

Richard Nixon Presidential Library  
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<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>
15	12	11/1/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign advertising. 3 pgs.
15	12		<input checked="" type="checkbox"/>	Campaign	Report	Report on McGovern and RN campaign advertising, including scripts for commercials and other materials. 63 pgs.

November 1, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Campaign Advertising

A review today with the November Group of the comparative expenditures for the advertising by the President and McGovern for the last 10 days of the campaign indicates:

- 1) The President is spending 1,600 for the last 10 days. McGovern's estimated expenditures are 1,248. The details of the President's campaign expenditures appear at Tab A, and the McGovern competitive analysis is at Tab B.
- 2) The McGovern expenditure estimates are based on known network buys of 574. The local spots are estimated at 425. However, the local T.V. and radio spots are very difficult to trace and this 425 is based on last week's detected activity. Field reports to Dailey and others indicate McGovern may be outspending us locally 3 to 1.
- 3) Additional network 60" time is available but at the commercial rate of 50-60 per minute instead of the political rate of 35-40.
- 4) Additional local T.V. spots could be purchased but the quality of the buys would be poor because of the competition with local candidates.
- 5) The best mass medium to use if substantial additional campaign resources were to be spent on campaign advertising would be newspaper. You have approved the Democrats for Nixon newspaper ads

on Welfare, Defense and Credibility. Also, the "Crisis in the Middle East" ad which has been approved by you and Kissinger is considered by the November Group to be one of the best newspaper ads. If the decision were reached to run these newspaper ads in selected markets on Sunday, November 5 and Monday, November 6, the cost would be 250 per day. To assure placement approval would be required soon as two day insertions are required in the major markets.

RECOMMENDATION:

That you authorize proceeding with a 500 newspaper campaign as well as local T.V. spot purchases.

\_\_\_\_\_ AGREE \_\_\_\_\_

\_\_\_\_\_ DISAGREE \_\_\_\_\_

\_\_\_\_\_ COMMENT \_\_\_\_\_

Other advertising matters that require your attention are:

1) November 2 Presidential Address

The November Group has purchased NBC T.V., and NCB, CBS and Mutual Radio for 7:30 EST, 6:30 CST and 7:00 PST. Their purchase of local stations to blanket the market has run into problems, ABC local stations in Los Angeles, New York and Chicago have so far refused to clear their stations. Bill Carruthers talked with Elton Rule, President of ABC, but nothing happened. Dailey and Joanou are trying to get MacGregor to intervene but have been unsuccessful.

You should call MacGregor.

2) Election Eve

McGovern, this morning, changed his plans to buy separate 1/2 hours on Election Eve. Instead, he has purchased 55 minutes on NBC. The November Group has purchased 5 minutes for the President on ABC following the football game at 11:30 to 11:35 and 5 minutes on CBS following Bill Cosby at 10:55 to 11:00.

The question is whether they should purchase the 5 minutes following McGovern's 55 minutes at 8:55 to 9:00. The ratings may be down but the contrast could be helpful.

RECOMMENDATION:

Proceed with purchase of 5 minutes for the President following McGovern.

_____	AGREE	_____	DISAGREE
_____			COMMENT

GS:car

A

# CURRENT PLAN

Committee for the Re-election of the President

October 25, 1972

MEMORANDUM FOR: THE HONORABLE CLARK MACGREGOR  
 THROUGH: JEB S. MAGRUDER  
 FROM: PHIL JOANOU  
 SUBJECT: Revision in Advertising Decisions for the Week of October 30 through November 6

On the basis of agreements in this morning's meeting, attached is a revised market list for the week of October 30.

Following is a breakdown of estimated funds required.

	Network Television	\$ 569,294 (1)
	One half hour speech	300,000
1. Added Wisconsin 49M TV	Network Radio (Speeches)	150,000
2. Added Wilkes-Barre - Scranton \$5M	Local Spot Oct. 30 - Nov. 6	357,975 - 70% TV
	Newspaper	22,600 (2)
	Special Radio	85,000 (3)
3. Add 1/2 hour Connally in Calif & Mich Fri-Sat-Sun		\$1,484,869 OK
	Additional Network 60's (if available)	140,425 (4) OK - Net only spent \$54,000
		\$1,625,294
-4. Considering get out vote radio in "sev. mKts"	(1) Included in committed budget	
5. Jewish N.P. Essex County NJ, Phila, Chicago, Baltimore . \$16M	(2) New York: Jewish-oriented ads in mass newspapers, Econometrics endorsement in New York Times; Rhode Island: Anti-McGovern Defense Club ad in articles and weeklies. (65,000)	
6. Radio speeches:	(3) Anti-McGovern Defense club radio in New York, Michigan, California, Massachusetts, Rhode Island, Wisconsin.	
7. New radio 5-Mon night.	(4) Required to provide adequate network coverage	
8. 7:35 AM RADIO (MON. THEN ELECTION DAY) EXCLUDE SUN.		
	9. Southern radio speech - Thurs. - Atlanta speech	

The preceding \$1,625,294 is based on the assumption that:

- 1. A moderately heavy local advertising effort will be employed during the last week.
- 2. Several additional network radio speeches will be requested.
- 3. A major half-hour network schedule will be ordered.
- 4. ~~That \$100,000 will be required to meet unpredictable additional "must 60" requests.~~

The following decisions are required:

- 1. Network commercial schedule of "Passia", "China", "Older Americans" five minute commercials, and "Turnaround" and "Welfare" :60s.

Approve OK Disapprove \_\_\_\_\_

- 2. Purchase \$357,975 in local spot TV and radio (see attached list) for moderately heavy last week effort.

Approve OK Disapprove \_\_\_\_\_

- 3. Schedule DEM "negative" :60 s in local spot, with the addition of "Rising" in Detroit and Flint / Saginaw.

Approve OK Disapprove \_\_\_\_\_

- 4. Purchase \$ 22,500 in requested newspaper insertions in New York and Rhode Island.

Approve OK Disapprove \_\_\_\_\_

- 5. Purchase \$ 95,000 in additional radio in defense plant and military installation areas in key states for airing copy attacking McGovern's proposed defense cuts.

Approve OK Disapprove \_\_\_\_\_

- 6. Purchase \$ 140,425 in additional network 60's (if available).

Approve OK Disapprove \_\_\_\_\_

cc: Peter H. Bailey

LOCAL ADVERTISING October 30 - November 6

<u>STATE</u>	<u>MARKETS</u>	<u>TELEVISION</u>	<u>RADIO</u>	<u>TOTAL COST</u>
California	L.A., San Francisco, Sacramento, San Diego, Fresno, Chico, Salinas, Bakersfield, Santa Barbara, Palm Springs, Eureka, El Centro	\$ 95,000	\$ 29,697	\$ 124,647
Michigan	Detroit, Grand Rapids, Flint, Saginaw, Bay City	32,205	11,896	44,101
Massachusetts	Boston, Springfield	17,472	8,955	26,427
Pennsylvania	Philadelphia, Pittsburgh	35,000	18,200	53,200
New York	New York City, Buffalo	70,200	20,600	90,800
Illinois	Chicago (Cook County)	-	18,800	18,800
GRAND TOTALS		\$ 249,877	\$ 108,098	\$ 357,975

Committee for the Re-election of the President

MEMORANDUM

October 24, 1972

MEMORANDUM FOR: GORDON STRACHEN  
FROM: WILLIAM D. NOVELLI  
SUBJECT: "McGovern Defense Cuts" Radio Program

This is to outline a one-week radio campaign to communicate the effects of McGovern's proposed defense budget reductions.

Recommended radio markets and budget levels are as follows:

	(M \$)
1. <u>California</u>	
San Francisco (emphasis on Alameda, Santa Clara, San Mateo and Contra Costa counties)	8.7
Sacramento	4.5
Total California	<u>13.2</u>
2. <u>New York</u>	
New York City	19.2
Rochester	3.3
Syracuse	2.5
Total New York	<u>25.0</u>
3. <u>Michigan</u>	
Detroit	10.1
Flint / Saginaw	2.5
Grand Rapids / Kalamazoo	3.7
Total Michigan	<u>16.3</u>

Mr. Gordon Strachan

-2-

October 24, 1972

cc: Peter H. Dailey  
Phil Joanou

	(M \$)
4. <u>Wisconsin</u>	
Milwaukee (including Racine)	6.6
Kenosha	.3
Total Wisconsin	<u>6.9</u>
5. <u>Massachusetts</u>	
Boston	7.2
Springfield	3.3
Total Massachusetts	<u>10.5</u>
6. <u>Rhode Island</u>	
Providence	<u>3.2</u>
GRAND TOTAL	<u>\$ 75.1 M</u>

These markets were selected on the basis of polling and other information indicating where additional media pressure is needed.

The budget levels afford a one-week (October 31 to November 6) effort which will reach 50% of the adult voters an average of three times.

Areas with military installations that would be affected by McGovern's plan were grouped within radio markets because of the coverage and buying structure of this medium. For instance, Alameda County (Alameda Air Station) will be covered as part of the San Francisco market, since Alameda cannot be covered adequately with local radio purchases. However, available radio stations in counties with defense industries, like Alameda, will be bought as part of the larger market plan.

Except for California and Massachusetts (which have a sufficient number of defense installations in each market to warrant separate commercials) the copy has been written to cover the potential effects of McGovern's proposal on an entire state. Copy for eight commercials is attached.

Sacramento  
Radio 60:  
10/23/72

The November Group

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion <sup>dollar</sup> slash in the U.S. Defense budget could mean closing down Beale, Mather and McClellan Air Force Bases and the Naval Depot. That's a payroll loss of 256 million dollars, and 21 thousand civilians out of work.

The least that could happen to the Sacramento area under McGovern would be the firing of 6 thousand civilians and a loss of 66 million dollars. This doesn't include cuts in military personnel and spending.

Hubert Humphrey said of the McGovern defense cuts, "No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Sacramento area workers into second-class citizens. That's why we have to re-elect President Nixon!

Paid political announcement by the Radio Committee to  
Re-elect the President.

Rhode Island

The November Group

Radio 60:

10/23/72

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion dollar slash in the U.S. Defense budget could mean closing down the Davisville Construction Center, the Quonset Point air station and the Newport Naval Station, plus severe cutbacks at the Newport Naval Base. That's a payroll loss of 88 million dollars and nearly 8 thousand civilians out of work.

The least that could happen to Rhode Island under McGovern would be the firing of nearly 3,000 civilians and an income loss of 30 million dollars. That doesn't include cuts in military personnel and spending.

Hubert Humphrey said of McGovern's defense cuts, "It shocks me. No responsible President would think of cutting our defenses back to the level of a second-class power. "

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Rhode Island workers into second-class citizens. That's why we have to re-elect President Nixon.

Paid political announcement by the Radio Committee to  
Re-elect the President.

Springfield (Chicopee Falls)  
Radio 60:  
10/23/72

ANNOUNCER:

According to a Congressional study, George McGovern's proposed 32 billion dollar slash in the U.S. Defense budget could mean completely closing down the Westover Air Force Base. That's a payroll loss of 53 million dollars, and nearly 1,000 civilians out of work in the Springfield area.

Across the entire state, McGovern's defense cuts could mean a total loss of 42 thousand jobs and over 560 million dollars in payroll earnings. This doesn't even include all the cuts in military personnel and spending.

Hubert Humphrey said of McGovern's defense cuts, "It shocks me. No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Massachusetts workers into second-class citizens. That's why we have to re-elect President Nixon on November 7th.

Paid political announcement by the Radio Committee to Re-elect the President.

San Francisco  
Radio 460  
October 23, 1972

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion <sup>dollar</sup> slash in the U.S. Defense budget could mean closing down the Alameda and Moffet Air Stations, Hunter's Point and Hamilton Air Force Base, plus cutbacks in eight other installations. That's a payroll loss of 213 million dollars, and 19 thousand civilians out of work.

The least that could happen to the San Francisco area <sup>under</sup> McGovern would be the firing of seven thousand civilians and a loss of 75 million dollars. This doesn't include cuts in military personnel and spending.

Hubert Humphrey said of McGovern's defense cuts, "No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Bay Area workers into second class citizens. That's why we have to re-elect President Nixon.

Paid political announcement by the Radio Committee to Re-elect the President.

The November Group

New York  
Radio :60  
October 23, 1972

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion <sup>dollar</sup> slash in the U.S. Defense budget could mean closing down five major military installations and cutbacks in two others in New York State alone. That's a payroll loss of \$103 million dollars and nearly ten thousand civilians out of work.

The least that could happen to New York State under George McGovern would be the firing of 3,300 civilians and a loss of over 35 million dollars. This doesn't include cuts in military personnel and spending.

Hubert Humphrey said of McGovern's defense cuts, "No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of New Yorkers into second class citizens. That's why we have to re-elect President Nixon.

Paid political announcement by the Radio Committee to Re-elect the President.

Wisconsin  
Radio :60  
October 23, 1972

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion<sup>dollar</sup> slash in the U.S. Defense budget could mean the closing of both Wisconsin's military installations at a loss of four thousand jobs and 47 million dollars in lost payroll earnings. There could also be nearly 50% cutbacks in the state's defense industries which would mean an additional nine thousand people out of work and 187 million dollars in payroll loss. This doesn't include cuts in military personnel and spending.

Hubert Humphrey said of McGovern's defense cuts, "It shocks me. No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Wisconsin workers into second class citizens. That's why we have to re-elect President Nixon.

Paid political announcement by the Radio Committee to Re-elect the President.

Boston  
Radio :60  
10/23

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion dollar slash in the U.S. defense budget could mean closing down Fort Devens and Hanscom Field, as well as severe cutbacks at two other major installations and within the defense industries in the Boston area. That's a payroll loss of 404 million dollars and 6 thousand civilians out of work.

The least that could happen to Boston under McGovern would be the firing of three thousand civilians and an income loss of 302 million dollars.

Hubert Humphrey said of McGovern's defense cuts, "It shocks me. No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Boston <sup>area</sup> workers into second-class citizens. That's why we have to re-elect President Nixon.

Paid political announcement by the Radio  
Committee to Re-elect the President.

Michigan  
Radio 60:  
October 23, 1972

ANNOUNCER: According to a Congressional study, George McGovern's proposed 32 billion dollar slash in the U.S. Defense budget would mean severe cutbacks in three major military installations here in Michigan and cutbacks in defense industries such as Chrysler, LTV and Diamond Reo. That means that 13 thousand Michigan workers would lose their jobs, with a loss of 265 million dollars in payroll income. And this doesn't include cuts in military personnel and spending in the state.

Hubert Humphrey said of the McGovern defense cuts, "It shocks me. No responsible President would think of cutting our defenses back to the level of a second-class power."

Well, George McGovern would. His plan to make America a second-rate power would also turn thousands of Michigan workers into second-class citizens. That's why we have to re-elect President on November 7th.

Paid political announcement by the Radio Committee to  
Re-elect the President.

B

This will serve to provide you with McGovern's firm network activity for the week of 10/30 - 11/6/72 (Election Eve):

Net	Date	Day	Time	Length	Program	Est GRP's %	Est. Net Cost \$
ABC	11/2	Thur.	10:55-11:00PM	"5"	Owen Marshall	17.0	5,766
	11/4	Sat.	10:55-11:00PM	"5"	Sixth Sense	14.0	5,766
	11/6	Mon.	8:30- 9:00PM	1/2 hr.	"Elec. Eve"	10.0	36,023
					TOTAL ABC:	41.0	47,555
CBS	10/31	Tues.	9:25- 9:30PM	"5"	Hawaii 5-0	22.3	13,893
	11/1	Wed.	8:55- 9:00PM	"5"	Burnett	19.2	13,819
	11/1	Wed.	9:55-10:00PM	"5"	Med. Center	21.2	13,182
	11/2	Thur.	8:55- 9:00PM	"5"	Waltons	13.6	13,218
	11/3	Fri.	3:55- 4:00PM	"5"	Secret Storm	7.0	5,271
	11/4	Sat.	10:55-11:00PM	"5"	Mission Impos.	18.3	13,635
	11/5	Sun.	1:00- 4:00PM	"60"	NFL Regional	17.0	8,585
	11/6	Mon.	1:55- 2:00PM	"5"	As World Turns	11.7	5,664
	11/6	Mon.	10:00-10:30PM	1/2 Hr.	"Elec. Eve"	10.0	81,600
	11/3	Fri.	10:30-11:00PM	1/2 Hr.	McGovern	10.0	72,080
					TOTAL CBS:	150.3	240,957
NBC	10/30	Mon.	8:00- 9:00PM	"60"	Laugh-In	18.9	30,000
	10/30	Mon.	10:55-11:00PM	"5"	Mon. Movie	18.9	11,921
	10/31	Tues.	9:00-10:00PM	"60"	Bold Ones	18.3	25,000
	11/1	Wed.	8:30-10:00PM	"60"	Mystery Movie	19.1	27,200
	11/2	Thur.	9:00-10:00PM	"60"	Ironside	23.9	31,450
	11/3	Fri.	10:00-11:00PM	"60"	Banyon	14.6	20,400
	11/4	Sat.	8:00- 9:00PM	"60"	Emergency	13.2	19,550
	11/4	Sat.	9:00-11:00PM	"60"	Sat. Movie	17.3	21,250
	11/6	Mon.	8:00- 9:00PM	"60"	Laugh-In	18.9	30,000
	*11/1	Wed.	10:30-11:00PM	1/2 Hr.	McGovern	10.0	69,360
					TOTAL NBC:	173.1	286,131
					TOTAL 20 ANNOUNCEMENTS:	364.4	574,633

\*Just purchased - 5PM.

909 THIRD AVENUE  
 NEW YORK, N. Y. 10022  
 (212) 752-3500  
 TWX NO. 710-581-3331

McGOVERN  
COMPETITIVE MEDIA/COPY  
ANALYSIS  
AS OF 10/30/72

Prepared by: November Group, Inc.  
date: October 28, 1972

## I. OVERVIEW

McGovern will reportedly spend over \$1 million in each of the last two weeks of the Presidential campaign. For the period of October 30 through November 6, it is expected the Democratic candidate will spend nearly \$1,250M dollars - 32% more than the current planned Nixon outlay:

	<u>10/30 - 11/6/72</u>		<u>% Diff. McG vs N (%)</u>
	<u>PROJECTED EXPENDITURES McGovern (\$M)</u>	<u>Nixon (\$M)</u>	
Network TV	574.8	469.4	+22
Spot TV	425.0	251.6	+69
Network Radio	13.0	25.4	-49
Spot Radio	235.0	171.3	+37
Newspapers	-	30.0	-
TOTAL	1,247.8	947.7	+32

In the final two weeks of the campaign, McGovern TV copy has also become extremely aggressive. In the past week, McGovern has moved from exclusive use of his rehearsed interview format commercials to a mix with new, extremely strong announcer voice over "attack" commercials. These commercials attack the President on the issues of Vietnam, the Watergate incident, food price increases, unemployment, campaign contributions, crime.

## II. MEDIA

### A. Total McGovern Spending to Date (Exhibit 1)

McGovern's media activity kicked off the week of September 11. In the intervening eight weeks the Democratic candidate has spent nearly \$6 million in reported broadcast and print

advertising - against a reported \$4,125M expenditure by Nixon.

In the last two weeks of the campaign, McGovern has spent over \$1 million a week. In the final eight days of the campaign, it is expected McGovern will spend approximately \$1,250M to win the election.

B. Comparison McGovern vs Nixon Media Activity (Exhibit 1)

The Nixon media campaign started two weeks later than the McGovern effort. And it is reported that the Nixon campaign was outspent by the McGovern effort during three of the remaining six weeks. As a result, total McGovern reported spending is 45% ahead of Nixon for the total campaign period.

The major differences between the McGovern and Nixon media spending strategies to date are:

- 1) Both candidates utilize network TV in both the 60-second and 5-minute availabilities. In addition, however, McGovern has purchased several half hour positions.
- 2) Both candidates have employed network radio in the latter days of the campaign. McGovern, however, has purchased 60-second and 5-minute announcements while Nixon has utilized network radio to make 15 and 30 minute live addresses to the voters.

- 3) With the exception of the week of October 9, McGovern has reportedly spent more in local media than he has in the national (network TV) media. Nixon's primary media vehicle is network TV.
- 4) Both McGovern and Nixon have used spot TV to target in on voters in major markets in key states. In the week of October 23, McGovern, for the first time, appears to have spent more in spot TV than in spot radio to reach voters on a local basis.
- 5) McGovern has used radio extensively to obtain broad market coverage in at least 27 states. Nixon has used spot radio in a limited list of "close" states - primarily to target messages against key voter blocs (Youth, Ethnics).
- 6) In the early weeks of the campaign McGovern used newspapers extensively - primarily to carry pleas for campaign contributions. However, there have been no reports of major McGovern newspaper activity in recent weeks.

Newspapers have been used selectively in the Nixon campaign - primarily for "tune-in" ads and local "attack" advertising.

C. McGovern Network TV (Exhibits 2-3)

During the first four weeks of his media campaign, McGovern maintained a stable 6-7 announcements per week network TV schedule.

This was increased to 12-16 announcements per week for the latter three weeks of October.

In the final eight days of the campaign, the TV networks report McGovern will increase his schedule to 23 announcements/programs.

It is interesting to note that a greater proportion (9 of 23) of these final announcements will be in the 60-second length than has been evidenced to date. This probably indicates McGovern plans to place increased emphasis on the new 60 second "attack" commercials.

Four McGovern half hours are also planned in the next 8 days- 2 of these are scheduled for election eve.

In spite of this heavy schedule in network TV, less than 50% of weekly McGovern media monies in recent weeks have been invested in this national medium. The bulk of McGovern broadcast dollars are invested in local spot TV and spot radio buys.

McGovern has, throughout the campaign, made relatively little use of day network. Scheduling on ABC has been lighter than that evidenced on the other two networks.

D. McGovern Spot TV (Exhibits 5-6)

As noted in previous weeks, care must be exercised when reviewing both spot TV and spot radio expenditures reported for McGovern.

However, within the limitations of the reporting sources, it appears McGovern spot TV expenditures jumped to nearly \$400M for the week of October 23, more than McGovern spending in any other medium for the period. It is expected McGovern will maintain or increase this spending level in the next eight days.

McGovern is investing in spot TV in major markets in all of the Nixon priority states. Hour, half hour, 5 minute, 60 and 30-second positions are being purchased on a market by market basis - primarily in the fringe and prime time periods.

Several hour and half hour time periods were used in the week of October 23 on a spot basis:

- 1) Half hour buys were made on selected CBS affiliate and independent stations to back up the ABC-NBC network half hours on October 25.

- 2) In New York state, McGovern purchased an hour telecast in major markets to conduct a telephone answer program on October 23. It is anticipated this telethon format will be utilized in other states as well.

In several markets, the McGovern spot TV buy is reported to deliver between 300-500 GRP's per week. Added to the expected 365 GRP's to be achieved by network TV, McGovern will be delivering between 700 and 900 GRP's against voters in key markets in the final days before the election. And this does not include the network and spot radio media weight.

E. Network Radio (Exhibit 4)

McGovern is utilizing network radio in the final days of the campaign - to carry 5-minute and 60-second announcement schedules.

F. Spot Radio (Exhibits 5 and 7)

Again, caution must be exercised when reviewing spot radio reports.

However, based on review of seven major reps, it appears McGovern has purchased an extensive radio effort in over 100 markets in 27 states.

During the week of October 23, for the first time since the start of his campaign, McGovern reportedly spent more in spot TV than he did in spot radio. This represents a major change in campaign strategy for the Democratic candidate.

However, it appears McGovern is still relying heavily on spot radio to obtain broad market coverage and to target in on special voter groups (Youth, Spanish and Blacks).

McGovern spot radio states include all the Nixon priority states plus South Dakota, Iowa, New Mexico, Nevada, Maine, Hawaii and Alaska.

Sources indicate radio buys range from 18-36 spots per week per station. Buys are in both 5 minute and 60-second lengths and are scheduled in drive (2/3's) and housewife (1/3) time periods.

G. Newspapers (Exhibit 8)

Some newspaper activity may have been placed locally. However, only four major "national" ads have been reported to date. During the week of October 23, a tune-in ad appeared on November 25 to promote the network TV half hour. And a special ad appeared in New York papers to promote a pre-election party to be given in New York by McGovern on November 31.

H. Miscellaneous

In addition to the anticipated McGovern media activity in the coming days, the following special "events" have been reported

- 1) Fifty members of Congress have formed a "Committee" and purchased a half hour of time on 10/30 (10:30-11PM) on the CBS-TV network. According to CBS, it is a

bi-partisan group who will use the time to expound on their candidacies.

- 2) The American Independent Party (John Schmitz) has purchased a half hour of time on 10/31 (10:30-11PM) on the NBC-TV network.
- 3) Representatives of George Meany have contacted the radio networks and asked for five minutes of time to be aired either November 3, 4 or 5.

### III. COPY

#### A. Television (Exhibits 9-18)

Four new McGovern "attack" commercials were aired on network TV the week of October 23:

"Supermarket" - focuses on food price increases.

"Unemployment" - focuses on increased unemployment.

"Crime" - focuses on crime increases.

"Tanya" - focuses on Vietnam via death of civilians.

The commercials utilize a simple full screen crawl of the text with an announcer voice-over reading. Earlier network TV commercials in this format included a Vietnam policy attack and a commercial on the Watergate incident.

A 30-second commercial in the format appeared on New York spot television during the week. This commercial attacked the President's "secret campaign contributions."

The rehearsed question format commercials continue to be used. Three new executions focusing on jobs and taxes appeared on New York spot TV during the week.

On October 25 McGovern made a 30-minute network TV address to the voters. The speech attacked the corruption in government (i.e. the Nixon administration).

Four more network TV half hours are planned. Sources indicate at least one of these may be a staged debate between McGovern and Nixon. McGovern will debate a paper Nixon. "Nixon" will respond with former remarks taken out of context, film clips etc. (NOTE: A suggestion of this format appeared in the New York Times on October 23. It now appears such a program has been taped.)

B. Radio (Exhibits 19-26)

Several new radio commercials were picked up this past week in New York City. Most of these continued to use the rehearsed interview format. One commercial audited in Detroit used Senator Proxmire as a spokesman for McGovern.

Newspaper stories indicate the track of the TV "attack" commercials will be used on radio. One commercial ("Vietnam") of this type was picked up in Detroit this past week.

C. Newspapers (Exhibits 27-28)

Only one tune-in ad and one party promotion ad were picked up this week.

## COMPARISON

## McGOVERN vs NIXON

## ESTIMATED MEDIA SPENDING RATES

(NET)

<u>PERIOD/MEDIA</u>	<u>McGOVERN</u> (\$M)	<u>NIXON*</u> (\$M)	<u>% DIFF.</u> <u>McG vs N</u> (%)
<u>WEEK OF 9/11/72</u>			
Network TV	133.6	-	+
Spot TV	48.3	-	+
Network Radio	-	-	-
Spot Radio	178.0	-	+
Newspapers	593.7	-	+
TOTAL	953.6	-	+
<u>WEEK OF 9/18/72</u>			
Network TV	137.2	25.3	+442
Spot TV	33.6	-	+
Network Radio	-	-	-
Spot Radio	184.7	-	+
Newspapers	-	-	-
TOTAL	355.5	25.3	+1305
<u>WEEK OF 9/25/72</u>			
Network TV	158.7	37.3	+325
Spot TV	33.6	154.9	- 78
Network Radio	-	-	-
Spot Radio	178.0	3.1	+
Newspapers	486.2	198.2	+145
TOTAL	856.5	393.5	+118
<u>WEEK OF 10/2/72</u>			
Network TV	122.3	224.4	- 45
Spot TV	81.6	183.5	- 55
Network Radio	-	18.1	-
Spot Radio	90.0	37.6	+139
Newspapers	.5	17.0	- 93
TOTAL	294.4	480.6	- 39

## EXHIBIT 1 (con't.)

<u>PERIOD/MEDIA</u>	<u>McGOVERN</u> ( <u>\$M</u> )	<u>NIXON*</u> ( <u>\$M</u> )	<u>% DIFF.</u> <u>McG vs N</u> ( <u>%</u> )
<u>WEEK OF 10/9/72</u>			
Network TV	315.3	424.0	- 26
Spot TV	141.6	196.6	- 28
Network Radio	-	19.2	-
Spot Radio	150.0	37.6	+299
Newspapers	-	40.0	-
TOTAL	<u>606.9</u>	<u>717.4</u>	<u>- 15</u>
<u>WEEK OF 10/16/72</u>			
Network TV	212.5	519.5	- 59
Spot TV	188.4	267.9	- 30
Network Radio	36.0	37.3	- 3
Spot Radio	200.0	66.3	+202
Newspapers	-	26.0	-
TOTAL	<u>636.9</u>	<u>917.0</u>	<u>- 31</u>
<u>WEEK OF 10/23/72</u>			
Network TV	326.6	481.6	- 32
Spot TV	385.4	60.8	+534
Network Radio	44.5	74.6	- 40
Spot Radio	225.0	22.0	+923
Newspapers	40.0	4.0	+900
TOTAL	<u>1,021.5</u>	<u>643.0</u>	<u>+ 77</u>
<u>WEEK OF 10/30-11/6/72</u>			
Network TV	574.8	469.4	+ 22
Spot TV	425.0**	251.6	+ 69
Network Radio	13.0	25.4	- 49
Spot Radio	235.0**	171.3	+ 37
Newspapers	-	30.0	-
TOTAL	<u>1,247.8**</u>	<u>947.7</u>	<u>+ 32</u>
<u>TOTAL CAMPAIGN</u>			
Network TV	1,981.0	2,181.5	- 9
Spot TV	1,337.5	1,115.3	+ 20
Network Radio	93.5	174.6	- 46
Spot Radio	1,440.7	337.9	+326
Newspapers	1,120.4	315.2	+255
TOTAL	<u>5,973.1</u>	<u>4,124.5</u>	<u>+ 45</u>

\*Does not include Voter Group print or State Committee advertising.

\*\*Reflects projected cost for 11/6/72.

McGOVERN  
REPORTED NETWORK TV BUYS

EXHIBIT 2

	ABC			CBS			NBC			TOTAL NETWORK TV		
	#	GRP'S	\$M	#	GRP'S	\$M	#	GRP'S	\$M	#	GRP'S	\$M*
<u>WEEK OF 9/11/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	-	-	-	3	61.5	84.2	3	61.5	84.2
5 Min	-	-	-	3	56.6	37.3	1	19.2	12.1	4	75.8	49.4
1/2 hr.	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	3	56.6	37.3	4	80.7	96.3	7	137.3	133.6
<u>WEEK OF 9/18/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	2	33.9	58.3	-	-	-	2	43.8	58.7	4	77.7	117.0
5 Min	-	-	-	2	37.8	20.2	-	-	-	2	37.8	20.2
1/2 Hr.	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	2	33.9	58.3	2	37.8	20.2	2	43.8	58.7	6	115.5	137.2
<u>WEEK OF 9/25/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	18.5	34.9	1	18.9	25.5	2	37.4	60.4
5 Min.	2	42.5	11.1	1	18.3	11.5	-	-	-	3	60.8	22.6
1/2 Hr.	-	-	-	1	11.0	75.7	-	-	-	1	11.0	75.7
TOTAL	2	42.5	11.1	3	47.8	122.1	1	18.9	25.5	6	109.2	158.7
<u>WEEK OF 10/2/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	2	31.9	54.8	1	19.1	27.2	3	51.0	82.0
5 Min.	-	-	-	2	27.5	16.5	2	27.6	23.8	4	55.1	40.3
1/2 Hr.	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	4	59.4	71.3	3	46.7	51.0	7	106.1	122.3

# = # of Anncts.  
\* = All \$M net

## EXHIBIT 2 (con't.)

	ABC			CBS			NBC			TOTAL NETWORK TV		
	#	GRP's	\$M	#	GRP's	\$M	#	GRP's	\$M	#	GRP's	\$M
<u>WEEK OF 10/9/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	18.3	37.1	2	44.9	56.1	3	63.2	93.2
5 Min.	2	43.1	11.5	5	75.2	50.9	1	17.3	11.3	8	135.6	73.7
1/2 Hr.	-	-	-	1	9.0	73.4	1	10.0	75.0	2	19.0	148.4
TOTAL	2	43.1	11.5	7	102.5	161.4	4	72.2	142.4	13	217.8	315.3
<u>WEEK OF 10/16/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	1	18.2	35.7	2	37.4	74.4	-	-	-	3	55.6	110.1
5 Min.	2	47.9	11.6	5	76.6	43.9	1	20.0	13.6	8	144.5	69.1
1/2 Hr.	1	12.0	33.3	-	-	-	-	-	-	1	12.0	33.3
TOTAL	4	78.1	80.6	7	114.0	118.3	1	20.0	13.6	12	212.1	212.5
<u>WEEK OF 10/23/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	19.2	37.2	4	82.7	112.4	5	101.9	149.6
5 Min.	2	40.5	12.4	6	95.6	63.9	1	17.5	11.9	9	153.6	88.2
1/2 Hr.	1	10.0	36.0	-	-	-	1	9.4	52.9	2	19.4	88.9
TOTAL	3	50.5	48.4	7	114.8	101.1	6	109.6	117.2	16	274.9	326.7
<u>WEEK OF 10/30-11/6/72</u>												
:30	-	-	-	-	-	-	-	-	-	-	-	-
:60	-	-	-	1	17.0	8.6	8	144.2	205.0	9	161.2	213.6
5 Min.	2	31.0	11.5	7	113.3	78.7	1	18.9	11.9	10	163.2	102.1
1/2 Hr.	1	10.0	36.0	2	20.0	153.7	1	10.0	69.4	4	40.0	259.1
TOTAL	3	41.0	47.5	10	150.3	241.0	10	173.1	286.3	23	364.4	574.8

McGovern

Half Hour Program Schedule

<u>Date</u>	<u>Anticipated Subject</u>	<u>Network</u>	<u>Time</u>
10/1	Film biography	CBS	8:30 P.M.
10/10	Speech-Vietnam War	CBS, NBC O&O's	7:30-8 PM
10/15	Question and Answer Format	NBC	10-10:30 PM
10/20	Speech - Quality of the Nation	ABC	10:30-11 PM
10/25	Speech-Corruption	ABC, Partial NBC	7:30-8 PM
11/1	Not available	NBC	10:30-11 PM
11/3	Not available	CBS	10:30-11 PM
11/6	Not available	ABC CBS	8:30-9 PM 10 - 10:30 PM

McGOVERNREPORTED NETWORK RADIO BUYS

<u>NETWORK/WEEK</u>	<u>SCHEDULE</u>	<u>TOTAL ANNCTS.</u>	<u>TOTAL \$M</u>
<u>CBS</u>			
10/23	5-:60's/day	35	33.0
10/30	5-:60's/day	35	33.0
			<u>66.0</u>
<u>NBC</u>			
10/16	5-Min. 10/21 & 10/22	2	3.0
10/23	5 Min. 10/23	1	1.5
10/30	NA	-	-
			<u>4.5</u>
<u>MBS</u>			
10/23	18-:60's/week	18	10.0
10/30	18-:60's/wk.	18	10.0
			<u>20.0</u>
<u>ABC</u>			
NA			

McGOVERN  
 SPOT TV/SPOT RADIO SPOT BUYS  
 BY NIXON PRIORITY STATES

	9/11		9/18		9/25		10/2	
	TV	RADIO	TV	RADIO	TV	RADIO	TV	RADIO
<u>PRIORITY #1</u>								
California		X		X *	X	X	X	X
New York	X	X	X	X *	X	X	X	X
Michigan	X	X	X	X *		X	X	X
Missouri	X	X	X	X *	X	X	X	X
Wisconsin	X	X	X	X		X		X
<u>PRIORITY #2</u>								
Illinois	X	X	X	X *		X	X	X
Ohio	X	X	X	X *	X	X	X	X
Texas	X	X	X	X *		X	X	X
Pennsylvania	X	X	X	X *			X	X
New Jersey		X		X *				
Maryland		X		X			X	
Connecticut		X		X *				X
<u>PRIORITY #3</u>								
Minnesota	X	X	X	X			X	X
Massachusetts		X		X *	X		X	X
Washington		X		X			X	X
Oregon		X		X			X	X
West Virginia		X		X				X
<u>ALL OTHERS</u>								
Mississippi		X		X		X		
Rhode Island		X		X		X		X
Kentucky	X	X	X	X		X		X
Arkansas	X	X	X	X		X		X
TOTAL Est'd.\$M	48.3	178.0	33.6	184.7	33.6	178.0	81.6	90.0

\*Includes both Regular radio and Black radio in spot buy. It is not known if schedules on Black radio have continued.

PRIORITY #1	10/9		10/16		10/23		10/30	
	TV	RADIO	TV	RADIO	TV	RADIO**	TV	RADIO**
California	X	X	X	X	X	X*	X	X*
New York	X	X	X	X	X	X*	X	X*
Michigan	X	X	X	X	X	X*	X	X*
Missouri	X	X	X	X	X	X*	X	X*
Wisconsin		X		X		X	X	X*
PRIORITY #2								
Illinois	X	X	X	X	X	X*	X	X*
Ohio	X	X	X	X	X	X*	X	X*
Texas	X	X	X	X	X	X*	X	X*
Pennsylvania	X	X	X	X	X	X*	X	X*
New Jersey				X		X*		X
Maryland	X		X	X	X	X	X	X*
Connecticut		X		X	X	X*	X	X*
PRIORITY #3								
Minnesota	X	X	X	X	X	X	X	X
Massachusetts	X	X	X	X	X	X*	X	X*
Washington	X	X	X	X	X	X	X	X
Oregon	X	X	X	X	X	X	X	X
West Virginia		X		X		X	X	X
ALL OTHERS								
Mississippi								
Rhode Island		X		X		X		X
Kentucky		X		X		X*		X
Arkansas		X		X		X*		X
TOTAL EST'D \$M	141.6	150.0	198.4	200.0	200.0	225.0	385.4	225.0

\*Includes both Regular and Black radio.

\*\*Also states of South Dakota, Iowa, New Mexico, Nevada, Hawaii, Maine and Alaska.

McGOVERN  
 REPORTED SPOT TV ACTIVITY  
 BY STATE BY MARKET  
 (WEEK OF 10/23/72\*)

STATE/CITY	# ANNCES.				\$M	GRP
	60 & 30 Min.	5 Min.	:60	:30		
<u>CALIFORNIA</u>						
Los Angeles	2	9	52	8	50.9	481
San Francisco	1	3	30	8	23.9	367
Sacramento	2	6	14	10	10.3	399
San Diego	1	7	12	5	4.9	259
Salinas/Monterey	-	-	10	-	1.7	129
	<u>6</u>	<u>25</u>	<u>118</u>	<u>31</u>	<u>91.7</u>	
<u>NEW YORK</u>						
New York	1	6	16	6	54.6	275
Buffalo	-	2	14	7	10.0	292
Albany	2	6	8	3	6.0	274
	<u>3</u>	<u>14</u>	<u>38</u>	<u>16</u>	<u>70.6</u>	
<u>MICHIGAN</u>						
DETROIT	-	5	13	1	11.5	227
<u>MISSOURI</u>						
St. Louis	1	14	10	9	14.0	394
Kansas City	-	5	17	8	7.3	335
	<u>1</u>	<u>19</u>	<u>27</u>	<u>17</u>	<u>21.3</u>	
<u>WISCONSIN</u>						
Milwaukee	-	5	6	5	6.8	207
<u>ILLINOIS</u>						
Chicago	1	8	9	2	26.2	218
<u>OHIO</u>						
Cleveland	1	3	21	1	21.5	368
Columbus	1	4	16	3	6.9	294
Cincinnati	7	4	16	-	12.1	355
	<u>9</u>	<u>11</u>	<u>53</u>	<u>4</u>	<u>40.5</u>	

STATE/CITY	# ANNCTS.				\$M	GRP
	60 & 30 Min.	5 Min.	:60	:30		
<u>TEXAS</u>						
Dallas	-	2	4	-	1.7	44
Houston	-	7	10	1	7.1	170
San Antonio	-	1	4	-	1.2	95
	-	10	18	1	10.0	
<u>PENNSYLVANIA</u>						
Philadelphia	1	1	25	3	14.5	226
Pittsburgh	-	2	15	2	8.8	232
	1	3	40	5	23.3	
<u>MARYLAND</u>						
Baltimore	-	8	17	3	11.0	418
Washington	-	9	18	4	11.0	425
	-	17	35	7	22.2	
<u>CONNECTICUT</u>						
Hartford	-	4	8	13	10.1	220
<u>MINNESOTA</u>						
Minneapolis	1	7	25	-	12.7	361
<u>MASSACHUSETTS</u>						
Boston	-	4	13	4	21.8	281
<u>WASHINGTON</u>						
Seattle	1	2	14	4	4.9	257
Spokane	-	1	5	2	.9	162
	1	3	19	6	5.8	
<u>OREGON</u>						
Portland	1	6	30	8	8.7	456
<u>WEST VIRGINIA</u>						
Wheeling	-	1	2	-	.8	45
Charleston	-	3	6	2	1.6	144
		4	8	2	2.4	
TOTAL SPOT TV	24	145	460	122	385.4	-

\*NOTE: Buys expected to be continued and increased in week of 10/30/72.

McGOVERN

REPORTED SPOT RADIO MARKETS

(WEEKS OF 10/23/72 & 10/30/72)

STATE/MARKET

CALIFORNIA

Los Angeles  
San Francisco  
San Diego  
Sacramento  
Fresno  
Bakersfield  
Riverside  
San Jose  
Modesto  
Santa Barbara  
San Bernardino  
Stockton  
Salinas

WISCONSIN

Milwaukee  
Appletown  
Madison  
Oshkosh  
Green Bay

ILLINOIS

Chicago  
Peoria  
Rockford  
Urbana  
Springfield

NEW YORK

New York  
Buffalo  
Rochester  
Albany  
Syracuse  
Utica/Rome  
Binghamton  
Westchester  
Long Island  
Freeport

OHIO

Cleveland  
Columbus  
Cincinnati  
Dayton  
Toledo  
Akron  
Youngstown  
Springfield  
Lima

MICHIGAN

Detroit  
Flint  
Lansing  
Grand Rapids  
Kalamazoo

TEXAS

Dallas  
Houston  
San Antonio  
Amarillo  
Austin  
Wichita Falls  
Corpus Christi  
El Paso  
Beaumont  
Fort Worth  
Waco

MISSOURI

Kansas City  
St. Louis  
Springfield  
St. Joseph

PENNSYLVANIA

Philadelphia  
Pittsburgh  
Harrisburg/Lebanon/York  
Wilkes-Barre  
Erie  
Easton  
Johnstown  
Allentown  
Reading

NEW JERSEY

Trenton  
New Brunswick  
Atlantic City

MARYLAND

Baltimore  
Washington, D.C.

CONNECTICUT

Hartford  
New Haven

MINNESOTA

Minneapolis  
Duluth

MASSACHUSETTS

Boston  
Springfield  
Worcester

WASHINGTON

Seattle  
Spokane

OREGON

Portland  
Eugene

WEST VIRGINIA

Charleston  
Huntington  
Wheeling

RHODE ISLAND

Providence

KENTUCKY

Louisville  
Lexington

ARKANSAS

Little Rock

SOUTH DAKOTA

Rapid City  
Sioux Falls

IOWA

Des Moines  
Sioux City  
Davenport  
Cedar Rapids

NEW MEXICO

Albuquerque

NEVADA

Las Vegas  
Reno

HAWAII

Honolulu

MAINE

Portland  
Bangor

ALASKA

Anchorage

NOTE: 18-36 spots purchased per station. Both 5 minutes and :60's reported. Most buys scheduled in 6-10 AM, 10 AM - 3 PM and 3-7 PM time periods. Weekdays are preferred.

McGovern

Reported Newspaper Activity

<u>Week of</u>	<u>Space</u>	<u>Est'd #Market</u>	<u>Est'd \$M</u>
9/11/72	4 pg 2/c Insert	Top 50	466.2 (incl. Prod.)
	Pg B/W	50-100	<u>127.5</u> 593.7
9/18/72	-	-	-
9/25/72	4 pg 2/c Insert	Top 50	466.2 (incl. Prod.)
	100li. B/W (Tune in)	Top 50	<u>20.0</u> 486.2
10/2/72	100 li. B/W (Tune in)	New York City	.5
10/23/72	100 li. B/W (Tune in)	Top 100	25.0
	450 li. B/W (Party)	New York City	<u>5.0</u> 40.0
TOTAL TO DATE			1,120.4

McGOVERNNETWORK TV COMMERCIAL SCHEDULE

(AS MONITORED IN NEW YORK CITY)

<u>AIRDATE</u>	<u>NETWORK</u>	<u>PROGRAM</u>	<u>COMMERCIAL</u>	<u>LENGTH</u>	<u>NG CODE</u>
<u>WEEK OF 9/11/72</u>					
9/11	NBC	Mon. Movie	"Veterans Hospital"	5-Min.	D-1
9/12	NBC	Bonanza	"Old People"	:60	D-6
9/12	CBS	Tues. Movie	"Veterans Hospital"	5-Min.	D-1
9/13	NBC	Wed. Mystery	"Blue Collar"	:60	D-3
9/14	NBC	Ironsides	"Old People"	:60	D-6
9/14	CBS	Thurs. Movie	"Unemployment"	5-Min.	D-4
9/15	CBS	Fri. Movie	"Job Safety"	5-Min.	D-5
<u>WEEK OF 9/18/72</u>					
9/18	ABC	The Rookies	"Blue Collar"	:60	D-3
9/19	NBC	Bold Ones	"Old People"	:60	D-6
9/19	CBS	Tues. Movie	NA	5-Min.	
9/21	NBC	Flip Wilson	"Loop Holes"	:60	D-8
9/21	ABC	Mod Squad	"Crime & Drugs"	:60	D-9
9/22	CBS	Fri. Movie	NA	5-Min.	
<u>WEEK OF 9/25/72</u>					
9/25	NBC	Laugh-In	"Taxes-Even Share"	:60	D-13
9/25	CBS	Bill Cosby	"Solicitation"	:60	D-12
9/26	ABC	Marcus Welby	"Radical"	5-Min.	D-14
9/28	ABC	Owen Marshall	"Controls"	5-Min.	D-15
9/29	CBS	Fri. Movie	NA	5-Min.	-
10/1	CBS	Sandy Duncan	Biography	1/2 hr.	-
<u>WEEK OF 10/2/72</u>					
10/2	NBC	Movie	"Anti-Trust"	5-Min.	D-17
10/3	NBC	First Tuesday	"Radical"	5-Min.	D-14
10/4	NBC	Wed. Mystery	"Welfare"	:60	D-18
10/5	CBS	Waltons	"Social Questions"	:60	D-20
10/5	CBS	Thurs. Movie	"Anti-Trust"	5-Min.	D-17
10/6	CBS	Sonny/Cher	"Bombing"	:60	D-19
10/6	CBS	Search for "T"	"Controls"	5-Min.	D-15

NA-Not Available.

<u>AIRDATE</u>	<u>NETWORK</u>	<u>PROGRAM</u>	<u>COMMERCIAL</u>	<u>LENGTH</u>	<u>NG CODE</u>
<u>WEEK OF 10/9/72</u>					
10/10	CBS	Edge of Night	"Anti-Trust"	5-Min.	D-17
10/10	CBS	Special	"Vietnam"	1/2 Hr.	-
10/10	NBC	Bonanza	"Bombing"	:60	D-19
10/10	CBS	Hawaii 5-0	"Loopholes"	5-Min.	-
10/10	ABC	Marcus Welby	"Welfare"	5-Min.	D-22
10/11	CBS	Medical Center	"Welfare"	5-Min.	D-22
10/12	NBC	Ironsides	"Crime & Drugs"	:60	D-9
10/12	ABC	Owen Marshall	"Unemployment"	5-Min.	D-4
10/13	CBS	Love of Life	NA	5-Min.	-
10/13	CBS	Sonny & Cher	"Controls"	5-Min.	D-15
10/14	CBS	Mission	"Bombing"	:60	D-19
		Impossible			
10/14	NBC	Saturday Movie	"Welfare"	5-Min.	D-22
10/15	NBC	Special	Question & Answers	1/2 Hr.	-
<u>WEEK OF 10/16/72</u>					
10/17	ABC	Marcus Welby	"Social Questions"	5-Min.	D-11
10/17	CBS	Tues. Nite Movie	"Radical"	5-Min.	D-14
10/18	CBS	Guiding Light	"Old Age-Taxes"	5-Min.	D-25
10/18	CBS	Cannon	"Wages & Prices"	:60	D-23
10/19	CBS	Secret Storm	"Old Age-Taxes"	5-Min.	D-25
10/19	ABC	Mod Squad	"McGovern Attack"	:60	D-28
10/19	CBS	Thurs. Movie	"Radical"	5-Min.	D-14
10/19	NBC	World Series	"Controls"	5-Min.	D-15
10/20	CBS	Sonny & Cher	"Watergate"	:60	D-30
10/20	ABC	Special	Multi-Issues	1/2 Hr.	-
10/22	CBS	Mannix	"Anti Trust"	5-Min.	D-17
10/22	ABC	Sun.Night Movie	"Old Age-Taxes"	5-Min.	D-25
<u>WEEK OF 10/23/72</u>					
10/23	CBS	Gunsmoke	"Vet Hospital"	5-Min.	D-1
10/23	NBC	Monday Movie	"Unemployment-Attack"	:60	D-34
10/23	CBS	Cosby	"Welfare"	5-Min.	D-22
10/24	NBC	Bonanza	"Crime-Attack"	:60	D-36
10/24	ABC	Marcus Welby	"Anti-Trust"	5-Min.	D-17
10/25	ABC, CBS	Special	"Corruption"	1/2 Hr.	-
10/25	CBS	Carol Burnett	"Tanya-Attack"	:60	D-37
10/25	CBS	Cannon	"Controls"	5-Min.	D-15
10/26	CBS	Edge of Night	"Old Age-Taxes"	5-Min.	D-25
10/26	NBC	Flip Wilson	"Supermarket"	:60	D-33
10/26	NBC	Dean Martin	"Radical"	5-Min.	D-14
10/27	CBS	Search for "T"	NA	5-Min.	-
10/27	CBS	Friday Movie	NA	5-Min.	-
10/28	ABC	Alias Smith/Jones	NA	5-Min.	-
10/28	NBC	Sat. Movie	NA	:60	-

FOR THE NOVEMBER GROUP

PROGRAM	STATION BREAK	:60	STATION	CBS
DATE	OCTOBER 20, 1972	8:59 PM	CITY	NEW YORK

WATERGATE D-30

MAN: Alfred C. Baldwin, a former FBI agent, has stated this. He was hired by James McCord, security chief for both the Republican National Committee and the Nixon Campaign Committee. Mr. Baldwin was assigned to listen illegally to over two hundred private telephone conversations. Calls made by Democratic headquarters at the Watergate. He sent reports on these conversations to William E. Timmons, assistant to President Nixon for Congressional relations at the White House. In 1968, Mr. Nixon said the President's chief function is to lead, not to oversee every detail, but to put the right people in charge, provide them with basic guidance and let them do the job. The question is, do we want the system to continue to work this way for the next four years?

FOR THE NOVEMBER GROUP

PROGRAM MYSTERY MOVIE :60 STATION NBC

DATE OCTOBER 22, 1972 9:11 PM CITY NEW YORK

SUPERMARKET D-33

ANNOUNCER: Since Mr. Nixon became president the cost of whole wheat bread has gone from 31¢ to 45¢. Since Mr. Nixon became president the price of hamburger has gone from 58¢ to 89¢. Since Mr. Nixon became president the cost of frozen fish has gone from 59¢ to \$1.29. Since Mr. Nixon became president the cost of living has gone up 19%. And your wages have been frozen.

So, next time you're in the super market ask yourself.  
Can you afford four more years of Mr. Nixon.

FOR THE NOVEMBER GROUP

PROGRAM	MOVIE	:60	STATION	NBC
DATE	OCTOBER 23, 1972	10:13 PM	CITY	NEW YORK

"UNEMPLOYMENT-ATTACK" D-34

ANNOUNCER: When Mr. Nixon became president there were two million seven hundred thousand unemployed Americans. Today, there are four million seven hundred thousand unemployed.

Since Mr. Nixon became president, the nation has lost 160 billion dollars in national income through unemployment.

Since Mr. Nixon became president four million people have gone on Welfare.

In 1968 Mr. Nixon said, "What we need are not more millions on welfare rolls but more millions on payrolls."

Mr. Nixon has spoken in favor of work. But his actions have driven Americans by the tens of thousands into unemployment and on to Welfare.

FOR THE NOVEMBER GROUP

PROGRAM BONANZA :60 STATION WNBC-TV

DATE OCTOBER 24, 1972 8:21 PM CITY NEW YORK

ATTACK-CRIME D-36

ANNOUNCER: (Over Crawl) In 1968 Candidate Richard Nixon said "A Nixon Administration can win the war against crime and violence." Since Mr. Nixon has been president, rape is up 22%. Since Mr. Nixon has become president, aggravated assault is up 55%. Since Mr. Nixon has become president, theft is up 47%. When he came into office, the number of serious crimes reported each day in America was 10,000. Today, it is 17,000. In a nationwide radio address in 1968, Mr. Nixon said "For my part I will make this pledge. I will never promise what I cannot deliver."

FOR THE NOVEMBER GROUP

PROGRAM THE MIKE DOUGLAS SHOW :60 STATION WCBS-TV

DATE OCTOBER 25, 1972 5:03 PM CITY NEW YORK

TANYA-ATTACK

D-37

ANNOUNCER: In his speech to the Republican Convention, Mr. Nixon spoke of Tanya, a Russian child whose family died in the Siege of Leningrad. He quoted the final line of her diary. "All are dead. Only Tanya is left." Let us think of Tanya, Mr. Nixon said. And all the other Tanya's everywhere. We proudly meet our responsibility for leadership. Since Mr. Nixon became president, 160,000 South Vietnamese civilians, men, women, and children, our allied, the people we are fighting to save have been killed by American bombs. In a recent month, a quarter of the wounded civilians in South Vietnam were children under 12.

As we vote November 7th, let us think of Tanya and all the other defenseless children of the world.

FOR THE NOVEMBER GROUP

PROGRAM I'VE GOT A SECRET :30 STATION WCBS-TV

DATE OCTOBER 24, 1972 7:58 PM CITY NEW YORK

ATTACK-CONTRIBUTIONS D-35

ANNOUNCER: (Over Crawl) President Nixon has received 10 million dollars in secret campaign contributions from men and interests whose names Mr. Nixon refuses to reveal to the American People. Who are these men? And what do they want.

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FOR THE NOVEMBER GROUP

PROGRAM	STATION BREAK	:60	STATION	NBC
DATE	OCTOBER 20, 1972	6:59 PM	CITY	NEW YORK

WORKING PEOPLE D-29

MAN: But if you wanted to give one message to the working people, what would it be?

MCGOVERN: Well, my -- my message to the working people would be to look very carefully at the issues between Nixon and myself in 1972 in the way of jobs, in the way of tax reforms, in the way of restoring peace in the world. Because these are the issues that are going to decide the future of this country. Where do the two candidates stand on environmental issues? Where do they stand on job safety? Where do they stand on health care and education? And if people will look at these problems honestly, I think we're gonna win this election in '72.

APPLAUSE

ANNOUNCER: McGovern. Democrat. For the People.

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FOR THE NOVEMBER GROUP

PROGRAM	MCGOVERN	:60	STATION	CBS
DATE	OCTOBER 21, 1972	7:05 PM	CITY	NEW YORK

TAXES-OVERTIME D-31

MAN: I'm a working man, and I work forty hours a week just like everybody else. And it seems like if I get a Saturday -- get a little overtime -- let's say I get seventy, seventy-five dollars. You know, exactly half of that overtime goes to taxes. I'm really working for nothing.

MCGOVERN: You ever ask yourself where that tax dollar goes? We used to run the United States government on about \$10 billion a year. We spent \$150 billion on Vietnam alone. We're spending \$80 billion on the Pentagon every year. The President wants another four billion added on this year, beyond what we were spending last year on military operations. I think you ought to ask yourself where that tax dollar's going.

ANNOUNCER: McGovern. Democrat. For the People. The people are paying for this campaign with their hard earned dollars. Send what you can to McGovern for President, Washington, D.C.

FOR THE NOVEMBER GROUP

PROGRAM STATION BREAK :30 STATION ABC

DATE OCTOBER 21, 1972 CITY NEW YORK

WAR ECONOMY D-32

1st MAN: If our economy depends on a war, we're licked.

2nd MAN: I agree.

MCGOVERN: It doesn't though. We'll do better in peacetime than we will in wartime if we invest the money that we saved from the war with some common sense. You'll have more jobs for people if you invest the money we're now blowing up over there in Vietnam on building the things that we need here at home. It'll actually create more jobs.

ANNOUNCER: McGovern. Democrat. For the People.

FOR THE NOVEMBER GROUP

PROGRAM NEWS STATION WOR  
DATE October 16, 1972 10:00AM CITY New York, NY

MC GOVERN COMMERCIAL

"Assembly Worker" R-15

ANNOUNCER: Time for the following political announcement is paid for by "McGovern for President Committee."

MAN: Senator, we are now fighting exactly what they did in the thirties...

McGOVERN: Well, who makes these decisions? It's hard for me to believe...

DENNY McGEE: The first thing he did, he took his tie off, he sat down. He was "plain people."

McGOVERN: ...everybody in this room...

McGEE: But in speaking with them in the conversation we had, just rapping...

ANNOUNCER: To Denny McGee of Lordstown, Ohio, one day on the auto assembly line is usually like another.

(McGOVERN'S VOICE SPEAKING IS HEARD UNDER DIALOGUE)

ANNOUNCER: But he remembers the day when a man came to see him who wants to be his next President.

McGOVERN: ... have decent schools, good health care for every citizen in this country. Now I...

McGEE: He communicated with us. The people that were there weren't all McGovern people. The guy next to me, he's an older guy, Wallace man. He says, "I heard Eisenhower speak." He's heard Kennedy, he's heard Nixon, he has never been impressed in his life like he is just now.

-2-

ANNOUNCER: The "McGovern for President Committee" doesn't want four more years of the same anymore than Denny McGee. That's why they paid for this message. McGovern, Democrat, for the people.

McGOVERN: And what are you after?

McGEE: I just had this really great feeling, I really did.

FOR THE NOVEMBER GROUP

PROGRAM JOHN SCOTT

STATION WOR

DATE October 16, 1972 8:00PM

CITY New York, NY

MC GOVERN COMMERCIAL

Unemployment R-16

ANNOUNCER: The following announcement is paid for by "McGovern for President Committee." A political announcement.

MAN: Mr. Nixon always says we only have five point five percent laid off. I have a hard time believing it because I know of many a people who are off over two years since his term.

McGOVERN: We've got seven million people at least unemployed in this country today. How to put those people back to work, you've got to have government contracts with private industry to start building and creating the things we don't now have.

If you built the kind of public transportation system that we need in Milwaukee or Los Angeles or Brooklyn or wherever the case might be, you would have jobs for hundreds of thousands of people that are now out of work. And that includes skilled engineers and machinists, electricians, carpenters...

MAN: The McGovern for President Committee believes that after four years of having seven million Americans unemployed, after four years of spending sixty five billion to kill people in Southeast Asia instead of putting it to work here at home, America does not need four more years.

FOR THE NOVEMBER GROUP

PROGRAM MCGOVERN COMMERCIAL 5 MIN. STATION WNBC  
DATE OCTOBER 23, 1972 2:10 PM CITY NEW YORK .

"Various Quotes" R-17

BIG WILSON: Now a special production.

ANNOUNCER: The following is a paid political announcement.

SENATOR GEORGE MCGOVERN: Well, the point of all this is that I don't think it's boasting to say that no candidate this year has stood alone on so many issues as I have. And I have turned out most of the time to be right. I have turned out to take positions that now the other candidates are holding.

ANNOUNCER: The man you are hearing is the Democratic candidate for the highest office in the land. Many have run. If any can lay claim to being unique and different it is this man, a soft-spoken former teacher from the Midwestern plains. He seems to specialize in succeeding against great odds and quietly defying the rules of the image-maker and political boss.

There are those who have called his a hopeless mission, but he has fought those critics before and won. There are those who say that Americans do not have the high ideals that he thinks they do. But only Election Day, November 7th, will tell.

MCGOVERN: Everyone in this room, everyone across this land, is concerned that we take the steps ...

ANNOUNCER: In the next four minutes, to help you make up your own mind, we ask you to hear the words of the candidate himself and the words of those who have come to believe in him, this man with a mission, George McGovern.

MCGOVERN: ... trying in a desperate effort to save a regime out there in Southeast Asia that cannot or will not command the respect and the confidence of its own people.  
(APPLAUSE)

ANNOUNCER: The Miami Herald said, "His problem may be that he is too far out front. On some issues, such as the war, it takes time for people to catch up, and it does not necessarily make people happy to discover that someone else has been right while they were wrong.

MAN: ... as far as that, in this question. You are no quitter. But what will our boys be fighting for ...

McGOVERN: ... part of the point here. I am beginning to wonder just how much time we need to give. I say that with an army of a million South Vietnamese already equipped and in action that we have been generous enough with American blood and treasure and the time has come to say enough is enough.

ANNOUNCER: Joseph Kraft of the Washington Post wrote: "George McGovern is emerging as a man to keep the Democrats honest. He is the conscience of his party."

McGOVERN: But all of that is not enough, that we must also add the concepts of compassion, of justice, of concern for those who are neglected in the internal cities, in the ghettos, on the farms.

ANNOUNCER: Robert F. Kennedy said, "Of all my colleagues in the United States Senate, the person who does things in the most genuine way is George McGovern.

McGOVERN: So that we put an end to the unemployment that now brings despair to some seven million men and women of this country, that means putting an end to the filthy, miserable housing in which six million American families now live. It means redeeming life in our cities. It means ending the pollution and contamination of our environment.

ANNOUNCER: More than any other candidate this man has captured the attention of America's youth. Said one young journalist, "His position on many things says he is an honest man, and I will settle for an honest man for President. And yet it is one of the great political ironies of our time that the youth of America has dedicated itself to a presidential candidate who at times is one of their strongest critics."

McGovern: ... will never be done if your major concern is macrobiotic diet or music or drugs. It will never be done if you enjoy Woodstock while you tolerate Watts. And that is what I believe.

(APPLAUSE)

Let me ...

ANNOUNCER: Perhaps one Southern reporter said it best

when he wrote, "If the voters of the this country could somehow get close enough to him, even for a moment, to get a good luck, George McGovern's chances of winning would be overwhelming.

McGOVERN: The people in this country who really need the protection of the government, the hungry, the handicapped, the sick, the old people, those are the people who are left standing at the end of the line. And if it works out that I become President of the United States ...

(APPLAUSE, CHEERS)

... I ...

ANNOUNCER: The McGovern for President Committee is the first to admit that their man is not a typical politician. They believe that America has had its fill of typical politicians. They believe that on November 7th America will come home. That's why they paid for this message.

(APPLAUSE, CHEERS)



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FOR THE NOVEMBER GROUP

PROGRAM Station Break .STATION WJLJ  
DATE October 19, 1972 9:25 a.m. CITY Detroit

DETROIT - 2 "UNEMPLOYMENT"

SENATOR PROXMIER: No other industrial country in the world has this kind of disgraceful record, and I think it's just vital that we follow policies to put people to work.

VOICE OVER: To Senator William Proxmire of Wisconsin, when four years of one administration brings on unemployment of almost seven million people, something is wrong. He knows, too, that there are those in Washington who say to care and those who don't.

PROXMIER: --- they just aren't sensitive to this. I think George McGovern is deeply sensitive to it and I think that this would do an enormous amount to overcome our welfare problem, our crime problem, our drug problem---

SENATOR GEORGE McGOVERN: --- save our environment, improve our health care, to strengthen education---

VOICE OVER: The McGovern for President Committee doesn't want four more years of the same any more than Senator Proxmire. That's why they've paid for this message. McGovern. Democrat. For the people.

PROXMIER: I think we can and I think McGovern is the man who can help us do it.

McGOVERN: --- deal with the problems of drug addiction and rehabilitation. All of those things---

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EXHIBIT 24

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FOR THE NOVEMBER GROUP

PROGRAM Station Break STATION WXYZ

DATE October 23, 1972 8:48 a.m. CITY Detroit

DETROIT - 3 "ECONOMY"

FIRST WOMAN'S VOICE: I get absolutely furious every time I walk in a store to buy groceries.

FIRST MAN'S VOICE: The wage-earners are being robbed. They give them a couple of cents more, but you go into the store, you give it right back.

SECOND WOMAN'S VOICE: People are out of work; people losing their homes.

VOICE OVER: Election year, 1972. Four years ago Americans were fed up with war and unrest; now something else has been added to their list.

SECOND WOMAN'S VOICE: Businessmen say that Nixonomics has been just great for them.

SENATOR GEORGE MCCOVERN: We are not content with things as they are ---

SECOND MAN'S VOICE: George McGovern wouldn't run this country that way. He would listen to the people.

THIRD MAN'S VOICE: I think that McGovern would be sensitive to all these things.

SECOND WOMAN'S VOICE: I don't believe it's something we can't stop. I don't believe it's something we can't do something about.

FOURTH MAN'S VOICE: What makes a country great is providing for the needs of the people. That's what McGovern is there for.

VOICE OVER: The McGovern for President Committee has paid for this message because they don't want four more years of the same any more than these Americans. McGovern. Liarocrat. For the people.

SECOND WOMAN'S VOICE: I want to see us get back on our feet again.

MCCOVERN: --- election year is the people's year to speak.

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FOR THE NOVEMBER GROUP

PROGRAM Station Break STATION WXYZ  
DATE October 20, 1972 2:50 p.m. CITY Detroit

DETROIT \_ 4 "ECONOMY"

VOICE OVER: The American people are becoming a little frightened about pulling out of the Vietnam war; especially the working people feel we must have a war to keep our economy.

SENATOR GROVER McCORMACK: We don't have to have a war to provide jobs for people. We know how to produce something besides bombs and besides helicopters and napalm. Has this country sunk to the point where we have to go into the business of killing in order to keep people working, when we have a need for thirty million new houses, new transportation systems, new environmental programs. There's plenty of things that people can do if the government would contract to do those things instead of contracting with the big military industries to kill people.

VOICE OVER: The McCormack for President Committee has paid for this message because they believe that after four years of a war that still goes on, after four years and sixty-five billion more American tax dollars, what we don't need now is four more years.

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FOR THE NOVEMBER GROUP

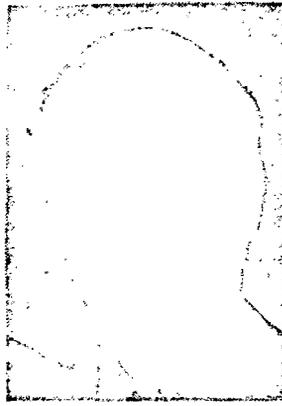
PROGRAM	Station Break	STATION	WWJ
DATE	October 23, 1972 7:28 a.m.	CITY	Detroit

## DETROIT - 5 "VIETNAM"

VOICE: Four years ago, Mr. Nixon said, 'I pledged in my campaign to end this war. If I fail to do so, I expect the American people to hold me accountable for my failure.' During the Nixon years, more than six million Indochinese have been killed, wounded or made homeless. During the Nixon years, Americans have dropped three million, seven hundred thousand tons of bombs. During the Nixon years, twenty thousand Americans have been killed, over one hundred thousand wounded and five hundred captured or missing. During the Nixon years, the Vietnam war has cost American taxpayers sixty-two billion dollars.

Four years ago, Mr. Nixon said, 'Those who have had a chance for four years and could not produce peace should not be given another chance.'

This message has been brought to you by the McGovern for President Committee.



It's time someone  
blew the whistle on the  
Nixon Administration

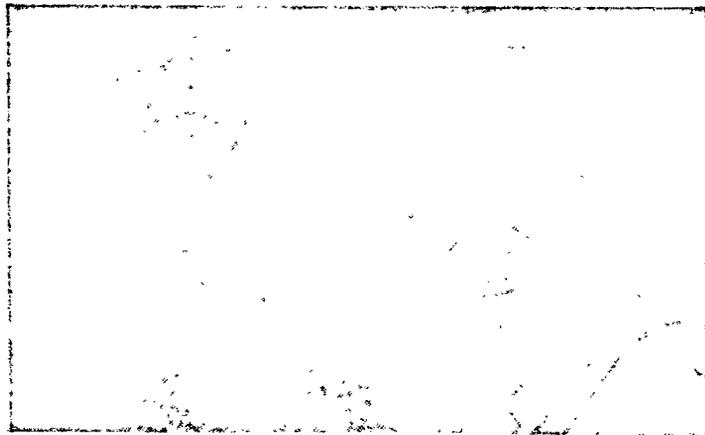
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