOME HYPOTHETICALS

- The President happens by a sandlot ballgame, stops the car and gets out to watch. He's talked into calling balls and strikes. (or)

- It's a football kind of Saturday and the President wants to get out into it. Shunning the big time, he decides to take in a high school game--preferably in a poorer district. (or)

- Somebody--like Bill Cosby--tells him that the nation's most popular game is really stickball as played in city streets all over the country. He decides to go see for himself.

- A longtime supporter of Boys' Clubs, he drops by a Sports Night at Kips Bay B.C. (N.Y.), or wherever he happens to be. He winds up raffling one of the boxing matches.
These are played in very low key. They must be simple and artless. There is no drill. The President steps into the box and takes his natural swing. He can hardly miss and he stands to belt homers.

Since the plots are small, seemingly effortless and coordinated with his regular schedule, the opportunities are endless. If they miss, there's no chance of a backfire. He asks nothing. He expects nothing. He's just there because he wants to be there.

The follow-ups will suggest themselves:

- The sandlotters invited to play an exhibition game on the White House lawn--televised for a worthy cause.
- The start of high school national sports playoffs and meets on the Ellipse.
- National Stickball Championships--with the World Series played on Pennsylvania Avenue.

Few people remember that President Nixon is the father of the national Physical Fitness Program. Now is the time to start telling them. He is justly proud of his role (though DOE got the credit). The nation should be given the chance to be proud of him, too. These follow-ups could do it.

ANYTIME, ANYWHERE, ANYTHING

I have given sports references here, but the formula applies to everything:

- A Campfire Girl sing-around. Camp Mawavi is a 7-iron shot from Camp David and it boasts a nice tinny camp piano.
- Joining some kids who are skipping stones across a pond.
- Dropping by a grammar school assembly to answer questions on American History.
- Stopping at a supermarket check-out counter to personally survey the family market basket price. (This ties back to his boyhood and emphasizes his concern over inflation), etc.
Note: These suggestions seem out of character for the
President. I agree. They are meant to be
illustrative, but the implication of the need to
actually do something different is intended.

During the '68 campaign, Haldeman and Ehrlichman regularly
scheduled drop-bys. Some, like the School for the Deaf in
Flint, made all the wires.

But some that happened through the instant ingenuity of an
advanceman (like the "Bring Us Together" girl) lost their
impact because no photographer was on hand.

That brings us to a key point.

WORDS AND PICTURES

One of the Administration's biggest public relations problems
is that it is word oriented. Photography comes last.

That's the proper order in the business of the Administration
where photography serves primarily to document history.

In projecting a warm Presidential image, it's dullsville.

The President once said he liked the NOMINATOR because it was
positive, used big headlines and was loaded with pictures:
"Nobody reads all of that little print," he added. When I
reminded him that the "little print" was mostly the body of
his speeches, he chuckled and said: "That only proves my
point." It does.

The attitude toward photography undoubtedly derives from
earlier times when pictures were often the man's undoing.

In point of fact--and Q.E.D.--the President is extremely
photogenic when the right man is on the other end of the camera.

That man is Ollie Atkins--and, in any public relations book,
it's as important to have Atkins on Air Force One as the DEX
machine.

He should be on the running board, in the chopper and aboard
the boat.

I'm not suggesting that he do a Yoichi Okamoto--the Johnson
pension was carried to the other extreme. But he should be as
close to the President as the Secret Service.
A photographic opportunity happens only once. If the shot isn't taken right then it's a dead issue.

The Caracas incident lived because Atkins (on assignment from the Post) waded into the clubs and rocks and took the prize winning picture that rooted the incident in Nixonian history.

The quickest and most effective way to project the President's image is through TV newscasts. But TV cameras rarely get to the scene of instant action. A still-camera back-up man like Atkins is our assurance that the networks will have a good action shot to flash on their screens.

Note: The communications operation is not now geared to wire pictures from remote locations. This is easily arranged, with all necessary safeguards and controls programmed in. I'd let experts like Bob Moore (Atkins' lab manager) work it out.

GIVING THE MAN A BREAK

The President doesn't photograph well at every angle. Nobody does.

Yet, in most sessions, the still-photographer positions and the lighting almost guarantee that the photographers can't get a good shot of the man if they tried.

The President usually has presence of mind to turn full face to them at one point or another. But, by that time, the damage is done.

The set ups seem to be arranged by people who know very little about photography. This happens right at the White House, but it is most acute out on the road.

On a travelling assignment, Atkins is an instinctive "bell cow." That is, he positions himself in such a way that the other photographers will follow suit--guaranteeing the best possible results the situation will allow.

Here, however, he can only operate within the restrictions of the photographers' given circle.

It is as important to plan the photo arrangements--and particularly lighting, if the event is indoors--as it is to select who will be in the President's car.
It makes little sense to control the photo office's pictures after an event when the news media already have their own versions on the wires.

THE HUMAN PRESIDENT

I don't question that the President might feel more comfortable in a jacket.

The problem is that the vast majority of Americans think of a jacket as "dress up." Even men who have to wear jackets to their jobs mostly shuck them when they get to the office.

At one time, the conservative business suit was de rigueur for the campaigning politician—particularly Republican ones. Today, it simply makes him look dated. Last year, for the first time on record, Nelson Rockefeller combed New York State in casual dress. Even I thought it was a bit much when he showed up at Jones Beach in a purple striped shirt, pink dungarees and yellow sandals (no kidding), but the crowd went ape.

It's a small point but a very large one in terms of identifying with the public—which is our mission here.

If Gladys O'Donnell can wear pants at the National Committee, the President can be seen at Clemente, David and Biscayne in a sports shirt. Even General Motors executives go to their offices on Saturday dressed for the golf course.

In truth, the President looks great in casual dress. He actually projects that image which now seems so elusive. Our key signature picture in the NOMINATOR and the NIXON YEARBOOK showed him in shirtsleeves. It's the picture of a man you'd like to have on your side. (Herewith)
As for the kind of man any American would want to have at the helm of State, this picture speaks for itself:
The same applies to the President's staff.

The no-nonsense, all-work aura that has been built up around the White House is stifling the President's own humanity. There's no "fun" in Nixon's Washington.

These are fine, athletic-looking young men with a zest for life. They could spot the old Kennedy crew a couple of goals and win in the first quarter.

This doesn't hurt the President's image, it enhances it. People want to know that the well-rounded young fellow from next door is down there helping the President.

It isn't substantive—it just works.

THE THINGS THAT COUNT

On balance, when the President does a good deed for a worthy cause it is supposed to pay off in public good will.

Let's take off the rose glasses and look at this proposition.

For all the "good will" engendered by the President's repeated chores for organized causes, I'm surprised he'd even walk across the street to greet any of them.

I think he is so afraid of appearing to use them—which he gets accused of anyway—that they wind up using him.

The fact is that some of the highest paid public relations people work for those causes. To give them a free ride in return for some nebulous grail dissipates the President's best public relations strength.

Kennedy, obviously, never stepped into the Rose Garden without a quid pro quo guarantee in advance. Even conceding that JFK had "natural" charisma, the kind of space he got took a lot more press agents than he had on his personal staff.

A Presidential tie-in is the ne plus ultra of any public relations man's career. He should be made to pay for it in terms of guaranteed space—with plans and commitments submitted in advance.
There's no cynicism here. It's their job. The better they do it, the more they'll help the cause that pays their rent. Why should the President, or any member of his family, waste valuable time if the pictures are just going to be hung in the Executive Secretary's office?

One point that is generally overlooked is that the pros of sweet charity are fiercely competitive—even more so than industry since they are all after the same dollar.

That's an important consideration in negotiating a tie-in. The President just has so much time to give to causes. His representatives have a right to determine which of the many will do the most with the opportunity if they get it.

It may seem like a tough attitude, but the real players in this game are the pros not the cause recipients. No organized charity ever disbands when a cure is found for the ill—it just finds itself another illness to keep it in business.

If they want the President's help, they should show results—not cause.

To that end, somebody should be following up with all of those causes and find out what they're doing right now with past opportunities the President has given them. They might be advised that the President's schedule is being made up for the next five years and that hundreds of anxious causes are waiting in the wings.

**KING TIMAOHE**

A nation of dog lovers can't hate a man who loves dogs. Let the nit-pickers whine about the cost of transporting a Fala or a Timahoe—it's of minimal importance. To the broad American public, the companionship between a man and his dog is still a changeless image of trust and devotion.

From any point of view, it would be hard to top an Irish Setter. He's a man's dog in every sense—yet an all-family favorite.

It is great for the President to be shown with Timahoe in any setting. A shot of them crossing West Executive together would make a good news picture. Tim at the Rose Garden door waiting to romp with his Master, would be a string-puller.
There is hardly a happenstance involving the President with children or adults where the dog wouldn't enhance the event by just being there.

The best is a real romp at Clemente, David or Biscayne—with the President in casual attire. This is a major magazine cover story or a TV coup.

"What does the President really do to recharge his batteries? Here it is—a never-before-seen exclusive (In color)."

The replays are uncountable.

CROSS-TIES

The subject of Timahoe brings up a very important point.

If the President gets sparse return from his do-good activities, he seems to draw a complete blank in normal public relations quid pro quo.

It is inevitable that the White House would have been approached by self-interested promoters of dogdom suggesting ways to publicize the First Family's fondness for Timahoe, Vicki and Pasha.

Certainly, it's good publicity—especially for the breeders, the American Kennel Club and the billion dollar dog business.

The President, himself, can't be involved in commercial tie-ins—but that doesn't stop the self-interested beneficiary of some publicity plum from coming up with some very concrete plans for helping the President at least as much as the President is helping him. He can't do enough.

Take this example:

The fact that Hallmark designed and printed the First Family's Christmas cards could not have received more or better publicity. That the Nixons and Halls are friends is beside the point.

As part of its own public image, the Hallmark Company maintains a non-commercial Gallery on Fifth Avenue—the most logical New York setting for the Nixon Administration's "First Two Years" picture exhibit which opened its road tour in the Smithsonian (January).
Mr. Walter Schmidt, the Gallery curator, turned it down cold as being "uninteresting and too political." He did not think it would serve any purpose to view the actual display before making his decision. Note, here, that one of the Gallery's earliest exhibits was a picture sequence of the Truman Years.

This is not Mr. Schmidt's fault—he's an art director not a promotion man. But, if the President isn't even shooting fish in this kind of barrel, it's no wonder he's an enigma to the public.

This is something the President can't do for himself. To predicate, or presume a promotion on his personal friendship with the Halls would be in bad taste.

He has no monolithic outside arm like the AFL-CIO to grind out personal publicity for him. His best substitute is the combined communications power of the big p.r. operations that are taking a ride on his coattails. Somebody other than the President has to make sure that these people get up some guaranteed quids before the White House passes out any quo's. That's an essential part of the job.

In the case of the Christmas cards, it might have been better policy to credit the entire card industry, and keep the individual manufacturer in the background, but Hallmark won the prize. It doesn't matter if the big stake was a paid-up due bill, an impending TV Special or just personal friendship. The President missed out on another small opportunity in a vitally important voter area—and a lot of goodwill publicity in the media where he needs it most.
THE FAMILY

The value of this remarkable family needs no thesis.

But, too often, they come off as actors in the plot. Like the President, himself, they are the victims of complicated programming that stifles their warm and genuine appeal.

The formal family portrait and big party occasions are identifiable—every family experiences its own version of dress-up doings. But that's the frosting—not the real cake.

As surrogate hosts and hostesses—on the campaign trail or in the White House—they do a superb job and they win points for the President. But if that's all there is—and that's about all that the newshens cackle about—the public will never know of the substantive lives these people lead as real people.

Mrs. Nixon is less susceptible because of her long, hard years of serving causes. But even her great deeds (like her grueling trips to India and Peru) are lost in the small talk.

Tricia, Julie and David (and now Mr. Cox) hardly have a chance to come through. The public sees a great General's grandson in dress blues graduating from OCS and it's strictly ho-hum. They never got to see him taking his lumps with the rest of the guys in boot camp. The 4-year-old kid with a fishin' pole who helped get grandpop millions of votes, today has no role as the athletic young individualist that he really is.

I don't know Cox, but the same probably applies.

As for Julie and Tricia, the great job they do for the President in public would triple in value if the public knew that this is the way they really are in private.

The job in all of its delicate nuances is not an easy one. The line between public relations and public prying is a very fine one. I can only say that we did bring it off in the NIXON YEARBOOK without crossing the line or offending good taste.

I honestly believe that the Nixon family "image" as it is currently portrayed is a contributory factor in the public's puzzlement.
People on the inside certainly understand that the family has lived in the public eye for so long that the sanctity offered by any fence is almost a condition of self preservation.

But, it's a condition that the public doesn't understand—or even think about. The First Family belongs to them and if their curiosity isn't regularly fed it will turn to suspicion.

The Kennedy image makers knew this and they kept a bulging back file of "never-before-seen" pictures to pull out whenever the public might begin to feel shut out of Hyannis Port or Palm Beach.

Again--this does not require more of the family's time, but less. The answer is a trusted photographer, pre-determined ground rules and rigid control of the negatives. That is, the same conditions that applied when we covered the family in Biscayne for the YEARBOOK.

THE IDIOM

Among the things that separate the President from the average guy is his awkwardness with slang.

This does not apply to Mr. Nixon the campaigner who knows how to turn a political phrase to turn on a partisan audience. Unfortunately, this tends to add to his image as a politician.

Here, again, he loses out. His mastery of the idiom is known only to his friends.

My thought is that the President's brilliant mind rebels at the illogic of most slang expressions. Among friends, where people talk in code anyway, there's little chance of being misunderstood. In public—and particularly in defining issues—there's a certain risk. To this end, he sometimes comes off pedantic as he pursues the fine shades through the lexicon of the Potomac.

Where the patrician FDR once tossed off classics like "chislers" as though he—and not the great Charlie Michaelson—had coined them, President Nixon felt obliged to explain his use of the term "hack it" to Howard Smith (3/22/71) and the nation. Although the expression has been around for a couple of years, the President probably had a flash, just as he uttered the phrase, that some people might think he was talking about a Vietnamese military maneuver.
In the same way, he tends to overplay literary references. In making it clear that he is quoting somebody else, which is a tribute to his honesty, he actually sounds as though he is trying to impress the audience with his literacy.

It seems such a minute point, but it's not.

If the President really can't handle idiomatic "Amurican" in public--no matter how well he does it in private--he's better off not to use it at all. It will cut down on his political image even if it doesn't do anything for his man-of-the-people image. As for the literary reference, he can hardly avoid it in his position. This will take some work.

In regard to the latter, a strong word of caution. References to past Presidential words and actions can have many subliminal effects--not all of them laudatory. The worst are: that the man may be copping a plea, borrowing lustre or simply lacking in originality.

Nobody can offer a thumb-rule here--it's all instinct. As far as this plan is concerned, however, I can say they won't make headlines today nor the revised Bartlett's tomorrow.

And that's one of the little things that kept the First Earl of Beaconsfield on the top of that greasy pole (which the President mentioned on March 22). Like Mr. Nixon, Disraeli also had a few false starts--including the loss of a hard fought reform bill--but he is, today, as freshly quotable as A. Lincoln.

PRESS RELATIONS

In the accepted sense, press relations are not a part of this plan.

President Nixon, as President Nixon, couldn't find a better ambassador to the news fraternity itself than Herb Klein.

[Handwritten note: Nor do I think the President can "improve" his own personal relations with the press--as he himself pointed out to Mr. Smith (3/22/71). He might take a cue from FDR and start calling Mr. Smith "Howard"--but that's a small point.]

[Handwritten note: People expect, "Howdy, Mr. President, Mr. Newsman"
Mr. Newsman almost sounds abusive. Walter]
What a public relations campaign can do is to improve his press.

The staggering volume of press materials emanating from the White House is all business. I won't argue the need. But the spoonful of sugar that makes all of that medicine go down is the exclusive. (Last night's "first time in history" broadcast, for example).

A reporter's intrangience, notwithstanding, he's a highly competitive beast and his ability to come up with fresh material on a continuing basis makes or breaks his earning power.

You can't outplay a good man by shutting him off. He'll go around the other way and really pin your ears. But, if you keep feeding him good story material, sooner or later he has to buy. He may be unfriendly, but not so bigoted that he'll keep letting his contemporaries steal the beat.

The proposition, of course, is predicated on feeding him real stories. To do otherwise is to compound the problem.

All right, I agree: The White House is doing just that all the time and I'm guilty of arrant pedantry. That's why the press keeps howling that the President is showing favoritism; and that's why the "inside" cover stories that flowered under JFK are seedlings under RH.

The job takes endless digging but there's a story there for everybody if you really look. I can't prove it--but if it isn't true the Nixon Administration is just spinning its wheels.

POINT, COUNTERPOINT

Given the right conditions, we'll generate media coverage--lots of it.

But, before we plunge in, let's recognize some hard facts:

1. Special issue of LIFE is a juicy apple--if the story is right. If the story is wrong, it can blast the protagonist out of paradise.

In short, if we just get more space for Mr. Nixon's present image, we'll compound the problem.
2. If the campaign comes on like gangbusters, he'll get hit with a "new" politics charge. The players better know how to handle this.

The game Larry O'Brien is playing right now is not necessarily to get equal time on ABC and NBC. His charge is "political image building." As an expert in the field himself, he knows that if newsmen are competitive they also are sheep. If one or two of them get the scent, the stampede is on. The end objective is to denigrate the President's motives and neutralize or boomerang the effect of his efforts.

In the past, Mr. Nixon's public relations work-plan has overreacted to the outside stimuli of bad news. O'Brien knows it and the press knows it. If cool heads don't prevail, the entire effort can collapse in doom. The counterpoint is the scoff--expertly conceived and deftly planted.

You have to get out in the woods to bag bear. The hunter had better anticipate all of the things that can bag him--before he gets out there.

UNDERSTANDING THE JOB

Some of the suggestions here will be immediately kicked off as being "out of character" for the man or for the President. That's what public relations is supposed to be.

In the self-conscious envy of the job done for the Kennedys, there seems to be a lack of understanding of what was really going on.

This is very important because every time the President is pushed into a "Kennedy situation" he comes off badly--even in those which are older than apple pie and were preempted for Camelot.

The reason is that the public relations needs of a Kennedy and a Nixon are diametric. Everybody knows this--especially the President himself. But the man keeps stepping in the trap. So let's examine it closely:

- JFK had a playboy image. He needed the big "First Hundred Days" build-up to offset it. RN, whose mein is overly serious, comes off heavy in emulation.
- JFK has his party's mavericks, he needed to convince the regulars of his political acumen. RN has his party's hardcore, he needs the mavericks.

- JFK needed the plains Protestants. RN needs the city Catholics.

- JFK was an undergraduate, he needed pomp and panoply. RN is a graduate. He needs some frivolity. Jackie was a jet setter. She needed Pablo Casals. Pat is a model of decorum, she needs Duke Ellington.

- JFK needed a grandstand in foreign affairs. RN needs one in the ghetto.

- JFK needed the "loneliness of office" (on beach, boat, or at home) to offset the swinging parties. RN needs some swinging parties.

In fine, the Kennedy job was good because it concentrated on the very things that his public image lacked. His natural proclivities needed no exposition. They were the balance.

The formula isn't novel. The Founding Father learned it from Charlie Michelson who played it for FDR with dogs, cigarette holders, bowties, fishing poles and the vernacular. Together the power of the little unrelated "somethings" helped build an image of the total leader. (See Note Below)

Studying the mystique of President Eisenhower's charisma, one can discover a great truth in his famous quip that he "studied dramatics under MacArthur."

President Nixon possesses all of the counterbalances within the scope of his own personal character. The job is to get them in public focus.

NOTE: (In the process, Michelson also destroyed the Old Guard and glued an unlikely coalition together with the spit of an evangelical typewriter. But that's not GOP tea. Republicans only know how to destroy each other.)
SECTION II

MEDIA TARGETS AND STORY TREATMENT

The plan calls for shotgunning audiences with selected parts of the total story.

The mechanics include horsetrading on "exclusive" stories—that is, dickering for a special issue, a series and/or bonus stories in other outlets in the publisher's stable.

We are interested in the logical snowballing effect of major placements—reprints in Readers Digest for example, and sidebar features in the second sections of major dailies.

We cannot fill in the slots until we get out in the field.

We cannot give an exact scenario of the individual stories.

What we can do is to set some targets for stories which would seem to be available at the White House.

Following are only suggestions.

"OUR VERY CURIOUS PRESIDENT"

"President Nixon's reputation for thoroughness comes by him naturally. In public and in private life he displays an insatiable curiosity for what's happening and why; what people are thinking; what attracts their own interest.

"Herewith, some unusual pictures of the Nation's Chief Executive taken during a countryside stroll with the author of the forthcoming book: "

This is a stage setter for a very natural Nixon trait. The pictures would include kids playing, women shopping, men working.

Public acceptance of this image leads logically to acceptance of succeeding "happenstances" as suggested in our plan.

A picture spread for any of the major magazines or syndicated Sunday Supplements.
"PRESIDENT NIXON AND TIME HONORED 'STICKBALL'"

"The father of Physical Fitness Council, President Nixon--the Nation's #1 sports buff--focuses the national spotlight on America's greatest amateur pasttime."

The objective is obvious--tieg the President, through his natural interest in sports, to kids, the problems of the ghetto, the competitive dignity of the world's best known and least lauded sport.

Abetted by sports writers and enthusiasts, Stickball and the President's interest can sweep to a national craze. It can be pinpointed through Sports Illustrated and expanded to Life and Look.

"IF I WERE THE PRESIDENT'S WIFE..."

"As millions of teenaged girls contemplate the vote that is theirs to exercise for the first time in 1972, they are suddenly conscious that they now have a voice in doing something about the country's problems. But what about those problems? Which are the best answers? Are there any viable answers?"

"Through Seventeen magazine, the Nation's First Lady invites the nation's many young ladies to write and say what they would do if their own husbands occupied the Oval Office. Mrs. Nixon will answer every letter she receives--the best and widest choice will be reprinted in Seventeen with personal comments by the First Lady in our issue."

Again, this is obvious. Mrs. Nixon, as a mother who has been there, is a better bridge to teenaged girls than Julie or Tricia who, in the paradox of age relations, are "old married ladies." This can expand through other "women's service" magazines and daily women's pages.

"WHO RIDES IN AIR FORCE ONE?"

An exclusive picture story in a Life or Look, expanded to Supplements. A good documentary for TV.

Among the grounded campaign team in '68, there was an intense curiosity about the airborne team. We satisfied it with picture stories. It is an excellent story for the general public and an easy way to break down the wall a little.
Here, the little things are as important as the affairs of state (which are the only ones that are now released). Mrs. Nixon in a chit-chat with Henry Kissinger (who needs to dissolve his Strangelove image), the President playing gin-rummy with one of the crew, an exhausted aide sound asleep sitting up. We'd guarantee no pictures of the President sleeping on the floor.

"JULIE AND DAVID UP-ANCHOR"

Also an exclusive picture story—perhaps for Holiday. It could be a TV special, as long as the Navy press department keeps its heavy hand off.

This is an important "identity" story. We do not want the "differences" because of who they are—and especially not their problems of trying to be like the other couples. Their moments of fun are snatched from the training routine, not from the Secret Service.

Treated right, this can influence millions of GI's and their wives or sweethearts. It is a natural for major space in a medium, with a big follow-up, and can put both David and Julie back in the public eye as the little girl who yawned at Ike's inaugural and the little kid who caught flies while gramps was trying to putt.

"THE CHEF BURNS A STEAK"

"When he has time, the President is a darned good cook. Little remembered is the fact that as one of five growing boys in a family where everybody worked in the store, Dick Nixon also had to take a turn in the kitchen."

The identity here is important. It can be indoors or out—preferably the latter.

One of the image problems is the man's aceticism—it gives other guys an uncomfortable conscience. It's great to eat cottage cheese (my eyes are bulging from it, too), but it's better to emphasize his passion for good red meat, hotdogs with sauerkraut and pizza pies—even if he doesn't like them. He doesn't have to go as far as Rocky, but he has to get the message across that he's as vulnerable to the tempting little sins of life as the rest of mankind.
With a story like this--guaranteed--we'd have a winner for the summer preview issue of Look with follow-ups in Sunset and other "living" magazines. Again, it would make an excellent TV newsfeature clip.

"THE PRESIDENT'S OLD VIOLIN"

"Discovered in an old attic, the violin on which the President took lessons, is auctioned off to the highest bidder during nationwide TV Charity telethon."

"Jack Benny joins the President in a duet."

This is just a thought starter. The point is to identify the President with the public through some familiar object out of his past. The dialogue keys to the object as it best relates to common experience. For example, if it were the violin, it would develop that he really preferred to play football than take lessons.

(Obviously, if some valuable bit of Nixonia is auctioned off, the condition would include returning it to the Nixon Library at some future date.)

The set-up, here, suggests a special issue on Presidents and familiar objects of their boyhoods--leading throughout with Mr. Nixon's comments as a Presidential historian. This is not unlike the Life spread on Teddy bears which showed President T. Roosevelt with his.

Though this kind of thing is "stock"--it still sells. (As Life's teddy-bear spread attests).

"THE PRESIDENT GOOF S A SHOT"

"The President, being a human being, is not above the little annoyances of fate that try the patience of any man--the hammer on the thumb, the stubbed toe on the beach, the seam that splits as he takes a bow, the thrown ball that crashes a neighbor's window: these are the spleen of life."
A sequence of pictures showing the President getting his ball holed in four putts—either still or motion film, would sell to any major media of your choice.

Aside from identifying with practically anybody who has ever dropped a stitch, he'd be proving the point that he's a working President. If his golf were too good, he'd be subject to some of the classic jokes that plagued President Eisenhower. Who can forget: "Mar has been declared. May the President play through?"

It doesn't have to be a golf sequence. It can be any human goof or annoyance. People simply do not believe that anybody is an expert in everything. If the President keeps being seen only in scenes where he has mastery, people will get suspicious— they already are.

************

HORSE TRADING

These examples are amply illustrative. They can be found in multiples in the President's daily life.

The job is to make sure that they do exactly what we want them to do. If a medium won't meet our conditions or accept our control, we take it to his competitor.

There are other opportunities, but we want to be sure how they'll play. For example, the Nixon-Cox nuptial.

There's an exclusive on Tricia's dress for Brides, and endless follow-ups on arrangements, gifts, bridesmaids, Cox and Best Man profiles, honeymoon and the rest, for every home's service magazine and column in the country.

But if it comes off as the Fairy Princess and the rich, handsome Prince—it will play big for the narrow minority of Tories who may secretly yearn for royalty, but it will hurt the President in the very precincts where he needs the votes. Frankly, I think the close-off of Dan Rather's on that 60-Minute special was an intended two-edged shaft.
This needs deft handling all the way. The wedding will be its own magnet, the scenario has to be written to use the spotlight to offset the negatives. Brides is a good place to start because while playing up the gown, it can play up simplicity of taste, etc.

Timahoe is also a great story, as suggested earlier. Again, it must be genuine or the dog will come off as a prop in a sportsman advertisement.

THE WORK PLAN

In terms of "time" we're almost out of it.

Our end objective are the "big ones" during the campaign months of '72, special issues of *Life* and *Look*, Supplement spreads and TV specials.

We have to build toward them.

They take months to develop--sometimes a year.

Realistically, there are about eight issues of any major monthly we could make--and six of them will have been spoken for, just in terms of editorial balance.

The job now is to sit down and dig out the exact stories, start contacting the media, and slot the schedule as the returns come in.

There's a lot of work.

It will take professionals.

Comment:

Taken together, the elements of this paper tell what I think the job is and how I would go about doing it. There will be other ideas and opinions--perhaps better ones. But I will stand on these.

Frank Leonard
NAME:

Bob Abernathy
KNBC-TV
3000 W. Iamede Avenue
Burbank 91503
(213-845-7000)

Don Allen
KLWD
2831 Eye Street
Bakersfield 93301
(805-327-5772 or 325-1350)

Bob Bann
Art Carey
KWSO
Wasco 93280
(805-325-5777)

John Beatty
Terry Crowfoot
KGTN (was KOGO)
Box 628
San Diego 92112
(714-262-2421)

Roger Barkley
KFI Radio
Los Angeles

Gordon Belson
KXO
1736 Highway 86, Box 140
El Centro
(714-352-1230)

Joseph Benti
KABC-TV
4151 Prospect Avenue
Los Angeles 90027
(663-3311)

Chuck Biehlin
KGO-TV
277 Golden Gate Ave.
San Francisco 94102
(415-863-0077)

COMMENTS/RECOMMENDED BY:

Donner - State Committee

Pro Administration; right wing
(Relied for Bob Mathias)

Bann is Pro-Nixon; Carey is usually one Mathias contacts.
Bann is station director.
(Relied for Bob Mathias)

Well disposed toward us
(Donner)

Snyder

(Mike Abernathy for Veysey)

Neutral
(Bob Trainor for Cong. Bell)

Assignment editor; decent guy
(Donner)
NAME:

Paul Biermann
KTMC
2831 Eye Street
Bakersfield 93301
(805-327-5121)

Richard Bisi
KPSI
174 N. Palm Cannon Dr.
Palm Springs 92262
(714-325-2582)

Duane Borovec
KCRA
310 Tenth St.
Sacramento
(916-444-7300)

Tom Brokaw
KNBC
3000 W. Alameda Ave.
Burbank 91503
(213-845-7000)

Carroll Buckley
KECC-TV
778 W. State St.
El Centro
(714-353-9670)

Edmund Bunker
KFI Radio
Los Angeles

Stan Chambers
KTLA
Los Angeles

Ken Croes
KERO-TV
P. O. Box 2367
Bakersfield 93303
(805-327-1441)

COMMENTS/RECOMMENDED BY:

Pro-Administration
(Relle for Mathias)

Friendly
(Mike Abernathy for Cong. Veysey)

Donner

Neutral
(Mike Abernathy for Cong. Veysey)

(Snyder)- Editorial Director
Favorable, Pro Nixon
(Shumway)

Anchorman
(Snyder, Shumway)

Pro-Administration
(Relle for Mathias)
NAME:

Roberto Cruz
KMEX
721 N. Bronson
Los Angeles 90038
(213-466-8131)

Hal Curtis
KDIS
611 S. Palm Cannon Dr.
Palm Springs
(714-325-1211)

Jim Dooley
KMST (VHF) - TV
P. O. Box 1271
Monterey
(408-373-4326)

Robert Dornan
KTLA
5800 Sunset Blvd.
Los Angeles 90028
(213-469-3181)

Jerry Dunphy
KNXT-TV
6121 Sunset Blvd.
Hollywood 90028
(469-1212)

Jim Dunbar
KG- TV & Radio
San Francisco
* Bob Feldman
KABC-TV
Los Angeles

Hall Fishman
KTLA
5800 Sunset Blvd.
Los Angeles 90028
(213-469-3181)

*Bill Eams
News Director
KNXT-TV
Los Angeles

COMMENTS/RECOMMENDED BY:

News Director
Heavy Spanish audience
Well disposed to Administration
(Donner)

Negative (John Tunney's Radio
News Director)
(Abernathy for Cong. Veysey)

Owned by Democrats;
Favorable to Talcott, but not
sure of Administration
(McNeilus for Talcott)

Runs own news interview show;
Pro Administration
(Donner)

Neutral (Pro-Administration
says Rousselot) Anchorman
(Riley for Cong. Bell)

Snyder

Special Assignment, News Editor
(Snyder)

Pro Nixon (Shumway)

Pro Administration
(Donner)

Very favorable, Pro-Nixon
(Shumway)
NAME:
Ron Foster
KLYD-TV
2831 I Street
Bakersfield 93301
(805-327-7511)

Tom Frandsen
KHJ-TV
Los Angeles

Jim Poy
KNBC-TV
Los Angeles

John Fullmer
KHJ-TV
915 N. La Brae (90038)
Los Angeles

Ron Fulsom
KBON Radio
P. O. Box 5066
San Bernardino 92402
(714/TU 5-6555)

Marvin Grey
KABC Radio
Los Angeles

Al Guthre
KJOR
Drawer K
Blythe 92225
(714-922-7144)

Gil Haar
KNEW Radio
66 Jack London Square
Oakland 94604
(415-EX 7-2891)

Ed Haddad
KPOL
Los Angeles

COMMENTS/RECOMMENDED BY:
Objective – News Director
(Relle for Mathias)

Favorable (Shumway)

Editorial Director
Favorable (Shumway)

Neutral
(Lesmastor for Cong. Rousselot)

Conservative
(Woodring for Pettis)

Neutral
(Abernathy for Veysey)

"Don't use station alone!
Only if we get other radio
stations." He's Pro Administration
(Metromedia)

Community Relations
Favorable
(Shumway)
NAMES:

Art Hapgood
KSBY-TV
P. O. Box 168
Hill E. Mountainview
San Louis Obispo
(805/543-0920)

Henry Hartman
KBCR
701 S. Mount Vernon Ave.
San Bernadino
(714/TU 5-0231, ext. 282)

Roy Heatley
News Director
KRON-TV
San Francisco

Nick Horlick
KPLM-TV
1775 E. Palm Cannon Drive
Palm Springs 92262
(714/327-1431)

Ed Hopple
KWAC
5200 Standard Road
Bakersfield

Chuck Howell
KTIT
P. O. Box 1450
Porterville 93257
(209-784-1450)

John Howell
KCMJ
300 Radio Road
Palm Springs 92262
(714/325-2253)

COMMENTS/RECOMMENDED BY:

Favorable, Cohon owns
(McNeilus for Talcott)

Cable TV (Valley College)
(Woodring for Cong. Pettis)

Favorable, Pro-Nixon
(Shumway)

Pro
(Abernathy for Cong. Veysey)

Spanish station, Pro-Administrative.

Friendly
(Relle for Mathias)

Neutral
(Abernathy for Veysey)
NAME:

Bill Huddy
KETV-TV
730 Miramonte Drive
(965-8533)

Dave Hume
KCRA-TV
310 Tenth Street
Sacramento 95814
(916/444-7300)

Dave Jason
KCHV
Drawer 2
Indio 92201
(714/347-2333)

Harold Keene
KFMB-TV
405 Fifth Ave.
San Diego 92101
(232-2114)

Miss Joan Kohagon
MPTV - Cable
2455 Henderson Way
Monterey
(408/373-4171)

Fred LaCosse
KNTV-TV
645 Park Ave.
San Jose 95110
(408/286-1111)

Pete Langlois
KCRA-TV
Sacramento

Ray LaPica
KACE
7351 Lincoln
Riverside 92504
(714/688-1570)

COMMENTS/RECOMMENDED BY:

Pro Administration
(Chris Seeger for Cong. Teague)
"Helpful Republican"
(Donner)

Donner

Friendly
(Abernathy for Veysey)

Fair, only man of any
consequence. KFNB is CBS
station.
(Paul Psompanas for Bob Wilson)

San Francisco Chronicle
owns it.
(McNeilus for Talcott)

"Does decent job"
Donner

Assignment Editor
Very favorable
(Shumway)

Friendly
(Abernathy for Veysey)
NAME:

Jack Lathen
KERO
Drawer K 47011 Calhoun
Indio 92201
(714/347-3403)

Frank S. Lewis
KGEE
P. O. Box 937
Bakersfield 93302
(805/327-3587)

Dick Little
KSCO-TV
P. O. Box 1080
Santa Cruz
(408/475-1080)

Bill Lorin
KPRO
Box 1440
Riverside 92502
(714/683-1440)

Jim McGill
KECC-TV
778 W. State St.
El Centro
(714/353-9670)

Ted Meyers
KHJ
5515 Melrose Ave.
Los Angeles 90038
(213/462-2133)

Pete Miller
Ken Jones
KT-TV
5746 Sunset
Los Angeles 90028

COMMENTS/RECOMMENDED BY:

Friendly
(Abernathy for Veysey)

Pro-Administration
(Relle for Mathias)

Favorable
(McNeilus for Talcott)

Neutral (No. 1 station in district)
(Abernathy for Veysey)

Pro-Administration
(Abernathy for Veysey)

"Middle of ground person"
(Donner)

Neutral - Conservative
(Trainor for Cong. Bell)
NAME:
Ron Miller
KSBW-TV
P. O. Box 1651
Salinas
(408/422-6422)
Keith Mungor
Ken Clifford
KCOK
P. O. Box 119
Tulare 93274
(209/686-2866 or
732-3750)
Jim Ness
KMen
25958 Baseline
San Bernardino
(714/889-2651)
Rollin Post
KPIX
2655 Van Ness Avenue
San Francisco 94109
(415/776-5100)
Jim Price
Gary McKenzie
KAFY
8301 Kearn County Rd.
Bakersfield 93306
(805/366-4411)
George Putnam
KTLA-TV
5800 W. Sunset
Los Angeles 90028
(469-3181)
Barney Ranes
KGUY
42405 Washington
Palm Desert 92260
(714/345-2731)

COMMENTS/RECOMMENDED BY:
(McNeilus for Talcott)
Favorable, Central California
Television owned by John Cohen

Pro-Administration is Munger.
Clifford is objective.
(Relle for Mathias)

Rock Station, Neutral
(Woodring for Cong. Pettis)

Key political TV reporter -
Always helpful to party -
Good guy.
Donner

Price is Republican. McKenzie
is new. McKenzie is News Director.
Biggest Radio station. Both pro-
Administration.
(Relle for Mathias)

Conservative - Will support
President against McGovern.
Somewhat critical re President's
to China and Moscow.
(Trainor w/Cong. Bell)

Neutral
(Abernathy for Veysey)
NAME:

Jim Richards
KHSJ
Box 1076
Hemet 92324
(714/658-3208)

Chuck Riley
KT-TV
574 Sunset Blvd.
Los Angeles 90028
(213/462-7111)

Roxanne Russell
KPIX
2655 Van Ness Ave.
San Francisco 94109
(415/776-5100)

Tom Snyder
Tom Brokaw
KNBC-TV
3000 W. Alameda
Burbank
(845-7000)

Sam Stewart
KBIS
225 Chester Ave.
Bakersfield 93304
(805/324-6093)

Chuck Sullivan
KREL
Box 100, Park Ridge Rd.
Corona 91720
(714/737-1370)

Garlan Sutch
KWXY
6870 Ave. 34
Palm Springs 92262
(714/328-1104)

COMMENTS/RECOMMEND BY:

Neutral
(Abernathy for Cong. Veysey)

Neutral
(Abernathy for Cong. Veysey)

News director
Fair and cooperative to Republicans
(Donner)

Noon news show - heavy viewing
(Donner)

Neutral
(Bob Trainor for Cong. Bell)
"Big ego - would be offended if left out."
(Donner)

Objective
(Relle for Mathias)

Neutral
(Abernathy for Cong. Veysey)

Neutral
(Abernathy for Veysey)
NAME:

Don Tompkins
KCO
915 N. Labree Ave.
Los Angeles 90038
(213/851-1000)

George Weatherby
KOLE
3622 Main St.
Riverside 92507
(714/684-9992)

Bob Weaver
KAMP
Box 1018
El Centro 92243
(714/352-2277)

Glen Weber
KROP
Box 238
Brawley
(714/344-1300)

Hugh Williams
KCO-TP
Los Angeles

Ray Wilson
KFMB
1405 Fifth Ave.
San Diego 92101
(714/232-2144)

Fred Zehnder
KPIX
2655 Van Ness Ave.
(415/776-5100)

(No Name)
KGTV-TX (formerly KOGO)
Box 628
San Diego 92112
(262-2421)

COMMENTS/RECOMMENDED BY:

News director
Anchorman: Hugh Williams (Black)
Negative
(Donner)

Neutral
(Abernathy for Veysey)

Friendly
(Abernathy for Veysey)

Vice president; neutral
(Abernathy for Veysey)

Black commentator; neutral
(Lesmat for Cong. Rousselot)

News director; anchorman
(Donner)

Assignment editor
(Donner)

Newly acquired by McGraw-Hill. They are going to greatly change the format. Affiliated with NBC
(Paul Psompanas with Bob Wilson)
FLORIDA

NAME:
Wayne Farris
WCKT-TV
Miami

Ralph Renick
WTVJ-TV
Miami

Alan Courtney
WIOD - Radio
Miami

Bill Bayer (Newsman)
WPLG-TV
Miami

Marshall Cleaver, Anchorman
WLCY-TV
Tampa/St. Petersburg

Don Meikeljohn, News Director
WCTV-TV
Tallahassee

Alan Courtney
WIOD Radio
Miami

Ben Aycrigg
WDBO-TV
950 S. Texas Ave.
(305-241-3441)

Stove Bailey
WINZ
Miami
(305-379-0100)

COMMENTS/RECOMMENDED BY:

Snyder

Very pro-Nixon
Shumway

Very conservative
(management is pro-Nixon)
Shumway

Very strong Nixon (he was in the Fla. State Adm. when it was "Republican")

Very big in area - favorable

Ben is pro-administration but pretty fair.
M. Vantonburg, Sen. Gurney

Fair
Gene Currellia, Cong. Burke
Dave Blount, Joe Freed
WKAT
1759 Cay Rd.
Miami
(305-531-8181 or 531-8189)

Ray Blush
WTVT-TV
3213 W. Kennedy Blvd.
Tampa
(813-898-9767)

Charles Brown
WAVS
Ft. Lauderdale
(305-525-5131)

Roger Burnam
WCKT-TV
1401 N. Bay Causeway
(305-751-6692)

Frank Burns
WLCY-TV
P. O. Box 10,000
St. Petersburg
(813-525-1111)

Bill Byers
WPLG-TV
3900 Biscayne Blvd.
Miami
(305-377-8131)

Terry Casey
WSUN
210 2nd St.
St. Petersburg
(813-894-0191)

Pretty fair. All talk shows. Freed is friendly
Gene Curella, Cong. Burke

Fair reporter (blush)
Dick Neiniug, Cong. Young

New station. Put on a lot of news.
Dusk to dawn station. Objective
Gene Curella, Cong. Burke

Has "Meet the Press" type program.
Favorable to Gurney and pro-administration.
Meg Vantonburg, Sen. Gurney

Burns is a conservative
Republican
Dick Neilius w/
Cong. Young

"hell of nice guy. Trustworthy.
Favorable to administration.
Meg Vantonburg, Sen. Gurney

Favorable. Easy-listening
trustworthy. You can trust him
with a loaded story.
Meg Vandenberg, Sen. Gurney
Brad Davis
Bob Schellenberg, Gen. Mgr.
WJXT-TV
1851 S. Hampton Rd.
Jacksonville
(904-398-0501)

Ron Ebben
WDAE
101 N. Tampa St.
Tampa
(813-229-0401)

Wayne Farris, Richard Whitcomb
WCKT-TV
Miami
(305-751-6692)

Fred Green
WINK-TV
P. O. Box 1060
Ft. Myers, Fla.
(813-334-1131)

Bob Higby
WFLA-Radio
P. O. Box 1410
Tampa
(813-224-1901)

John Joyce
WFTL
Ft. Lauderdale
(305-566-9621)

Ms. Jane Julian
WCIX-TV
411 Brickell Ave.
Miami
(305-377-0811)

Davis is another newcomer,
Station is pro-Republican for
past 8 to 10 yrs.
Meg Vandonburg, Sen. Gurney

Favorable. Trustworthy guy.
Politically neutral but likes Gurney.
Meg Vandonburg, Sen. Gurney

Farris is neutral, Whitcomb
is liberal (tends to be) pretty
fair. Jean Struhl is news director.
Gene Curella, Cong. Burke

Fred Green is pro-administration
and pro-Republican.
Meg Vandonburg, Sen. Gurney

Favorable. Higby is fair
Meg Vandonburg, Sen. Gurney

Pretty fair.
Gene Curella, Cong. Burke

Jane is from N. Y. She is liberal
Republican. Pro-administration.
Meg Vandonburg, Sen. Gurney
Bob Kay  
WQAM—Radio  
Miami  
(305-534-3333)  

Bob Krauser  
WROD  
Miami  
(305-759-4319)  

Jim Lewis  
WFTV—TV  
639 W. Central Ave.  
Orlando  
(305-241-6543)  

Claire Lynn  
WLCY—Radio  
St. Petersburg  
(525-1111)  

Burl McCarthy  
WDAE  
101 N. Tamp St.  
Tampa  
(896-0404)  

Jim Martin  
WBDO  
P. O. Box 1813  
Orlando, Fla.  
(305 241-1491)  

Joe Moore  
WJHG—TV  
107 Harrison Ave.  
Panama City, Fla.  
(904-234-2125)  

Fred Muke, Dr. Manola Reyes  
WTVJ—TV  
30 N. W. 4th St.  
Miami  
(305-377-8241)  

Rock station. Very popular  
station, especially with young people  

Gene Curalla, Cong. Burke  

Krauser is very objective  

Gene Curella, Cong. Burke  

Lewis just took over job. But  
he is trustworthy. Orlando is  
Republican area.  

Meg Vandenburg, Sen. Gurney  

Pro—Nixon  

Dick Needius, Cong. Young  

McCarty is pro—Nixon.  

Dick Needius, Cong. Young  

Favorable. Republican  
country. Fired for Bradshaw  
for report critical of Gurney.  

Meg Vandenburg, Sen. Gurney  

Moore is pro—Administration.  
No sweat with Moore.  

Meg Vandenburg, Sen. Gurney  

Muke is favorable to Nixon.  
Reyes is lifelong Democrat, but  
likes Nixon. Reyes runs Spanish—  
speaking newspapers, one of which  
is Patria  

Meg Vandenburg, Sen. Gurney
Mr. John Powors  
WLCY - Radio  
P. O. Box 10000  
St. Petersburg  
(813-526-1315 or 525-1111)

Don Priest  
WCOA, Radio  
P. O. Box 1669  
Pensacola  
(904-456-5751)

Mr. "Big" Ralph Renicke  
WTVJ - TV  
Miami  
(305-377-8241)

Robin Richards  
WAPE  
Prudential Bldg.  
Jacksonville  
(904-396-6604)

Don John Ross  
WIOD  
P. O. Box 1177  
Miami  
(305-759-4311)

Dan Sanborn  
WONN  
404 W. Lymb St.  
Lakeland  
(813-682-8184)

Les Smith  
WVCG  
Coral Gables  
(305-448-9531)

Very favorable.  
Meg Vandenburg, Sen. Gurney

Favorable. Pro-administration.  
Meg Vandenburg, Sen. Gurney

Definitely Democratic. His brother is Democratic state legislator. Tends to be liberal. VP of station Prescott Robinson is former CBS man.  
Gene Curella, Cong. Burke

Favorable. Rock station. Robin will go out of his way to help Gurney. Jacksonville has serious crime problem worried about Adm. policy  
Meg Vandenburg, Sen. Gurney

Favorable. Good boy.  
Meg Vandenburg, Sen. Gurney

24 hr/ 50,000 watt. Covers 16 countries. Wallace territory. Favorable to administration. This is good to hit redneck territory. Sanborn is favorable to Nixon  
Wyno Zani, Sen. Gurney

Pretty fair  
Gene Curella, Cong. Burke
Merrill Stebbins
WFLA-TV
P.O. Box 1410
Tampa
(813-9136)

Gordon Stevens
WPLG-TV
Miami
(305-377-8131)

Ken Taylor, Frank Pointor
WGBS
710 Brickell Ave.
Miami
(305-371-3126)

Dave Walker
WESH-TV
1501 Minnesota Ave.
(305-647-3705)

Bob Warren
WBBH-TV
3719 Central Ave.
Ft. Myers, Fla.
(813-936-0915)

Andy Winston
WWOK
699 Coral Way
Miami
(305-856-1260)

Stebbins is very objective.
Dick Neillius, Cong. Young

Graham's of Washington Post.
Carl Zedell is news director.
Gene Curella, Cong. Burke

Very fair, Pointor is favorable.
Very important station
Gene Curella, Cong. Burke

Overlaps Orlando market.
Pro-Administration.
Meg Vandonburg, Sen. Gurney

Ft. Myers is heavily Democratic.
But Warren is pro-Republican
Meg Vandonburg, Sen. Gurney

Favorable very good
Meg Vandonburg, Sen. Gurney
NAME:

Mal Bellairs
WIVS - Radio
145 Virginia St., Crystal Lake 60014

Floyd Kalber
NBC Channel 5
Chicago

Tom Connor
WEAK-TV
2907 Springfield Rd., E. Peoria,
(390-699-3961)

Bob McBride
WBBM-TV
Chicago

John
WLS-TV
190 N State Street - Chicago

Joel Daly
ABC affiliate
Chicago

Hugh Hill, Political Editor
ABC Affiliate
Chicago

Fahey Flynn, Anchorman
WLS-TV
Chicago

Paul Davis
WCIA-TV
509 S. Neil, Champaign 61820
(217-356-8333)

Bud Carter
WEAK-TV
2907 Springfield Road, Peoria, 61611
(300-699-3961)

Gene Honnes
KHQA-TV
510 Main St., Wauincy 62301
217/222/6200

COMMENTS/RECOMMENDED BY:

Unaware of attitude
(Daniels for Cong. McClory)

Objective very influential
(McGrew for Cong. Erlenborn)

Pro
(Vinouici for Cong Michel)

Neutral
(Mahon and Shumway)

Pro
(McGrew for Cong Erlenborn)

Anchorman and Evening Commentator
Neutral - but not sure
(Mahon and Shumway)

Neutral
(Mahon or Shumway)

Pro No. 1 rate local newsman
(McGrew for Cong Erlenborn and Shumway)

Pro
(John Kolbe)

Unknown
(John Kolbe)
Don Hickman  
WICS-TV  
2680 E. Cook St., Springfield 62703  
(217/528-0465)

Max Lee  
WGEM-TV  
Hotel Quincy, Quincy 62301  
(217-222-6840)

Howard Miller  
WMAQ Radio  
Merchandise Mart, Chicago 60654  
(312/644-8300)

Dave Nichols  
WMBD-TV  
212 S. W. Jefferson, Peoria 61602  
(309/676-0711)

Chuck Faber  
WCEE-TV  
N. Meridian Road, Rockford 61105  
(815/965-0523)

Joseph Mathewson  
WBBM-TV  
630 N. McClurg Ct., Chicago 60611

Tom Lee  
WREX-TV  
Auburn & Winnebago Rds., Rockford 61105  
(815-968-1813)

John Palmer & Floyd Kalber  
WMAQ-TV  
Merchandise Mar, Chicago 60654  
312/644-8300

Barry Judge & Clark Smith  
WRAU-TV  
500 N. Stewart  
Creve Coeur, Ill 61611  
309/694-3421

Unknown  
(John Kolbe)

Unknown

Unknown - very conservative political

Unknown

Pro  
(Murnane for Cong. Crone)

Pro  
(John Kolbe)

Unknown  
(John Kolbe)
Jim Reynolds
ABC Channel 6 - Chicago
Objective
(McGrew for Cong. Erlenborn)

Joe Rex
WMBD-TV
212 SW Jefferson Peoria
309-676-0711
Pro
(Vinovich for Robert Michel)

Wally Phillips
WGN Radio
2501 Bradley Place, Chicago 60618
312/528-2311
Pro
(John Kolbe) (Al Snyder)

Bruce Richardson
WTVO-TV
N. Meridian Rd., Rockford 6105
Pro
(Richardson for Cong. Anderson)

Jerry Slabe
WAND-TV
Southside Drive, Decatur, 62521
217/428-4304
Unknown

Keith Smith
WRAU-TV
500 N. Stewart, Creve Coeur,
(309/694-4201)
Pro
(Vinovich for Robert Michel)

Anthony Santucci
WCGO Radio
119 W. Joc Orr Rd., Chicago Hts. 60412
313/756/6100
Very Pro
(White, Pres Secy. Derwinski)

Charles Sebastian
WTAQ Radio
Joliet and La Grange Rd., Lagrange, 60525
(312/352-1300)
(White for Press Secy, Derwinski)

Frank James, New Director
WRIL Radio
200 E. 4th Ave. Rochelle 61068
(815/562-7001)
(Richardson for Cong. Anderson)

Mike Fryer
WFLR Radio
9 1/2 N. Chicago Ave. Freeport, 61032
Pro or objective
(Richardson for Cong. Anderson)
Gene Hanson  
WREX-TV  
Auburn & Winnebago Rds. 61103 (Rockford)

Chuck Faber  
WCEE-TV  
2523 Meridian Rd. N. 61102 (Rockford)  
(815/965-0523)  

Ted Lahn, News Director  
WRRR-Radio  
113 S. Court, Rockford 61101  
815/968-2263

Bill Taylor, New Director  
WRLK Radio  
1100 Tamarac Lane Rockford 61107  
815/399-2233)

Maynard Kidd  
WXIN Radio  
1460 S. College Ave. 61021 (Dixon)

Dick Westbrook  
WAND-TV  
Southside Drive, Decatur, 62521  
217/428-4304

Paul Davis  
WCIA-TV  
309 S. Neil St. Champagne,  
(217-356-8333)

J. R. Levisay  
WLBL Radio  
Box 564, Mattoon, 61938  
(217/234-6464)

D. O. Veach  
WHOW Radio  
Box 160 Clinton, Illinois  
217/935-2161

Pro or objective  
(Richardson for Cong. Anderson)

Pro or objective  
(Richardson for Cong. Anderson)

Pro or objective  
(Richardson for Cong. Anderson)

Pro or objective  
(Richardson for Anderson)

Pro or objective  
(Richardson for Cong. Anderson)

Pro or objective  
(Richardson for Cong. Anderson)

Pro or objective  
(Richardson for Cong. Anderson)

Pro  
(Borson for Cong. Springer)

Pro or objective  
biggest TV station in district  
(Borson for Cong. Springer)

Strong Republican(but Chairman of  
campaign committee for Geo. Shipley

Pro  
(Marion Bursen for Cong. Springer)
ILLINOIS

Donald Williams
WRTL Radio
Box 115
Rantoul 61866
(217-893-1460)

Dick Michels
WPRC Radio
Box 73
Lincoln 62656
(217-735-2337)

Wm "Rusty" Russell
WEIC Radio
Box 168
Charleston 61920
(345-2149)

Larry Stewart
WDWS Radio
1400 S Neil St.
Champaign 61820
(217-356-1855)

Kevin Dunn
WDZ
265 S. Park
Decatur 62523
(217-423-9744)

Stephen Bellinger
WDZ Radio
265 S. Park St
Decatur 62523
(217-423-9744)

(Burson for Rep. Springer)
Republican district; probably pro RN

Burson for Springer
Republican District; probably pro RN

Burson for Rep Springer
Republican district; probably pro RN

Leading sports broadcaster; news and
general manager; one-man show;
station owned by Republican newspaper;
(Burson for Rep. Springer)

New, took place of Dick Westbrook;
friendly station;
(Burson for Rep Springer)

Owner but does some news
(Burson for Rep. Springer)
<table>
<thead>
<tr>
<th>Station</th>
<th>Address</th>
<th>Ancorman Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCIA TV</td>
<td>509 S. Nell St.</td>
<td>Not unfavorable; name of anchorman not known</td>
</tr>
<tr>
<td></td>
<td>Champagne, Illinois</td>
<td>(Pitt of Arends)</td>
</tr>
<tr>
<td>WKAN Radio</td>
<td>150 S. Dearborn</td>
<td>name of anchorman unknown not unfavorable</td>
</tr>
<tr>
<td></td>
<td>Kankakee</td>
<td>(Pitt of Arends)</td>
</tr>
<tr>
<td>WPOK Radio</td>
<td>Box 740</td>
<td>name of anchorman unknown not unfavorable</td>
</tr>
<tr>
<td></td>
<td>Pontiac</td>
<td>Pitt of Arends' office</td>
</tr>
<tr>
<td>WITY</td>
<td>Box 142</td>
<td>anchorman unknown not unfavorable</td>
</tr>
<tr>
<td></td>
<td>Danville</td>
<td>Pitt of Arend's</td>
</tr>
<tr>
<td>WJBC Radio</td>
<td>Box 853</td>
<td>anchorman's name unknown Pitt of Arends'; not</td>
</tr>
<tr>
<td></td>
<td>Bloomington</td>
<td>unfavorable</td>
</tr>
<tr>
<td>NAME: Max Roby, KMOMX-TV, St. Louis</td>
<td>Comments/Recommended by: Newscaster; middle of the road. (Shumway, Snyder, Tom Reid, State Committee)</td>
<td></td>
</tr>
<tr>
<td>NAME: Joe Kramer, KCMO TV, Kansas City</td>
<td>Anchorman, Newslne Call in Program Middle of the road (Shumway, Snyder, Tom Reid, State Committee)</td>
<td></td>
</tr>
<tr>
<td>NAME: Don Harrison, KCMO TV, Kansas City</td>
<td>News Director; gives editorial comments middle of the road (Shumway, Snyder, Tom Reid, State Committee)</td>
<td></td>
</tr>
<tr>
<td>NAME: Larry Moore, KMBC, Kansas City</td>
<td>Anchorman; middle of the road (Shumway, Snyder, Tom Reid, State Committee)</td>
<td></td>
</tr>
<tr>
<td>NAME: Don Henry, WDAS Radio, Kansas City</td>
<td>Host of women's forum call in program objective. (Shumway, Snyder; State Comm. says he is liberal Demo and recommends Keough below)</td>
<td></td>
</tr>
<tr>
<td>NAME: Ken Day, WDAS-FM, Kansas City</td>
<td>(Snyder)</td>
<td></td>
</tr>
<tr>
<td>NAME: Don Keough, WDAS Radio, Kansas City</td>
<td>Newscaster and director; formerly with Republican State Committee; pro RN) State Committee recommends; Tom Reid</td>
<td></td>
</tr>
<tr>
<td>NAME: Ron Arnold, KOLR TV (Was KTTS), 2650 East Division St., Springfield, Missouri 65802 (417-862-7474)</td>
<td>Gives best news coverage; pro RN (Reid, State Committee)</td>
<td></td>
</tr>
</tbody>
</table>
MISSOURI

Bill Avery
KYTV-TV
Springfield

Don Dailey
KGBX Radio
605 Bonneville St.
Springfield, 65806
(417-869-2822)

Ernie DeCamp
KWTO Radio
1121 S. Glenstone
Springfield, 65804
(417-862-4422)

Claude Dorsey
KMBC
Kansas City

Jack Dunn
KGBX, Radio
Springfield

Bill Hershey
KUHI TV
1502 Cleveland St.
Joplin, 64801
(417-781-2345)

Gary Kennon
KICK Radio
Springfield

D. T. Knight
KODE TV
1928 W 13th St.
Joplin 64801
(417-623-7260)

Burt Koons
KMBA
Kansas City

Gives good news coverage; pro F
(Reid, State Committee)

Pro Administration
(Watkins, Rep. Watkins)

Pro Administration
(Reid, State Committee)

Neutral to pro Admin
(Reid, State Committee)

Pro Administration
(Watkins, Rep. Hall)

Pro Administration
Reid, State Committee

Pro RN
(Watkins, Rep. Hall)

Neutral to Pro Admin
(Reid, State Committee)
John Mahaffey
KWTO Radio
1121 S. Glennstone
Springfield, 65804
(417-862-4422)

Jerry Sweeney
KOLR TV
2650 E. Division St
Springfield, 65802
(417-862-7474)

Jim Wise
KTTS Radio
Springfield
<table>
<thead>
<tr>
<th>NAME</th>
<th>COMMENTS/RECOMMENDED BY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Len Saffir 202-225-4451</td>
<td>(Shumway--Saffir reports that there are very few anchormen or commentators in NYC and across the state who are middle of the road or for us--the vast majority are against in varying degrees.)</td>
</tr>
<tr>
<td>WCBS-TV Jerry Wilson, Political Reporter New York City</td>
<td>(Shumway and Snyder; Shumway says Wilson is a Democrat, but tries to be objective)</td>
</tr>
<tr>
<td>WNEW-TV Ted Cavanaugh, News Director Dr. Martin Abend, Commentator New York City</td>
<td>(Shumway and Snyder) (Shumway says Pro-Nixon, but crew is anti) (Shumway says usually in debates with Ted Sorenson; Hard-core conservative) (Snyder says Conservative)</td>
</tr>
<tr>
<td>Leslie G. Arries, Jr. Vice President &amp; General Manager WBEN-Radio and TV Buffalo, NY</td>
<td>WBEN Radio &amp; TV influential and affiliated with newspapers. Arries is personally very friendly and pro-Adm.; best of WBEN (Rotterman for Rep. Kemp)</td>
</tr>
<tr>
<td>Vincent Burke, News Director WHEN Radio (Metromedia-Not CBS) 980 James Street Syracuse, NY 13203 315-476-8511</td>
<td>In July, station is moving to opinion oriented format; Burke innovated; liberal, open-minder (Thompson for Rep. Terry)</td>
</tr>
<tr>
<td>John Corbett WBEN-TV (CBS) 2077 Elmwood Avenue Buffalo, NY 14207 716-876-0930</td>
<td>Lively morning personality show; liberal, but easy to deal with. Surprising following. (Koop for Rep. Smith)</td>
</tr>
<tr>
<td>Sy Coro WELM 1705 Lake Road Elmira, NY 14902 607-733-5626</td>
<td>Most popular station in area; conservative and pro-Adm. No commentary; not aggressive; if something is put into head, they will use it, but never seek news. (In gram for Rep. Robison)</td>
</tr>
</tbody>
</table>
NEW YORK - 2

NAME

Ron Curtis
WHEN-TV (CBS)
980 James Street
Syracuse, NY 13203
315-474-8511

Amy S. Davis
WVBR-FM
11 Central Avenue
Ithaca, NY 14850
607-257-2200

Donald Decker
WRGB-TV (NBC)
1400 Balltown Road
Schenectady, NY
518-377-2261

Tom Decker, Anchorman, News Dir.
WROC-TV
201 Humoldt Street
Rochester, NY
716-288-8400

Warren Doremus
WHEC-TV
Rochester, NY
716-546-2542

Bernard J. Fonte, News Director
WNBF-TV (CBS)
50 Front Street
Binghampton, NY
607-RA3-7311

Steve Flanders
WCBS Radio
NYC

Jim Gash
WNEW Radio
NYC

COMMENTS/RECOMMENDED BY:

Ron Curtis
WHEN-TV (CBS)

Principle man; handles 6 & 11 p.m. news; no commentary. WHEN is top TV station in Syracuse; Curtis is neutral and easy to work with.
(Thompson for Rep. Terry)
(Larie for State Committee--Pro)

Amy S. Davis
WVBR-FM

College station--names subject to change, but high impact in area. Very aggressive about following stories, etc. Tends to be anti-Adm.
(Ingram for Rep. Robison)

Donald Decker
WRGB-TV (NBC)

Owned by GE; cooperative and pro-Adm. Affiliated with WGY-Radio; largest TV in area
(George Berg for Rep. King)

Tom Decker, Anchorman, News Dir.
WROC-TV

#1 man in city; 6 & 11 p.m. news
(Fair--Breends for Rep. Horton)
(Good guy--top notch--Nicholes; Rep. Conable)

Warren Doremus
WHEC-TV

Good & Republicans; brother who is POW; very active in this area; AM talk show
(Brandt for Rep. Horton)
(Saffir in Sen. Buckley's offices says Fair)

Bernard J. Fonte, News Director
WNBF-TV (CBS)

Station recently sold. WNBF-AM & FM radio is affiliated; always been pro-Adm.
(Ingram for Rep. Robison)
(Larie for State Committee--Pro-Adm.)

Steve Flanders
WCBS Radio
NYC

Fair
(Saffir for Sen. Buckley)

Jim Gash
WNEW Radio
NYC

OK
(Saffir for Sen. Buckley)
<table>
<thead>
<tr>
<th>NAME</th>
<th>Comments/Recommended By</th>
</tr>
</thead>
<tbody>
<tr>
<td>William Givens, Program Director</td>
<td>Large ego; conservative politically; little difficult working with, but with effort, one can place stories effectively with him. (Thompson for Rep. Terry)</td>
</tr>
<tr>
<td>Howard Green</td>
<td>Little commentary--largest following in area (Ingram for Rep. Robison)</td>
</tr>
<tr>
<td>Bill Hartnett, News Director</td>
<td>Straight news &amp; entertainment; little commentary; young; tends to be liberal on foreign matters; moderate to conservative on domestic. (Koop for Rep. Smith) (Also Roterman for Rep. Kemp)</td>
</tr>
<tr>
<td>Fred Hilligas, News Director</td>
<td>Would like to Jack Anderson; loves political gossip and creates rumors. Politically, tends to conservative, but handle carefully. (Thompson for Rep. Terry) (Larie for Rep. Conible--Pro)</td>
</tr>
<tr>
<td>Kent E. Jones, VP &amp; Gen. Mgr.</td>
<td>Large station &amp; audience; good format; PRO (Berg for Rep. King)</td>
</tr>
<tr>
<td>Richard Kelsey</td>
<td>AM program; some commentary; news &amp; entertainment; young, aggressive; PRO (Koop for Rep. Smith)</td>
</tr>
<tr>
<td>Alex Lamutis</td>
<td>Fair (Fling for Rep. Horton)</td>
</tr>
<tr>
<td>NAME</td>
<td>COMMENTS/RECOMMENDED BY</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Bob Larson, News Director</td>
<td>Largest audience in area; very friendly to Ad: (Berg for Rep. King)</td>
</tr>
<tr>
<td>WPTR Radio</td>
<td></td>
</tr>
<tr>
<td>Box 1540</td>
<td></td>
</tr>
<tr>
<td>Albany, NY</td>
<td></td>
</tr>
<tr>
<td>518-869-9271</td>
<td></td>
</tr>
<tr>
<td>Ray Laws, Anchorman</td>
<td>Nice and Fair</td>
</tr>
<tr>
<td>WOKR-TV</td>
<td>(Nichols for Rep. Conable)</td>
</tr>
<tr>
<td>425 W. Henrietta Road</td>
<td>(Fling for Rep. Horton--Fair)</td>
</tr>
<tr>
<td>Rochester, NY</td>
<td></td>
</tr>
<tr>
<td>Carl Loveday, News Director (new)</td>
<td>Fair in all coverage; no commentary</td>
</tr>
<tr>
<td>WPTZ-TV (NBC)</td>
<td>(Kampella for Rep. McEwen)</td>
</tr>
<tr>
<td>357 Cornelia Street</td>
<td></td>
</tr>
<tr>
<td>Plattsburgh, NY 12901</td>
<td></td>
</tr>
<tr>
<td>518-561-5555</td>
<td></td>
</tr>
<tr>
<td>Bill W. McConnell</td>
<td>Lowest rating of 3 TV stations in Syracuse.</td>
</tr>
<tr>
<td>WNYS-TV (ABC)</td>
<td>McConnell does 6 &amp; 11 news; no commentary; No idea of political leanings.</td>
</tr>
<tr>
<td>Shoppingtown, NY 13214</td>
<td>(Thompson for Rep. Terry)</td>
</tr>
<tr>
<td>315-446-4780</td>
<td></td>
</tr>
<tr>
<td>Mike Morgan</td>
<td>Strong voice in community; good guy;</td>
</tr>
<tr>
<td>WHAM Radio</td>
<td>Does news editorials; outstanding radio guy in city; Fair; big guy.</td>
</tr>
<tr>
<td>350 East Avenue</td>
<td>(Nichols for Rep. Conable)</td>
</tr>
<tr>
<td>Rochester, NY</td>
<td>(Fling for Rep. Horton--Very Pro)</td>
</tr>
<tr>
<td>716-454-4884</td>
<td></td>
</tr>
<tr>
<td>Steve Osborne, News Director</td>
<td>Best following in area; Osborne is neutral, tending to favorable on Adm. issues; does evening broadcasts, including commentary.</td>
</tr>
<tr>
<td>WVOX-Radio</td>
<td>(Barry for Rep. Peysner)</td>
</tr>
<tr>
<td>271 North Avenue</td>
<td></td>
</tr>
<tr>
<td>New Rochelle, NY 10801</td>
<td></td>
</tr>
<tr>
<td>914-636-1460</td>
<td></td>
</tr>
<tr>
<td>Warren Otto, News Director</td>
<td>2nd largest TV in area; neutral on Adm.</td>
</tr>
<tr>
<td>WTEN-TV (CBS)</td>
<td>(Berg for Rep. King)</td>
</tr>
<tr>
<td>Box 10</td>
<td></td>
</tr>
<tr>
<td>Albany, NY 12201</td>
<td></td>
</tr>
<tr>
<td>518-436-4822</td>
<td></td>
</tr>
<tr>
<td>Paul Parker</td>
<td>Fair</td>
</tr>
<tr>
<td>WINS Radio</td>
<td>(Saffir for Sen. Buckley)</td>
</tr>
<tr>
<td>NYC</td>
<td></td>
</tr>
<tr>
<td>Donald J. Paye, Pro. &amp; News Dir.</td>
<td>No commentary; personally very pro-Adm.</td>
</tr>
<tr>
<td>WICY-AM</td>
<td>Largest audience in district.</td>
</tr>
<tr>
<td>WICY Bldg., Porter Road</td>
<td>(Kampella for Rep. McEwen)</td>
</tr>
<tr>
<td>Malone, NY 12953</td>
<td></td>
</tr>
<tr>
<td>518-483-1100</td>
<td></td>
</tr>
</tbody>
</table>
WEOK Radio  
Box 416  
Poughkeepsie, NY 12602  
914-471-1500

Art Petterino, News Director  
WFBL Radio  
Box 1390  
Eastwood Station  
Syracuse, NY 13206  
315-046-8631

Sam Phillips, News Director  
WHLD-Radio  
Box 398  
Niagara Falls, NY 14302  
716-282-8421

Gabe Pressman  
WNEW-TV  
NYC

Ron Rokitaillo, Anchorman  
WHEC  
191 East Avenue  
Rochester, NY  
716-546-5670

Robert Rooney, VP & Gen. Mgr.  
WOSL AM-FM  
One West Bridge Street  
Oswego, New York 13126  
315-343-2630

Bern Rotman, News Director  
WBEN Radio-TV (CBS)  
2077 Elmwood Avenue  
Buffalo, NY 14207  
716-876-0930

Stephen Rowan  
WBEN-TV (CBS)  
2077 Elmwood Avenue  
Buffalo, New York 14207  
716-876-0930  
(Snyder recommends)

Mrs. Edward Butler of Buffalo Newspapers  
is President; Rotman is news director for  
both radio & TV; does not broadcast; abrasive  
& impossible to deal with; avoid him.  
(Koop for Rep. Smith)

Does 6 & 11 news; anti-Adm; wide following;  
Very provocative; was in Wash; probably open  
minded in terms of listening (owned by Buffalo  
Evening News)  
(Pokrandt for Rep. Hastings)  
(Koop for Rep. Smith)  
(Roterman for Rep. Kemp)  
(Saffir w/Buckley says Liberal)
NAME

Mike Sarnoff, News Director
WVIP Radio (ABC)
Box 608
Mount Kisco, New York 10549
914-241-1310

Carl Stokes
WNBC-TV
NYC

Ward Todd, News Director
WKNY (CBS)
601 Broadway
Beacon, New York 12401
914-331-1490

Bob Tompkins, News Director
WWNY-TV (ABC & CBD)
Box 211
Watertown, NY 13601
315-768-3800

Paul Udell
WNBC-TV
NYC

Gary Van
WACK
Rochester, NY

Donald D. Weaver, Stn. Mgr., Commercial Director
WW C-AM Radio
217 Dix Avenue
Falls, New York 12801
518-793-4444

Irv Weinstein, News Director
WKBW-TV (ABC)
1420 Main Street
Buffalo, New York 14209
716-TT3-0770

Tom Whittaker, Reporter
WFAS
Box 551
White Plains, NY 10602
914-OWS-2400

COMMENTS/RECOMMENDED BY:

Moderate to liberal; takes things issue-by-issue; open minded; good to work with; follows busing and tax issues.
(Barry for Rep. Peyser)

Against us; does 6 p.m. news
(Saffir for Sen. Buckley)

Small station in size; but gaining; gives fairly good coverage; Pro-Adm.
(II. Fish, M. C.)

While a "faithful Democrat", Tompkins is fair and good to work with. No comments. Highly recommends working with Tompkins.
(Kampella for Rep. McEwen)

News; against us.
(Saffir for Sen. Buckley)

Pro
(I'ling for Hortion)

Pro-Adm; station has fairly large following; Weaver is "delightful" to deal with.
(Berg for Rep. King)

Station growing rapidly; Weinstein considered very lively; characterized as NEUTRAL; very open minded.
(Pokrandt for Rep. Hastings)
(Koop for Rep. Smith)
(Rotterman for Rep. Kemp)

Best on local issues; stringer for WCBS-Radio
Favorable to Adm; very knowledgeable
(Barry for Rep. Peyser)
NAME
Mark Wolf, Anchorman
WVEC
191 East Avenue
Rochester, New York
716-546-5670

Robert Zeisser
WNYS
Syracuse, NY

Robert Grimsby
Bill Beutel
WABC-TV
NYC

Jim Jensen
Ralph Penza
WCBS-TV
NYC

Bill Jorgen-sen
WNES-TV
NYC

John Hartz
WNBC-TV

Bruce Morrow
WABC-Radio
NYC

John Gambling
Martha Dean
John Wingate
WOR Radio
NYC

Gene Klavin
WNEW Radio
NYC

Long John Nebel
Don Imus
WNBC Radio
NYC

Barry Grey
WMCA Radio
NYC

COMMENTS/RECOMMENDED BY:
Friendly
(Nicholes for Rep. Conable)
(Fling for Rep. Horton--Fair)

Pro
(Laurie for State Committee)

Fair--Snyder
Fair--Snyder

(Snyder)
(Snyder)
(Snyder)
(Snyder)
(Snyder)
(Snyder)
(Snyder)
(Snyder)

Ward/Show
Worl talk show

Ward/Show
Worl talk show

Ward/Show
Worl talk show
<table>
<thead>
<tr>
<th>NAME</th>
<th>COMMENTS/RECOMMENDED BY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WISN (CBS) 759 N. 19th st., Milwaukee 414-342-3000</td>
<td>Objective (J. Plummer Committee)</td>
</tr>
<tr>
<td>Roger Curtis WKTY-Radio Box 1148 LaCrosse 785-3050</td>
<td>Pro (Dick Hanneman Rep. Thomson)</td>
</tr>
<tr>
<td>Rex Barton WAPL-Radio 103 W. College Ave, Appleton 414-734-9227</td>
<td>Barton is new -- no idea how he feels (C. Randlett, Rep. Byrnes)</td>
</tr>
<tr>
<td>Fran Boton WEAQ-Radio Box 1 Eau Claire 54702 835-5111</td>
<td>Pro (Dick Hanneman Rep. Thomson)</td>
</tr>
<tr>
<td>Bill Browne, News Dir WISC-TV (CBS) 4801 W. Beltline Madison 608-271-4321</td>
<td>Objective (Jean Plummer Committee)</td>
</tr>
<tr>
<td>NAME</td>
<td>COMMENTS/RECOMMENDED BY</td>
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<tr>
<td>------------------------</td>
<td>----------------------------------------------------------------</td>
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<tr>
<td>Evan Carl</td>
<td>Neutral to pro</td>
</tr>
<tr>
<td>WMIL-Radio</td>
<td>(Tom Finnegan Rep. Glenn Davis)</td>
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<tr>
<td>Box 10-G</td>
<td></td>
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<tr>
<td>Milwaukee, 53201</td>
<td></td>
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<tr>
<td>Jim Collins</td>
<td>Pro</td>
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<tr>
<td>WNMN-Radio</td>
<td>(C. Randlett Rep Byrnes)</td>
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<tr>
<td>Nunah, 54957</td>
<td></td>
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<tr>
<td>414-720-6471</td>
<td></td>
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<tr>
<td>Gene Carlson</td>
<td>Neutral to pro</td>
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<tr>
<td>WKLY-TV</td>
<td>(Dick Hanneman Rep Thomson)</td>
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<tr>
<td>141 S. 6th St.</td>
<td></td>
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<tr>
<td>LaCrosse 54601</td>
<td></td>
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<tr>
<td>782-4678</td>
<td></td>
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<tr>
<td>Peter Fenney</td>
<td>Objective</td>
</tr>
<tr>
<td>WHIST (PTV)</td>
<td>(Plummer Committee)</td>
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<tr>
<td>3313 University Avenue</td>
<td></td>
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<tr>
<td>Madison</td>
<td></td>
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<tr>
<td>608-263-2121</td>
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<tr>
<td>Del Franklin</td>
<td>Pro</td>
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<tr>
<td>WOKL-Radio</td>
<td>(Dick Hanneman Rep Thomson)</td>
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<tr>
<td>Rudolph Road</td>
<td></td>
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<tr>
<td>Eau Claire 54701</td>
<td></td>
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<tr>
<td>832-1629</td>
<td></td>
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<tr>
<td>Don Froelick</td>
<td>Favorable to the Congressman-Pro</td>
</tr>
<tr>
<td>WSNR-Radio</td>
<td>(Tom Finnegan Rep Davis)</td>
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<tr>
<td>759 N. 19th St</td>
<td></td>
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<tr>
<td>Milwaukee 53233</td>
<td></td>
</tr>
<tr>
<td>342-3000</td>
<td></td>
</tr>
<tr>
<td>Dan Glasheen</td>
<td>? - new station</td>
</tr>
<tr>
<td>WYNC-Radio</td>
<td>(C. Randlett Rep Byrnes)</td>
</tr>
<tr>
<td>Fieldcrest Drive</td>
<td></td>
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<tr>
<td>Appleton</td>
<td></td>
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<tr>
<td>414-739-0472</td>
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</tr>
</tbody>
</table>
WISCONSIN

NAME

Doug Harmond
WRIT-Radio
5407 W. Martin Dr.
Milwaukee, 53208
453-4130

Carl Holm
WTMJ-TV
720 E. Capitol Dr.
Milwaukee, 53201
332-9611

Charles Leonard
WTVR-TV
1181 E. Mason
Green Bay, 54301
414-437-5411

Don Loose
WTMJ-Radio
720 E. Capitol Dr.
Milwaukee, 53201
332-9611

Roger Mann
WKOW-TV (ABC)
Box 100
Madison, 53701
274-1234

James Marshall
WBAY-TV & Radio
115 S. Jefferson
Green Bay, 54301
414-432-3331

Jim Murphy
WEMP-Radio
200 N. Jefferson St.
Milwaukee
272-1250

COMMENTS/RECOMMENDED BY

Anti-administration - liberal
(Tom Finnegan Rep Davis)

Milwaukee Journal station -
affiliated with liberal papers
(Tom Finnegan Rep Davis)

Neutral - sometimes leans
toward pro
(C. Randlett Rep Byrnes)

Liberal
(Tom Finnegan Rep Davis)

Neutral to pro (probably leans
more to neutral)
(Dick Hanneman Rep Thomson)

Liberal - anti administration
(C. Randlett Rep Byrnes)

Pro
(Tom Finnegan Rep Glenn Davis)
WISCONSIN

NAME

Don Reali
WAYY-Radio (affl. w/ WGAV-TV)
1907 S. Hastings Way
Eau Claire, 54701
832-3474

Dick Record
WIZM-Radio
Box 1062
LaCrosse, 54601
782-4678

Roger Russell, Gen. Manager
WISO-Radio
5721 Tokay Blvd.
Madison
608-274-1070

Ron Scott
WISN-TV (CBS)
759 N. 19th St.
Milwaukee, 53233
342-3000

Bob Sherwood
WOKY-Radio
3500 N. Sherman Blvd.
Milwaukee, 53216
442-0150

Aldy Swanson
WEAV-TV (NBC)
1907 S. Hastings Way
Eau Claire, 54701
832-3474

Tom Torinus
WLVP-TV
787 Lombardi Ave
Green Bay, 54305
414-494-8711

COMMENTS/RECOMMENDED BY

Anti
(Dick Hanneman Rep Thomson)

Favorable
(Dick Hanneman Rep Thomson)

Objective
(Plummer Committee)

Not strong on W'ton News
(Tom Finnegan Rep Glenn Davis)

Rock station - pretty neutral
(Tom Finnegan Rep Davis)

Negative
(Dick Hanneman Rep. Thomson)

Pro to neutral (half and half) - the anchorman (Stan Siegel) is anti-administration
(C. Randlett Rep. Byrnes)
<table>
<thead>
<tr>
<th>NAME</th>
<th>COMMENTS/RECOMMENDED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian West and Franklin Smith</td>
<td>Objective (Jean Plummer Committee)</td>
</tr>
<tr>
<td>WISH-Radio</td>
<td></td>
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<tr>
<td>Syene Road</td>
<td></td>
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<tr>
<td>Madison</td>
<td></td>
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<tr>
<td>608-271-1486</td>
<td></td>
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<tr>
<td>James Willi</td>
<td>Probably pro (C. Randlett Rep Byrnes)</td>
</tr>
<tr>
<td>WDVZ-Radio</td>
<td></td>
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<tr>
<td>225 N. Adams St.</td>
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<tr>
<td>Green Bay</td>
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<tr>
<td>54305</td>
<td></td>
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<tr>
<td>414-435-5331</td>
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<tr>
<td>Carl Zimmerman</td>
<td>Neutral (Finnegan Rep. Glenn Davis)</td>
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<tr>
<td>WITI-TV</td>
<td></td>
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<tr>
<td>5445 N. 27th St.</td>
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<tr>
<td>Milwaukee</td>
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<tr>
<td>53209</td>
<td></td>
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<tr>
<td>462-6666</td>
<td></td>
</tr>
<tr>
<td>John McCullough</td>
<td>Independent - has feeling for the President (Shuming)</td>
</tr>
<tr>
<td>WTMJ-TV (NBC)</td>
<td></td>
</tr>
<tr>
<td>720 East Capitol</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td></td>
</tr>
<tr>
<td>332-9611</td>
<td></td>
</tr>
<tr>
<td>Bunny Raasch</td>
<td>Pro - very strong personality</td>
</tr>
<tr>
<td>WISEN-TV</td>
<td>on every news program for the day young</td>
</tr>
<tr>
<td>759 N. 19th St</td>
<td>(Shuming)</td>
</tr>
<tr>
<td>Milwaukee</td>
<td></td>
</tr>
<tr>
<td>414-342-3000</td>
<td></td>
</tr>
<tr>
<td>Don Love, News Dir</td>
<td>Sympathetic to the President</td>
</tr>
<tr>
<td>WBAY-TV</td>
<td>most of the time, except for Viet Nam mining, sometimes on air but runs news dept. w/ iron hand (Shuming)</td>
</tr>
<tr>
<td>115 S. Jefferson</td>
<td></td>
</tr>
<tr>
<td>Green Bay</td>
<td></td>
</tr>
<tr>
<td>414-432-3331</td>
<td></td>
</tr>
</tbody>
</table>
additional:

Andy Spheeris, General Man
WEMP-Radio
200 N. Jefferson
Milwaukee
414-272-1250

Never on the air but has
strong influence on the news
department, his station affects 60-
70% of population of state,
very imp -- fence-sitter
(Shuming)