

Richard Nixon Presidential Library
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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	40	5/12/1972	<input type="checkbox"/>	White House Staff	Memo	From Peter H. Dailey, through Magruder, to Maurice Stans asking for the recipient to review an attached television fundraiser proposal. 1 pg.
1	40		<input checked="" type="checkbox"/>	Domestic Policy	Memo	From M. Lesser to Phil Joanou RE: ideas for a televised fundraiser to benefit RN. 1 pg.
1	40	5/10/1972	<input type="checkbox"/>	Campaign	Report	In-depth proposal for a televised Republican Party fundraiser generated by the November Group, Inc. Handwritten notes added by unknown. The proposed cost of such a fundraiser is also included. 12 pgs.

[Item N-3]

Committee for the Re-election of the President

May 12, 1972

MEMORANDUM

TO: THE HONORABLE MAURICE H. STANS

THROUGH: JEB S. MAGRUDER

FROM: PETER H. DAILEY

Attached is a recommendation for a televised fund-raising effort. I would appreciate your reviewing it and giving us the opportunity to discuss it with you at your earliest convenience.

Peter H. Dailey

NOVEMBER

GROUP

INC.

MEMORANDUM TO: PHIL JOANOU
FROM: M. LESSER
SUBJECT: TV FUND RAISING

CC: P. Dailey
W. Novelli
S. Willis
S. O'Leary
M. Giangrande
G. Karalekas
E. Fitzpatrick

RECOMMENDATION

Attached are copies of the recommendation for a fund raising effort in behalf of the President using television.

There is some concern that television is not the best medium in which to conduct a fund raising appeal. However, as requested, the attached document provides only a program for the use of television in fund raising. We still have not done a complete review of all available media.

If you have any questions or comments regarding this recommendation, please call.

909 THIRD AVENUE
NEW YORK, N. Y. 10022
(212) 752-3500

RECOMMENDATION
A TV FUND RAISING
EFFORT FOR
THE PRESIDENT

Prepared by: November Group, Inc
date: May 10, 1972

PURPOSE

The purpose of this document is to recommend a method for using TV to raise funds in behalf of the President.

BACKGROUND

The Democratic National Committee has purchased 19 hours of air time on the ABC television network just prior to the Democratic Convention. This time will be used to raise money for the Democratic Party - to repay their 1968 campaign debts and to fund the 1972 campaign.

The theme of the broadcast will be - save the country by saving the two party system. The program will be a tightly packaged format rather than the open format fund raising telethons usually take. The estimated cost of the telethon including media and production costs will be \$1.2MM. The program will feature many of the big name stars who support the Democratic party candidates.

The potentially damaging affect of the telethon is obvious

- 1) The program will appeal to the "little guy" for financial help. The Republican Party therefore will appear in contrast as the "fat cat" party of the big money contributors - the party that doesn't need the little guy and therefore will not respond to his needs.

The telethon will involve the contributors in the Democratic Party - an involvement that may carry over to campaign time and to the election. Once he has made a dollar commitment, the contributor is likely to give his support in terms of his vote as well.

A major success by the telethon in raising money for the Democratic campaign will seem, to some, a condemnation of President Nixon and his administration.

The telethon will act as a powerful publicity device for the Democratic Party. Big name stars appearing in the telethon will, in effect, act as spokesmen for the party.

RECOMMENDATION

order to counter these potential obstacles to the upcoming presidential campaign, it is recommended that the Republican Party have a broad base appeal to the American people via television contributions and support.

For maximum effectiveness, this fund raising effort should be

signified in tone in keeping with the office of the President

remember, this is a fund raising effort to support his candidacy - not to support a political party.

- 2) Obviously less expensive than the Democratic effort so as not to appear to overpower the "poor" opposition. Also, we don't want to be caught short if broadcast fund raising doesn't work from a financial point-of-view.
- 3) Different from the telethon - we want to raise money, not compete with the Democrats to see who can present the biggest and best telethon.
- 4) Timed, if possible, to appear prior to the Democratic telethon to steal the impact from the Democratic effort. If this timing is impossible for some reason, the effort must run before the Republican National Convention to avoid having the cost of the fund raising campaign count against the \$14.2MM spending limitation.
- 5) Scheduled to reach the greatest number of voters possible in order to generate a broad base of support for the President.

The use of television for this fund raising effort provides us with two options - a spot announcement campaign or a special program.

→ Fund-Raising

Of these, a spot announcement schedule on network television appears to be the best way to accomplish all the above objectives. This effort would employ 60-second announcements in prime time television to nationally request support for the President by campaign contributions.

Alternative suggestions are TV specials: 1) a thematic program keyed to a special event 2) a star studded special or 3) a packaged program already in existence.

DETAILS

Both the spot announcement schedule or a TV special, prepared and scheduled properly, would

- develop the attitude that the Republican Party wants and needs the participation of the individual.
- deflate the Democratic appeal before it is made by making them appear the imitators.

Following is a review of the recommended fund raising effort and the alternatives.

1) Prime time spot announcement schedule

A special schedule of 60-second announcements may be purchased at our discretion throughout primetime (7:30-10:30PM) network television. For planning purposes a \$400M spot plan (twelve 60-second announcements) has been arbitrarily scheduled during a single week this summer. This schedule would reach 60% of the people 18+ an average of two times during the week.

It should be emphasized that the \$400M plan is arbitrary. The primary criteria for establishing a plan is that the effort at least pay for itself. Therefore, pending further analysis and testing, it may be necessary to increase the

For attention, the spot announcements would feature star performers in a straight forward request for money (or secondarily, volunteers). The basic thrust of the brief, to-the-point message would be

America needs President Nixon and the President needs you. Please help in the re-election campaign. We need money, we need volunteers. Please write or contact the Committee for the Re-election of the President, _____ (address) _____.

As noted previously, the spots would be scheduled to appear prior to the Democratic telethon.

The advantages of this spot schedule vs a TV special are

- a) Spots scheduled randomly throughout the high viewer hours will reach more people, more times than a single two hour special (Exhibit I).
- b) Spots can be selectively placed in known high rated programs to deliver maximum audience for the money.
- c) The spot program is dignified - no gloss or glitter.
Just a simple, direct appeal for funds and support. And
it doesn't overpower.
- d) This program will provide a striking contrast to the obviously expensive, highly produced glossy style of the telethon.
- e) Production problems and cost will be limited to three to four simple, inexpensive 60-second commercials.

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f) The spot announcement program may be easily and relatively inexpensively tested on a local basis to determine whether it is a viable fund raising vehicle and whether it does promote good will for the President and his re-election bid. The production and media costs of testing this effort in three geographically dispersed areas (Syracuse, Tampa, Portland, Ore.) is approximately \$28.2M (Exhibit II).

The disadvantages of the spot schedule when compared with a single special program are

a) Spots don't have the impact of a single program.

b) Spots lack the publicity value of a special.

c) It is difficult to register the name and address for making a contribution in a short 60-second announcement.
The repetition of the same message in a single program provides more opportunity for the viewer to write down the appropriate information.

(NOTE: The name and address problem might be solved by a supplementary campaign via newspaper ads with coupons in major markets the week of the spot campaign).

2) Specials

\$400M will purchase two hours of network time (\$300M) and cover the cost of producing a two hour special (\$100M, assuming all performers work for free or scale as required). Of course, a shorter length special may also be purchased.

A TV special scheduled prior to the Democratic telethon has several advantages:

- a) A special has high impact.
- b) A special has high publicity value.
- c) A special provides entertainment and therefore attention for the fund appeal.
- d) A special may be tailored to provide an appropriate environment for the fund raising effort.
- e) A complete program will provide a more substantial platform for making a fund plea-announcements will be fewer, but longer for a more complete, in depth appeal (90 seconds - two minutes).
- f) A single program with several repeat announcements will provide ample time for the viewer to see and write down the details for making a contribution.

TV specials, however, have disadvantages:

- a) A special requires a substantial production investment (\$100M) even though the stars etc. appear for free or for scale. And a special will tie-up extensive committee personnel and time.
- b) A single two hour program will reach a small number of people (25% of the voters) and will do so with little frequency (less than one time each).

- c) The risk is greater in terms of success or failure.
If the show is uninteresting, viewers will tune-out and an unfavorable comparison with the telethon will be made.
- d) Any Republican special is contingent on the stars available. "Our stars" must compare favorably with "their stars."
- e) If the special is run after the Democratic telethon, it will smack of "me-too."
- f) Due to cost considerations, a TV special cannot be pre-tested - thereby increasing the risk of the effort.

If a TV special is used, following, in order of preference, are the directions that might be taken.

a) Theme Special - Fourth of July

The best special is a special built around a single theme. For a political special, the Fourth of July, the day of celebration of the nation's birth, seems made-to-order - and it comes before the Democratic telethon.

The content of the program could then be tailored to feature prominent entertainers - and perhaps a few political figures - in a giant flag waving display - joyously celebrating the United States, its history and its future. And, of course, part of that future is the continued Presidency of Richard Nixon.

A thematic special would, of course, require some extensive pre-program planning so that all participants may be tightly coordinated into the required time and program sequence without extensive rehearsal.

b) Star-Studded Entertainment Special

A special which would require less pre-program planning is a straight entertainment special - featuring a loosely integrated parade of big name stars. Little or no rehearsal would be required for this program.

This, of course, would be the easiest special (vs a theme special) to coordinate and, given enough big name stars, the interest of the audience shouldn't lag for lack of a sophisticated program vehicle.

c) Existing Program Package

Independent producers prepare and produce programs about special subjects - American life, the life of a woman, the fate of wild horses, etc. These programs are then sold to interested sponsors for network use.

The opportunity may therefore exist to purchase an appropriate packaged "theme" special and to insert the fund raising pleas within the program. The program would then be run in the time slot purchased on the network.

We are now in the process of investigating the availability of such programs for use in a fund raising effort.

COMPARATIVE R & F ANALYSIS2 HOUR TV SPECIAL VS PRIME SPOT1 WEEK SUMMER '72

	<u>Total Cost \$M</u>	<u># 60 Anncts.</u>		<u>R</u>	<u>F</u>	<u>GRP's</u>
2 Hour Special	400.0		H.H	32	1.0	32
			Adults 18+	25	.8	22
Prime Scatter	400.0	12-60's	H.H.	71	2.5	180
			Adults 18+	60	2.1	126

Est. Costs

Special: \$300.0M time cost + \$100.0M production
 Scatter: "60" - \$3.70 CPM - \$34,000 per "60"

Est. Rtgs.

Special 25 avg. - 32 total through whole show

SPOT ANNOUNCEMENT PROGRAM

TEST COSTS

MEDIA

\$M

Test Market Estimated
Cost 12 Prime
Spot 60's

Syracuse 6058.80
Tampa-St. Petersburg 6058.80
Portland, Ore. 6058.80

18.2

PRODUCTION

Four 60-second spots (assuming
free or scale talent)

10.0

TOTAL TEST EXPENSE

28.2