

Richard Nixon Presidential Library
Contested Materials Collection
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45	20	12/8/1971	<input type="checkbox"/>	Campaign	Memo	To: Tom Benham From: Len Milchuk RE: "Clipping Report." 1pg

cc: Harry W. O'Neill

*Pally
Churn*

December 8, 1971

TO: TOM BENHAM
FROM: LEN MILCHUK
RE: CLIPPING REPORT

Attached are 56 clippings broken out as follows:

4 August 25, 28, and 29 releases
34 September 25 release
15 October 11 release
3 November 23 release

On the whole, results from the September and October releases were rather poor, with September pulling 46 clippings with a circulation of 2,442,519, and October pulling 21 clippings with a circulation of 2,267,783. I believe these poor results can be attributed to the fact that we were hitting the same story as we did in the August releases but with a slightly different slant; evidently, the papers didn't buy it.

Initial telephone responses from the wire services and other "interested" people concerning Meany's follies in Florida has been good, and clips on that story are just starting to be received.

It is apparent that our stories concerning the union leaders being out of step with their rank and file have had repercussions in the committee rooms of organized labor. A story by one Dwane Emme of Press Associates, Inc., a labor news service, accusing ORC of being, among other things, a mouth piece for the Administration as well as ultra right wing conservative groups, etc., has appeared in various union publications -- among them the St. Louis Tribune; the Cincinnati Brewery Worker; and the Lafayette, Indiana, Printers and Allied Trades Journal. At least it's nice to know that George and the boys are reading our stuff.

As a point of information, our political material has appeared in 518 papers in 47 states. If you have any questions, please advise.

LCM/jfs
Attachment