

Richard Nixon Presidential Library  
Contested Materials Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
1	2	11/6/1971	<input type="checkbox"/>	Campaign	Memo	From Henley to Barker RE: absurdity of George Wallace. 1pg.
1	2	3/29/1971	<input type="checkbox"/>	Personal	Report	Report titled "Mr. President... the man authored by Frank Leonard. 27 pgs.
1	2		<input checked="" type="checkbox"/>	Campaign	Report	List of names by state of media (TV & radio) individuals and comments/recommendations relating to them. 38 pgs.

Harry Dent file

MEMORANDUM  
DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By W. Barker NARS, Date 3/17/80  
~~CONFIDENTIAL~~

THE WHITE HOUSE  
WASHINGTON

October 6, 1971

TO: Des Barker  
FROM: Wallace B. Henley *WBH*

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.

FL

"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.

*like what?*

*The recent Fide piece  
The steady stream  
of such Texan columns  
and the appearance*

## 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.

*true* | 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.

✓

(2) 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

✓  
Crowd involves most other than Athletics

The President happens by a sandlot ballgame, stops the car and gets out to watch. He's talked into calling balls and strikes. — NO *Participate not A Judge*  
(or)

but go see?

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. *why? ...*  
(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.

Never

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 reffing one of the boxing matches. NO

*Equipment ...*

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 DDE 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 super market check-out counter to personally survey the family market basket price. (This ties back to his boyhood and emphasizes his concern over inflation), etc.

*Not really*

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 advance man (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 penchant was carried to the other extreme. But he should be as close to the President as the Secret Service.

*John...  
...  
...  
...*

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.

*do this*

*1/27/70  
Part*

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.

*street  
this*

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.

*o this*

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.

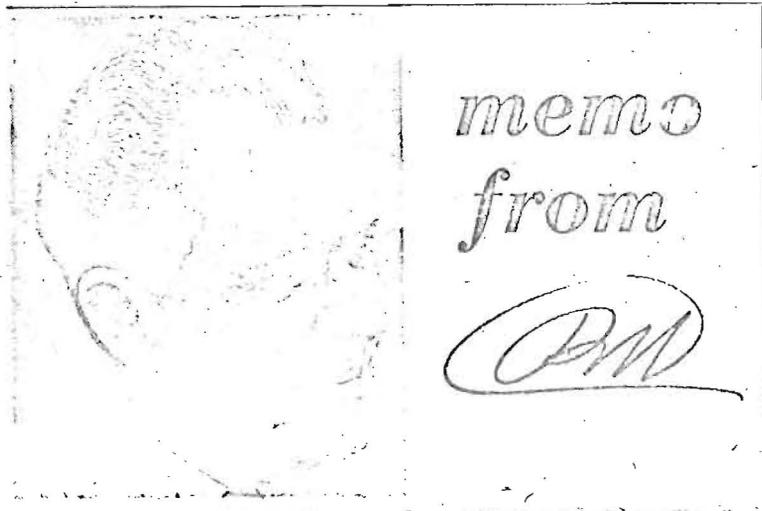
The problem is that the vast majority of Americans think of a jacket as "dress up." Even men who have to wear jackets to their jobs mostly shuck them when they get to the office.

At one time, the conservative business suit was de rigeur 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 sandies (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.

*how?  
F.L.*

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.

*We must follow up on this*

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.

*Chapman & Howard - always a good idea*

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 TIMAHOE

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.

ood

ollis  
Mush

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).

excellent point must be followed up.

Talk to Bob Litan

*Let's go back  
to them on this  
it's ridiculous*

12.

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.

*do this*

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 "chislars" 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.

*No Hope  
forget it*

*ONE COPY  
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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 "American" 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.

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.

People expect  
Howard, Regan, Dan,  
Walter +  
Mr. President  
"Mr" or newsmen  
sounds stiff

Mr. Newsman  
almost sounds  
abrasive.

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 intransigence, 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.

*as in  
china  
Story* 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 RN.

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.

Right

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.

good point | This is very important because everytime 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.

School

- 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.

Young of View

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

at WH

- 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.

*Curiosity is rationale for many  
happenstances. The 1st shot -*

"PRESIDENT NIXON AND TIME HONORED 'STICKBALL'"*Might work*

"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--tying 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..."*Good*

"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.

*good*

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.

*Life or Look?*

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.

*good*  
Treated right, this can influence millions of G.I.'s and their wives or sweethearts. It is a natural for major space in almost any medium, with all follow-ups, 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."

*Doesn't fit*  
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."

P  
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 GOOFS A SHOT"

No  
"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.

*Good start -  
but need more  
appropriate ideas*

In this sequence of pictures taken by his aide and friend, Bob Haldeman, a very human President experiences a very common frustration of the great corps of America's weekend golfers.

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: "War 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.

*Show him learning  
Some thing New & Enjoying it  
play tennis with a guy under 30*

\*\*\*\*\*

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 women'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.

*Need a plan  
for the wedding*

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.

*Right*

#### 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.

*Need much more  
concentration on TV  
of less on mags.*

#### 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



CALIFORNIA

NAME:

COMMENTS/RECOMMENDED BY:

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

Donner - *State Committee*

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

Pro Administration; right  
wing  
(Relle for Bob Mathias)

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

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

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

Well disposed toward us  
(Donner)

✓  
Roger Barkley  
KFI Radio  
Los Angeles

Snyder *John S. Snyder*

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

(Mike Abernathy for Veysey)

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

Neutral  
(Bob Trainor for Cong. Bell)

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

Assignment editor; decent guy  
(Donner)

NAME:

COMMENTS/RECOMMENDED BY:

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

Pro-Administration  
(Relle for Mathias)

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

Friendly  
(Mike Abernathy for Cong. Veysey)

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

Donner

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

Donner

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

Neutral  
(Mike Abernathy for Cong. Veysey)

Edmund Bunker  
KFI Radio  
Los Angeles

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

Stan Chambers  
KTLA  
Los Angeles

Anchorman  
(Snyder, Shumway)

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

Pro-Administration  
(Relle for Mathias)

E x cc. ?

2

NAME:

COMMENTS/RECOMMENDED BY:

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

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

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

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

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

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

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

Runs own news interview show;  
 Pro Administration  
 (Donner)

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

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

Jim Dunbar  
 KGO-TV & Radio  
 San Francisco

Snyder

\*  
 Bob Feldman  
 KABC-TV  
 Los Angeles

Special Assignment, News Editor  
 (Snyder)  
 Pro Nixon (Shumway)

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

Pro Administration  
 (Donner)

\*Bill Eams  
 News Director  
 KNXT-TV  
 Los Angeles

Very favorable, Pro-Nixon  
 (Shumway)

2

CALIFORNIA

- Pg. 4 -

<u>NAME:</u>	<u>COMMENTS/RECOMMENDED BY:</u>
Ron Foster KLYD-TV 2831 I Street Bakersfield 93301 (805-327-7511)	Objective - News Director (Relle for Mathias)
Tom Frandsen KHJ-TV Los Angeles	Favorable (Shumway)
Jim Foy KNBC-TV Los Angeles	Editorial Director Favorable (Shumway)
John Fullmer KHJ-TV 915 N. La Brae (90038) Los Angeles	Neutral (Lesmator for Cong. Rousselot)
Ron Fulsom KBON Radio P. O. Box 5066 San Bernadino 92402 (714/TU 5-6555)	Conservative (Woodring for Pettis)
Marvin Grey KABC Radio Los Angeles	(Snyder)
Al Guthre KYOR Drawer K Blythe 92225 (714-922-7144)	Neutral (Abernathy for Veysey)
Gil Haar KNEW Radio 66 Jack London Square Oakland 94604 (415-EX 7-2891)	"Don't use station alone! Only if we get other radio stations." He's Pro Administration) Metromedia (Donner)
Ed Haddad KPOL Los Angeles	Community Relations Favorable (Shumway)

*Talk Show Personality*

|

NAMES:

COMMENTS/RECOMMENDED BY:

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

Favorable, Cohon owns  
(McNeilus for Talcott)

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

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

Roy Heatley  
News Director  
KRON-TV  
San Francisco

Favorable, Pro-Nixon  
(Shumway)

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

Pro  
(Abernathy for Cong. Veysey)

Ed Hopple  
KWAC  
5200 Standard Road  
Bakersfield

Spanish station, Pro-Administration

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

Friendly  
(Relle for Mathias)

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

Neutral  
(Abernathy for Veysey)

<u>NAME:</u>	<u>COMMENTS/RECOMMENDED BY:</u>
Bill Huddy KETY-TV 730 Miramonte Drive (965-8533)	Pro Administration (Chris Seeger for Cong. Teague) "Helpful Republican" (Donner)
Dave Hume KCRA-TV 310 Tenth Street Sacramento 95814 (916/444-7300)	Donner
Dave Jason KCHV Drawer 2 Indio 92201 (714/347-2333)	Friendly (Abernathy for Veysey)
Harold Keene KFMB-TV 405 Fifth Ave. San Diego 92101 (232-2114)	Fair, only man of any consequence. KFNB is CBS station. (Paul Psompanas for Bob Wilson)
Miss Joan Kohagon MPTV - Cable 2455 Henderson Way Monterey (408/373-4171)	San Francisco Chronicle owns it. (McNeilus for Talcott)
Fred LaCosse KNTV-TV 645 Park Ave. San Jose 95110 (408/286-1111)	"Does decent job" Donner
Pete Langlois KCRA-TV Sacramento	Assignment Editor Very favorable (Shumway)
Ray LaPica KACE 7351 Lincoln Riverside 92504 (714/688-1570)	Friendly (Abernathy for Veysey)

NAME:

COMMENTS/RECOMMENDED BY:

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

Friendly  
(Abernathy for Veysey)

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

Pro-Administration  
(Relle for Mathias)

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

Favorable  
(McNeilus for Talcott)

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

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

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

Pro-Administration  
(Abernathy for Veysey)

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

"Middle of ground person"  
(Donner)

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

Neutral - Conservative  
(Trainer for Cong. Bell)

*Do we need  
KHJ?*

*KTIV?*

*2*

NAME:

COMMENTS/RECOMMENDED BY:

Ron Miller  
KSBW-TV  
P. O. Box 1651  
Salinas  
(408/422-6422)

(McNeilus for Talcott)  
Favorable, Central California  
Television owned by John Cohen

Keith Mungor  
Ken Clifford  
KCOK  
P. O. Box 119  
Tulare 93274  
(209/686-2866 or  
732-3750)

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

Jim Ness  
KMEN  
25958 Baseline  
San Bernadino  
(714/889-2651)

Rock Station, Neutral  
(Woodring for Cong. Pettis)

Rollin Post  
KPIX  
2655 Van Ness Avenue  
San Francisco 94109  
(415/776-5100)

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

Jim Price  
Gary McKenzie  
KAFY  
8301 Kearn County Rd.  
Bakersfield 93306  
(805/366-4411)

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

George Putnam  
KTLA-TV  
5800 W. Sunset  
Los Angeles 90028  
(469-3181)

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

Barney Ranes  
KGUY  
42405 Washington  
Palm Desert 92260  
(714/345-2731)

Neutral  
(Abernathy for Veysey)

<u>NAME:</u>	<u>COMMENTS/RECOMMEND BY:</u>
Jim Richards KHSJ Box 1076 Hemet 92324 (714/658-3208)	Neutral (Abernathy for Cong. Veysey)
Chuck Riley KT-TV 574 Sunset Blvd. Los Angeles 90028 (213/462-7111)	News director Fair and cooperative to Republicans (Donner)
Roxanne Russell KPIX 2655 Van Ness Ave. San Francisco 94109 (415/776-5100)	Noon news show - heavy viewing (Donner)
Tom Snyder <i>Anchor Man</i> Tom Brokaw KNBC-TV 3000 W. Alameda Burbank (845-7000)	Neutral (Bob Trainor for Cong. Bell) "Big ego - would be offended if left out." (Donner)
Sam Stewart KBIS 225 Chester Ave. Bakersfield 93304 (805/324-6093)	Objective (Relle for Mathias)
Chuck Sullivan KREL Box 100 , Park Ridge Rd. Corona 91720 (714/737-1370)	Neutral (Abernathy for Cong. Veysey)
Garlan Sutch KWXY 6870 Ave. 34 Palm Springs 92262 (714/328-1104)	Neutral (Abernathy for Veysey)

<u>NAME:</u>	<u>COMMENTS/RECOMMENDED BY:</u>
Don Tompkins KCOP 915 N. Labree Ave. Los Angeles 90038 (213/851-1000)	News director Anchorman: Hugh Williams (Black) Negative (Donner)
George Weatherby KOLE 3622 Main St. Riverside 92507 (714/684-9992)	Neutral (Abernathy for Veysey)
Bob Weaver KAMP Box 1018 El Centro 92243 (714/352-2277)	Friendly (Abernathy for Veysey)
Glen Weber KROP Box 238 Brawley (714/344-1300)	Vice president; neutral (Abernathy for Veysey)
Hugh Williams KCOP-TV Los Angeles	Black commentator; neutral (Lesmator for Cong. Rousselot)
Ray Wilson KFMB 1405 Fifth Ave. San Diego 92101 (714/232-2144)	News director; anchorman (Donner)
Fred Zehnder KPIX 2655 Van Ness Ave. (415/776-5100)	Assignment editor (Donner)
(No Name) KGTU-TV (formerly KOGO) Box 628 San Diego 92112 (262-2421)	Newly acquired by McGraw-Hill. They are going to greatly change the format. Affiliated with NBC (Paul Psompanas with Bob Wilson)

FLORIDA

NAME:

COMMENTS/RECOMMENDED BY:

Wayne Farris ✓  
WCKT-TV  
Miami

Snyder

MBC

Ralph Renick ✓  
WTVJ-TV  
Miami

Snyder

LBS  
opposed  
on Air & VP

Alan Courtney ✓  
WIOD - Radio  
Miami

Snyder

Bill Bayer (Newsman) ✓  
WPLG-TV  
Miami

Very pro-Nixon  
Shumway

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

Very conservative  
(management is pro-Nixon)  
Shumway

Don Meikeljohn, News Director  
WCTV-TV  
Tallahassee

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

Alan Courtney  
WIOD Radio  
Miami

Very big in area - favorable

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

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

Stove Bailey  
WINZ  
Miami  
(305-379-0100)

Fair  
Gene Currella, Cong. Burke

Orlando

5-

Dave Blount, Joe Freed  
WKAT  
1759 Cay Rd.  
Miami  
(305-531-8181 or 531-8189)

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

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

Fair reporter (blush)  
Dick Neiniug, Cong. Young

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

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

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

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

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

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

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

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

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

Favorable. Easy-listening  
trustworthy. You can trust him  
with a loaded story.  
Meg Vandenburg, Sen. Gurney

*CBS?*

Brad Davis  
Bob Schellenberg, Gen. Mgr.  
WJXT-TV  
1851 S. Hampton Rd.  
Jacksonville  
(904-398-0501)

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

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

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

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

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

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

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

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

Favorable. Higby is fair  
Meg Vandenburg, Sen. Gurney

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

Pretty fair.  
Gene Curella, Cong. Burke

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

Jane is from N. Y. She is liberal  
Republican. Pro-administration.  
Meg Wandenburg, Sen. Gurney

Bob Kay  
WQAM-Radio  
Miami  
(305-534-3333)

Rock station. Very popular  
station, especially with young people

Gene Curalla, Cong. Burke

Bob Krauser  
WROD  
Miami  
(305-759-4319)

Krauser is very objective  
Gene Curella, Cong. Burke

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

Lewis just took over job. But  
he is trustworthy. Orlando is  
Republican area.  
Meg Vandenburg, Sen. Gurney

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

Pro-Nixon  
Dick Neillius, Cong. Young

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

McCarty is pro-Nixon.  
Dick Neillius, Cong. Young

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

Favorable. Republican  
country. Fired for Bradshaw  
for report critical of Gurney.  
Meg Vandenburg, Sen. Gurney

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

Moore is pro-Administration.  
No sweat with Moore.  
Meg Vandenburg, Sen. Gurney

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

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

Very favorable.  
Meg Vandenburg, Sen. Gurney

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

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

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

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

Robin Richards  
WAPE  
1111 Prudential Bldg.  
Jacksonville  
(904-396-6604)

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

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

Favorable. Good boy.  
Meg Vandenburg, Sen. Gurney

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

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

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

Pretty fair  
Gene Curella, Cong. Burke

Merrill Stebbins  
WFLA-TV  
P. O. Box 1410  
Tampa  
(896-9136)

Stebbins is very objective.  
Dick Neillius, Cong. Young

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

Graham's of Washington Post.  
Post-Newsweek station. Fairly  
liberal. Bought station 2 yrs. ago.  
Had trouble getting title to  
station. Opposed by group led  
by Sen. Smathers. Bill Beyer  
is friendly to Republicans.  
Carl Zedell is news director.  
Gene Curella, Cong. Burke

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

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

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

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

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

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

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

Favorable very good  
Meg Vandenburg, Sen. Gurney

ILLINOIS

NAME:

COMMENTS/RECOMMENDED BY:

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

Unaware of attitude  
(Daniels for Cong. McClory)

Floyd Galber ✓  
NBC Channel 5  
Chicago

Objective very influential  
(McGrew for Cong. Erlenborn)

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

Pro  
(Vinouici for Cong Michel)

Bob McBride ✓  
WBBM-TV  
Chicago

Neutral  
(Mahon and Shumway)  
*by D. R.*

John  
WLS-TV  
190 N State Street - Chicago

Pro  
(McGrew for Cong Erlenborn)

Joel Daly )-g ✓  
ABC affiliate  
Chicago

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

Hugh Hill, Political Editor  
ABC Affiliate  
Chicago

Neutral  
(Mahon or Shumway)

Fahey Flynn, Anchorman ✓  
WLS-TV  
Chicago

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

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

Pro  
(John Kolbe)

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

Unknown  
(John Kolbe)

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

Unknown  
(John Kolbe)

ILLINOIS

Don Hickman WICS-TV 2680 E. Cook St., Springfield 62703 (217/528-0465)	Unknown (John Kolbe)
Max Lee WGEM-TV Hotel Quincy, Quincy 62301 (217-222-6840)	Unknown
Howard Miller WMAQ Radio Merchandise Mart, Chicago 60654 (31q/644-8300)	Unknown - very conservative political
Dave Nichols WMBD-TV 212 S. W. Jefferson, Peoria 61602 (309/676-0711)	Unknown
Chuck Faber WCEE-TV N. Meridian Road, Rockford 61105 (815/965-0523)	Unknown
Joseph Mathewson WBBM-TV 630 N. McClurg Ct., Chicago 60611	Pro (Murnane for Cong. Crone)
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)	Pro (John Kolbe)
Barry Judge & Clark Smith WRAU-TV 500 N. Stewart Creve Couer, Ill 61611 309/694-3421	Uknown (John Kolbe)

Jim Reynolds NBC 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 61105	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 WRHL Radio 200 E. 4th Ave. Rochelle 61068 (815/562-7001)	(Richardson for Cong. Anderson) Pro or objective
Mike Fryer WFRL - Radio 9 1/2 N. Chicago Ave. Freeport, 61032	Pro or objective (Richardson for Cong. Anderson)

Kup WMAQ ✓

3

Gene Hanson WREX-TV Auburn & Winnebago Rds. 61103 (Rockford)	Pro or objective (Richardson for Cong. Anderson)
Chuck Faber WCEE-TV 2523 Meridian Rd. N. 61102 (Rockford) (815/965-0523)	Pro or objective (Richardson for Cong. Anderson)
Ted Lahn, News Director WRRR-Radio 113 S. Court, Rockford 61101 815/968-2263	Pro or objective (Richardson for Cong. Anderson)
Bill Taylor, New Director WRLK Radio 1100 Tamarac Lane Rockford 61107 815/399-2233)	Pro or objective (Richardson for Anderson)
Maynard Kidd WIXN Radio 1460 S. College Ave. 61021 (Dixson)	Pro or objective (Richardson for Cong. Anderson)
Dick Westbrook WAND-TV Southside Drive, Decatur, 62521 217/428-4304	Pro (Borson for Cong. Springer)
Paul Davis WCIA-TV 309 S. Neil St. Champagne, (217-356-8333)	Pro or objective biggest TV station in district (Borsen for Cong. Springer)
J.R. Levisay WLBH Radio Box 564, Matoon, 61938 (217/234-6464)	Strong Republican(but Chairman of campaign committee for Geo. Shipley
D.O. Veach WHOW Radio Box 160 Clinton, Illinois 217/935-2161	Pro ( Marion Bursen for Cong. Springer)

ILLINOIS

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

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

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

Burson for Springer  
Republican District; probably pro RN

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

Burson for Rep Springer  
Republican district; probably pro RN

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

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

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

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

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

Owner but does some news  
(Burson for Rep. Springer)

ILLINOIS

WCIA TV  
509 S. Nell St.  
Champagne, Illinois

Not unfavorable; name of anchorman  
not known  
(Pitt of Arends)

WKAN Radio  
150 S. Dearborn  
Kankakee

name of anchorman unknown  
not unfavorable  
(Pitt of Arends)

WPOK Radio  
Box 740  
Pontiac

name of anchorman unknown  
not unfavorable  
Pitt of Arends' office

WITY  
Box 142  
Danville

anchorman unknown  
not unfavorable  
Pitt of Arend's

WJBC Radio  
Box 853  
Bloomington

anchorman's name unknown  
Pitt of Arends'; not unfavorable

MISSOURI

NAME:

Comments/Recommended by:

Max Roby  
KMOX-TV  
St. Louis

✓  
CBS

Newscaster; middle of the road.  
(Shumway; Snyder; Tom Reid, State  
Committee)

Bob Hardy  
KMOX-Radio  
St. Louis

Anchorman, Newslines Call in Program  
Middle of the road  
(Shumway, Snyder; Tom Reid, State  
Committee)

Joe Kramer  
KCMO TV  
Kansas City

✓  
CBS

News Director; gives editorial commen  
middle of the road  
(Shumway, Snyder; Tom Reid, State  
Committee)

Don Harrison  
KCMO TV  
Kansas City

Anchorman; middle of the road  
(Shumway, Snyder; Tom Reid, State  
Committee)

Larry Moore  
KMBC  
Kansas City

✓  
ABC

Anchorman; middle of the road;  
(Shumway, Snyder; Tom Reid, State  
Committee)

Don Henry  
WDAS Radio  
Kansas City

Host of women's forum call in program  
objective.  
(Shumway, Snyder; State Comm. says he  
is liberal Demo and recommends Keoug  
below)

Ken Day  
WDAF-TV  
Kansas City

NBC ✓

(Snyder)

Don Keough  
WDAS Radio  
Kansas City

Newsman and director; formerly with  
Republican State Committee; pro RN)  
State Committee recommends; Tom Reid.

Ron Arnold  
KOLR TV ( Was KTTS)  
2650 East Division St.  
Springfield, Missouri 65802  
(417-862-7474)

Gives best news coverage; pro RN  
(Reid, State Committee;)

SF. (KTVI (ABC) ✓  
KSD (NBC) ✓

G

MISSOURI

Bill Avery  
KYTV-TV  
Springfield

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

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

Pro Administration  
(Watkins, Rep. Watkins)

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

Pro Administration  
(Reid, State Committee)

Claude Dorsey  
KMBC  
Kansas City

Neutral to pro Admin  
(Reid, State Committee)

Jack Dunn  
KGBX, Radio  
Springfield

Pro Administration  
(Reid, State Committee)

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

Pro Administration  
(Watkins, Rep. Hall)

Gary Kennon  
KICK Radio  
Springfield

Pro Administration  
Reid, State Committee

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

Pro RN  
(Watkins, Rep. Hall)

Burt Koons  
KMBA  
Kansas City

Neutral to Pro Admin  
(Reid, State Committee)

MISSOURI

John Mahaffey  
KWTO Radio  
1121 S. Glennstone  
Springfield, 65804  
(417-862-4422)

Pro Administration  
(Watkins, Rep. Hall)

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

Pro RN  
(Watkins, Rep Hall)

Jim Wise  
KTTS Radio  
Springfield

Pro Administration  
(Reid, State Committee)

NEW YORK

NAME

COMMENTS/RECOMMENDED BY:

Mr. Len Saffir  
202-225-4451

(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.)

WCBS-TV  
Jerry Wilson, Political Reporter ✓  
New York City

(Shumway and Snyder; Shumway says Wilson is a Democrat, but tries to be objective)

WNEW-TV  
Ted Cavanaugh, News Director ✓  
Dr. Martin Abend, Commentator  
New York City

(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)

Leslie G. Arries, Jr.  
Vice President & General Manager  
WBEN-Radio and TV  
Buffalo, NY

WBEN Radio & TV influential and affiliated with newspapers. Arries is personally very friendly and pro-Adm.; best of WBEN (Rotterman for Rep. Kemp)

Vincent Burke, News Director  
WHEN Radio (Metromedia-Not CBS)  
980 James Street  
Syracuse, NY 13203  
315-474-8511

In July, station is moving to opinion oriented format; Burke innovated; liberal, open-minded (Thompson for Rep. Terry)

Dick Burt, Anchorman  
WOKR-TV  
425 W. Henrietta Road  
Rochester, NY

Bad guy-big minus-anti Adm. (Nichols for Rep. Conable)  
(Fling for Horton--Fair)

John Corbett  
WBEN-TV (CBS)  
2077 Elmwood Avenue  
Buffalo, NY 14207  
716-876-0930

Lively morning personality show; liberal, but easy to deal with. Surprising following. (Koop for Rep. Smith)

Sy Coro A 9  
WELM  
1705 Lake Road  
Elmira, NY 14902  
607-733-5626

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)

NAME

COMMENTS/RECOMMENDED BY:

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

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  
11 Central Avenue  
Ithaca, NY 14850  
607-257-2200

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)  
1400 Balltown Road  
Schenectady, NY  
518-377-2261

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  
201 Humoldt Street  
Rochester, NY  
716-288-8400

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

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

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. Fionte, News Director  
WNBF-TV (CBS)  
50 Front Street  
Binghamton, NY  
607-RA3-7311

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)

NEW YORK - 3

<u>NAME</u>	<u>COMMENTS/RECOMMENDED BY:</u>
William Givens, Program Director WHAM Radio 350 East Avenue Rochester, NY 14604 716-235-8429	Large ego; conservative politically; little difficult working with, but with effort, one can place stories effectively with him. (Thompson for Rep. Terry)
Howard Green WENY-TV (ABC) Mark Twain Hotel Elmira, NY 14902 607-734-3636	Little commentary--largest following in area (Ingram for Rep. Robison)
Bill Hartnett, News Director WGR Radio (Taft Broadcasting) 464 Franklin Street Buffalo, NY 14202 716-881-4555	Straight news & entertainment; little commentary; young; tends to be liberal on foreign matters; moderate to conservative on domestic. (Koop for Rep. Smith) (Also Rotterman for Rep. Kemp)
Fred Hilligas, News Director WSYR-TV (NBC--Newhouse) 1030 James Street Syracuse, NY 13203 315-GR4-3911	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. Conable--Pro)
Marc Howard WPIX-TV NYC	Daily news stations--OK (Saffir for Sen. Buckley)
Kent E. Jones, VP & Gen. Mgr. WKAJ Box 557 Saratoga Springs, NY 12866 518-584-1610	Large station & audience; good format; PRO (Berg for Rep. King)
Richard Kelsey WUSJ Radio (Union-Sun & Journal) 320 Michigan Street Lockport, NY 14094 716-HF3-5944	AM program; some commentary; news & entertainment; young, aggressive; PRO (Koop for Rep. Smith)
Alex Lamutis WBBS Radio Rochester, NY	Fair (Fling for Rep. Horton)

<u>NAME</u>	<u>COMMENTS/RECOMMENDED BY:</u>
Bob Larson, News Director WPTR Radio Box 1540 Albany, NY 518-869-9271	Largest audience in area; very friendly to Adm. (Berg for Rep. King)
Ray Laws, Anchorman WOKR-TV 425 W. Henrietta Road Rochester, NY	Nice and Fair (Nichols for Rep. Conable) (Fling for Rep. Horton--Fair)
Carl Loveday, News Director (new) WPTZ-TV (NBC) 357 Cornelia Street Plattsburgh, NY 12901 518-561-5555	Fair in all coverage; no commentary (Kampella for Rep. McEwen)
Bill W. McConnell WNYS-TV (ABC) Shoppingtown, NY 13214 315-446-4780	Lowest rating of 3 TV stations in Syracuse. McConnell does 6 & 11 news; no commentary; No idea of political leanings. (Thompson for Rep. Terry)
Mike Morgan ✓ WHAM Radio 350 East Avenue Rochester, NY 716-454-4884	Strong voice in community; good guy; Does news editorials; outstanding radio guy in city; Fair; big guy. (Nicholes for Rep. Conable) (Fling for Rep. Horton--Very Pro)
Steve Osborne, News Director WVOX-Radio 271 North Avenue New Rochelle, NY 10801 914-636-1460	Best following in area; Osborne is neutral, tending to favorable on Adm. issues; does evening broadcasts, including commentary. (Barry for Rep. Peyser)
Warren Otto, News Director WTEN-TV (CBS) Box 10 Albany, NY 12201 518-436-4822	2nd largest TV in area; neutral on Adm. (Berg for Rep. King)
Paul Parker WINS Radio NYC	Fair (Saffir for Sen. Buckley)
Donald J. Paye, Pro. & News Dir. WICY-AM WICY Bldg., Porter Road Malone, NY 12953 518-483-1100	No commentary; personally very pro-Adm. Largest audience in district. (Kampella for Rep. McEwen)

*Who's list?*  
✓

*PF*

## NEW YORK - 5

NAME	COMMENTS/RECOMMENDED BY:
Louis H. Pells, Pres & Gen. Mgr. WEOK Radio Box 416 Poughkeepsie, NY 12602 914-471-1500	Second choice for district; good station; always willing to take information & use it; tends to be pro-Adm. (H. Fish, M. C.)
Art Peterson, News Director WFBL Radio Box 1390 Eastwood Station Syracuse, NY 13206 3150463-8631	Best in district; moderate to conservative; good innovator; open to experiment; always wants to help. (Thompson for Rep. Terry)
Sam Phillips, News Director WHLD-Radio Box 398 Niagara Falls, NY 14302 716-282-8421	Pivotal for Niagara Falls; small because of ethnic orientation & large Polish, Italian, and Russian population; 6 hour weekly broad- cast in each language, plus English. He is pro-Adm; nice guy who takes respons. serious (Koop for Rep. Smith)
Gabe Pressman ✓ WNEW-TV NYC	Political Report; against us, but good. (Saffir for Sen. Buckley)
Ron Rokitaille, Anchorman WHEC 191 East Avenue Rochester, NY 716-546-5670	Friendly to us; operating news desk which is biggest news dept. of state. (Nicholes for Rep. Conable)
Robert Rooney, VP & Gen. Mgr. WOSL AM-FM One West Bridge Street Oswego, New York 13126 315-343-2630	Commentary on local issues only; very pro- Adm., large station in district. (Kampella for Rep. McEwen)
Bern Rotman, News Director WBEN Radio-TV (CBS) 2077 Elmwood Avenue Buffalo, NY 14207 716-876-0930	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)
Stephen Rowan WBEN-TV (CBS) 2077 Elmwood Avenue Buffalo, New York 14207 716-876-0930  (Snyder recommends)	Does 6 & 11 news; <u>anti-Adm</u> ; wide following; Very provative; was in Wash; probably open minded in terms of listening (owned by Buffalo Evening News) (Pokrandt for Rep. Hastings) (Koop for Rep. Smith) (Rotterman for Rep. Kemp); (Saffir w/Buckley says Liberal)

NEW YORK - 6

<u>NAME</u>	<u>COMMENTS/RECOMMENDED BY:</u>
Mike Sarnoff, News Director WVIP Radio (ABC) Box 608 Mount Kisco, New York 10549 914-241-1310	Moderate to liberal; takes things issue-by-issue; open minded; good to work with; follows busing and tax issues. (Barry for Rep. Peyser)
Carl Stokes WNCB-TV NYC	Against us; does 6 p.m. news (Saffir for Sen. Buckley)
Ward Todd, News Director WKNY (CBS) 601 Broadway Beacon, New York 12401 914-331-1490	Small station in size; but gaining; gives fairly good coverage; <u>Pro-Adm.</u> (H. Fish, M. C.)
Bob Tompkins, News Director WWNY-TV (ABC & CBD) Box 211 Watertown, NY 13601 315-788-3800	While a "faithful Democrat", Tompkins is fair and good to work with. No commentary. Affiliated with WWNY Radio & local newspaper. Highly recommends working with Tompkins. (Kampella for Rep. McEwen)
Paul Udell WNBC-TV NYC	News; <u>against us.</u> (Saffir for Sen. Buckley)
Gary Van WACK Rochester, NY	Pro (Fling for Horton)
Donald D. Weaver, Stn. Mgr., Commercial Director WW C-AM Radio 217 Dix Avenue Falls, New York 12801 518-793-4444	Pro-Adm; station has fairly large following; Weaver is "delightful" to deal with. (Berg for Rep. King)
Irv Weinstein, News Director WKBW-TV (ABC) 1420 Main Street Buffalo, New York 14209 716-TT3-0770	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)
Tom Whittaker, Reporter WFAS Box 551 White Plains, NY 10602 914-OW3-2400	Best on local issues; stringer for WCBS-Rad Favorable to Adm; very knowledgeable (Barry for Rep. Peyser)

NEW YORK - 7

<u>NAME</u>	<u>COMMENTS/RECOMMENDED BY:</u>
✓ Mark Wolf, Anchorman WHEC 191 East Avenue Rochester, New York 716-546-5670	Friendly (Ni choles for Rep. Conable) (Fling for Rep. Horton--Fair)
Robert Zeisser WNYS Syracuse, NY	✓ Pro (Laurie for State Committee)
Robert Grimsby Bill Beutel WABC-TV NYC	Fair--Snyder Fair--Snyder
Jim Jensen Ralph Penza WCBS-TV NYC	(Snyder) (Snyder)
Bill Jorgenson WNEW-TV NYC	(Snyder) Udell/Stoker?
John Hartz WNBC-TV	(11:00 - Snyder)
Bruce Morrow WABC-Radio NYC	? (Snyder) D.J. Youth
✓ John Gambling Martha Dean John Wingate WOR Radio NYC	(Snyder) work talk show (Snyder) (Snyder)
Gene Klavin WNEW Radio NYC	(Snyder)
✓ Long John Nebel Don Imus WNBC Radio NYC	(Snyder) (Snyder)
Barry Grey WMCA Radio NYC	(Snyder)

for other

Primo  
 News Director  
 O & O's

5

WISCONSIN

NAME

COMMENTS/RECOMMENDED BY:

WISN (CBS)  
759 N. 19th st., Milwaukee  
414-342-3000

Objective  
(J. Plummer Committee)

Ed Allen, Jr.  
WDOR-Radio  
800 S. 15th St.  
Sturgeon Bay, 54235  
614-743-2334

Pro  
Cathy Randlett Rep. Byrnes

Roger Curtis  
WKTY-Radio  
Box 1148  
LaCrosse  
785-3050

Pro  
(Dick Hanneman Rep. Thomson)

Rex Barton  
WAPL-Radio  
103 W. College Ave, Appleton  
414-734-9227

Barton is new -- no idea how  
he feels  
(C. Randlett, Rep. Byrnes)

James F. Bethke  
WHBX-Radio  
1600 South Law Street  
Appleton  
414-733-6639

Pro(?) not certain  
(C. Randlett Rep. Byrnes)

Fran Boton  
WEAQ-Radio  
Box 1  
Eau Claire 54702  
835-5111

Pro  
(Dick Hanneman Rep Thomson)

Bill Browne, News Dir  
WISC-TV (CBS)  
4801 W. Beltline  
Madison  
608-271-4321

Objective  
(Jean Plummer Committee)

with ABC

WISCONSIN

NAME

COMMENTS/RECOMMENDED BY

Evan Carl  
WMIL-Radio  
Box 10-G  
Milwaukee, 53201

Neutral to pro  
(Tom Finnegan Rep. Glenn Davis)

Jim Collins  
WNAM-Radio  
Nunah, 54957  
414-720-6471

Pro  
(C. Randlett Rep Byrnes)

Gene Carlson  
WKBT-TV  
141 S. 6th St.  
LaCrosse 54601  
782-4678

Neutral to pro  
(Dick Hanneman Rep Thomson)

Peter Fenney  
WHAT (PTV)  
3313 University Avenue  
Madison  
608-263-2121

Objective  
(Plummer Committee)

Del Franklin  
WOKL-Radio  
Rudolph Road  
Eau Claire 54701  
832-1629

Pro  
(Dick Hanneman Rep Thomson)

Don Froelick  
WISN-Radio  
759 N. 19th St  
Milwaukee 53233  
342-3000

Favorable to the Congressman-Pro  
(Tom Finnegan Rep Davis)

Dan Glasheen  
WYNC-Radio  
Fieldcrest Drive  
Appleton  
414-739-0472

? - new station  
(C. RAndlett Rep Byrnes)

WISCONSIN

<u>NAME</u>	<u>COMMENTS/RECOMMENDED BY</u>
Doug Harmond WRIT-Radio 5407 W. Martin Dr. Milwaukee, 53208 453-4130	Anti-administration - liberal (Tom Finnegan Rep Davis)
Carl Holm WTMJ-TV <i>WBC</i> ✓ 720 E. Capitol Dr. Milwaukee, 53201 332-9611	<u>Milwaukee Journal</u> station - affiliated with liberal papers (Tom Finnegan Rep Davis)
Charles Leonard WFRV-TV 1181 E. Mason Green Bay 54301 414-437-5411	Neutral - sometimes leans toward pro (C. Randlett Rep Byrnes)
Don Loose WTMJ-Radio 720 E. Capitol Dr. Milwaukee, 53201 332-9611	Liberal (Tom Finnegan Rep Davis)
Roger Mann WKOW-TV (ABC) Box 100 Madison, 53701 274-1234	Neutral to pro (probably leans more to neutral) (Dick Hanneman Rep Thomson)
James Marshall WBAY-TV & Radio 115 S. Jefferson Green Bay, 54301 414-432-3331	Liberal - anti administration (C. Randlett Rep Byrnes)
Jim Murphy WEMP-Radio 200 N. Jefferson St. Milwaukee 272-1250	Pro (Tom Finnegan Rep Glenn Davis)

WISCONSIN

<u>NAME</u>	<u>COMMENTS/RECOMMENDED BY</u>
Don Reali WAYY-Radio (affl. w/ WGAV-TV) 1907 S. Hastings Way Eau Claire, 54701 832-3474	Anti (Dick Hanneman Rep Thomson)
Dick Record WIZM-Radio Box 1062 LaCrosse, 54601 782-4678	Favorable (Dick Hanneman Rep Thomson)
Roger Russell, Gen. Manager WISO-Radio 5721 Tokay Blvd. Madison 608-274-1070	Objective (Plummer Committee)
Ron Scott WISN-TV (CBS) 759 N. 19th St. Milwaukee, 53233 342-3000	Not strong on W'ton News (Tom Finnegan Rep Glenn Davis)
Bob Sherwood WOKY-Radio 3500 N. Sherman Blvd. Milwaukee, 53216 442-0150	Rock station - pretty neutral (Tom Finnegan Rep Davis)
Aldy Swanson WEAV-TV (NBC) 1907 S. Hastings Way Eau Claire, 54701 832-3474	Negative (Dick Hanneman Rep. Thomson)
Tom Torinus WLVK-TV 787 Lombardi Ave Green Bay, 54305 414-494-8711	Pro to neutral (half and half) - the anchorman (Stan Siegel) is anti-administration (C. Randlett Rep. Byrnes)

WISCONSIN

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

WISCONSIN

NAME

COMMENTS/RECOMMENDED BY

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  
dept, his station affects 60-  
70% of population of state,  
very imp -- fence-sitter  
(Shuming)