

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>
5	66	9/27/1973	<input type="checkbox"/>	Campaign	Memo	From Lias to Bush RE: Summary of comments from TV experts re Democrat Telethon. 3 pgs.
5	66	10/1/1973	<input type="checkbox"/>	Campaign	Memo	From Bush to RN RE: Virginia and New Jersey Governor's races. 1 pg.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [doc. 48]	memo	Lias to Bush, re: Analysis of Dem. Telethon)	9/27/73	C (Nixon)
N-2 [doc. 49]	memo	Bush to RW, re: NJ+VA Governor's Races	10/1/73	"

FILE GROUP TITLE
GEN. ALEXANDER HAIG (Interstaff Comm., 1973)

BOX NUMBER
7

FOLDER TITLE
October - George Bush (RNC)

RESTRICTION CODES

- | | |
|---|--|
| <ul style="list-style-type: none"> A. Release would violate a Federal statute or Agency Policy. B. National security classified information. C. Pending or approved claim that release would violate an individual's rights. D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person. | <ul style="list-style-type: none"> E. Release would disclose trade secrets or confidential commercial or financial information. F. Release would disclose investigatory information compiled for law enforcement purposes. G. Withdrawn and return private and personal material. H. Withdrawn and returned non-historical material. |
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Presidential Materials Review Board

Review on Contested Documents

Collection: Alexander M. Haig
Box Number: 7

Folder: October - George Bush (RNC)

<u>Document</u>	<u>Disposition</u>
48	Return Private/Political
49	Return Private/Political



Republican National Committee.

George Bush, Chairman

September 27, 1973

MEMORANDUM

To: Chairman Bush

From: Tom Lias

Re: Summary of Comments from TV Experts re
Democrat Telethon

Hal Hough, Assistant to the President, CBS-TV Stations:

Telethon professionally produced. Appeared to be quite partisan. Format seems to be a potential money-raiser. GOP should give serious consideration to same, subject to certain considerations.

Charles Crutchfield, President, Jefferson-Pilot
Broadcasting Company:

End product was effective. GOP could do a more effective, more convincing job, with stars like John Wayne, Pat Boone, Anita Bryant, Bob Hope, etc. But Presidential actions could make such an effort unnecessary by dramatically improving RMN's image and popularity.

August Meyer, President, Midwest Television, Inc.:

Could have been much more successful if entertainment had been stepped up and role of Party leaders reduced. Does not think Republicans should duplicate telethon. There are better ways to raise money on TV - i. e., shorter programs, etc.

Carl Lee, President and General Manager, Fetzer Television
Corporation:

Telethon came across as one continuous political speech. Entertainment value was lost in translation. There are better ways for the Republicans to raise money on TV than the tele-

thon approach - i. e., well thought-out public appeal spot commercials.

Don DeGroot, Vice President and General Manager, WWJ-TV:

The pacing was slow and the requests for donations trying. His station executives felt it was not an inspiring program. Republicans should proceed with caution in considering this technique.

Neil Blackwell Freeman, former Editor, UPI:

Show was overproduced, but all things considered, must be seen as a ten-strike for the Democrats. If the GOP chooses a similar enterprise it would invite unfavorable comparisons. Therefore, a different TV approach should be utilized - if at all.

Ward Quaal, President, WGN Continental Broadcasting Company:

Opposed to telethon of any type. There was a questionable selection of participants on the Democrat Telethon. The production was very bad. Does not think the telethon did a thing to advance the cause of the Democratic Party and cheapened the overall stature of government service. He hopes the GOP will never go the telethon route.

D. Thomas Miller, President, CBS Television Stations
Division of CBS:

Telethon was not particularly well done. In fact, it was boring, repetitious, smug and too abstruse for the general viewing audience. Probably not much sympathy for economic needs of the GOP at this time, but might be beneficial to show that the Republican Party does have some prominent stars who are proud to be members of the Party.

Jay Eliasberg - CBS-TV:

Ratings showed poor viewer participation, as follows:

National Ratings:

For the first part 6.6 per cent of homes, which is 13 per cent of the "share of audience" (homes watching TV at that time) were tuned in. This first part covered 206 stations. The potential - with this number of stations - could have been watched by 99 per cent of the TV set owners in the United States. (7:00 p. m. - 11:00 p. m. = 4,370,000 homes).

For the second part, 11:30 p. m. - 3:00 a. m., watched by 5.3 per cent of homes = 3,510,000 homes. Very bad compared to what NBC would do in that time period with a commercial program. Any network typically gets 30 per cent.

New York City Ratings:

In a 6-station market between 7:30 and 8:00 p. m., before the network programs started, the telethon had a 17 per cent share of audience. At 8:00 o'clock, when the regular network programming came on, the share of audience dropped to 2 per cent. At 8:30, it came back to 9 per cent and from there until 11:00 p. m. varied between 6 per cent and 9 per cent share of audience watching all television. This is a much lower rating than anticipated.



Republican
National
Committee.

George Bush, Chairman

TO: The President

FROM: George Bush *GB*

RE: Virginia and New Jersey
Governors' Races

DATE: October 1, 1973

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passed to
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The Republican National Committee is giving personnel, speaker assistance, computerized data and high level campaign advice to both these big races.

Our field people are concerned about these races though both appear winnable.

I thought you might like a brief summary on each race.

Also I have attached a somewhat more detailed picture of both races by our able political director Ed Mahe.

Attachments: Bush Summary of Virginia
Bush Summary of New Jersey
Mahe Report