

Richard Nixon Presidential Library  
 Contested Materials Collection  
 Folder List

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45	48	10/16/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: "Advertising and Budget Matters." 2pgs
45	48	10/16/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: "Advertising and Budget Matters." 2pgs
45	48	10/5/1972	<input type="checkbox"/>	Campaign	Memo	To: H. From: Peter Dailey RE: "Defense Spot." 1pg
45	48	10/5/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: L. Higby RE: "Democrats for Nixon T.V. Ads." 1pg
45	48	10/5/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: L. Higby RE: "Democrats for Nixon T.V. Aids." 1pg
45	48	10/10/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: "Campaign Advertising." 2pgs
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THE WHITE HOUSE

WASHINGTON

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ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

S

SUBJECT:

Advertising and Budget Matters

Advertising

The decision memorandum attached at Tab A indicates an advertising schedule for the Week of October 23 which carries all positive CRP 60-second spots including the "Record", "China", "Older Americans", and "Russia". This schedule is a departure from the previous strategy of using only DFN attack 60's ("Defense", "Welfare", "Turnaround"). Magruder and Dailey argue that the last two weeks should have positive materials aimed at the largest audience, which 60's reach. Also, Magruder indicates Connally is opposed to running any more DFN attack material after this week's "Turnaround" concludes, on Saturday, October 21.

?

In addition, Dailey recommends use of the Connally 5's on October 28 when the November Group has a three network buy. The Connally 5 would be prepared from the 30-minute tape.

S → Dailey  
10/17

great.

Recommendation:

That the Dailey recommended CRP positive 60's and the Connally 5-minute be run the Week of October 23.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comments We may drop

all this - to pay for Connally film.

Budget Matters

In a very acrimonious meeting, Stans determined that the Campaign Budget would be 42,000 - 200 over what he expected. He currently has 2,700 in hand and must raise 8,000 in the

next three weeks. The items that are over budget are Campaign Materials (100); Convention (183); P/R-Media (Colson) (30); Administration (250). Malek will work with Evans to see if more people can be used to raise the 8,000 needed. (Draft budget at Tab B.)

Dailey presented an advertising budget which through November 7 would exceed the Stans-approved 3,500 by 2,000. The group went through the budget item by item. Stans balked at any additional expenditures. MacGregor responded by saying the "political espionage" stories will take the President's 60 points down to 55 and move McGovern within 16-17 points. Stans then approved the network budget of 414, cut the local TV from 453 to 250, and terminated the Welcome McGovern ad program with MacGregor's concurrence.

S → Dailey  
10/17

OK by me

Stans accused Dailey of bad faith and lying. Magruder responded and only the active intervention of LaRue prevented words that would not be forgotten. Stans walked out and will not attend future budget meetings.

The question of who would put up the 300+ for the Connally 1/2 hour Friday was not resolved. All agreed it would be done.

*it should be 300+*

I understand that Clark MacGregor tried to reach you last night and talked to Larry on Stans' demand that he now meet with the President concerning the Campaign Budget.

Larry checked with Clark this morning, and while he has not had a chance to talk directly to Maury, he feels that the meeting is imperative. He would agree with the idea that there should first be a meeting with you, Clark and Stans without the President to see if it can't be resolved at this level. The reasons prompting Stans' demand to meet with the President are:

- 1) Advertising budget cut from 11,200 to 6,200 with no real intention of spending 6,200;
- 2) Additional campaign funds must be raised to finance the realistic campaign budget of 45,000; and
- 3) Stans' basic concern about the Watergate and resulting lawsuits.

THE WHITE HOUSE

WASHINGTON

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October 16, 1972

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In addition, Dailey recommends use of the Connally 5's on October 28 when the November Group has a three network buy. The Connally 5 would be prepared from the 30-minute tape.

Recommendation:

That the Dailey recommended CRP positive 60's and the Connally 5-minute be run the Week of October 23.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comments \_\_\_\_\_

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- 3) Stans' basic concern about the Watergate and resulting lawsuits.

Committee for the Re-election of the President

October 5, 1972

To AS

MEMORANDUM

TO: ~~GORDON STRACHAN~~ H  
FROM: PETER DAILEY  
SUBJECT: Defense Spot

While I have not had an opportunity to discuss your memo with Jeb or Clark, I will do so tomorrow. Meanwhile, here are some thoughts:

Since we do not know the content of Senator McGovern's October 9 Vietnam speech, it may not be advisable to place defense spots in a close proximity to his time period, particularly since national defense, as you know, is a complex issue.

S → Magruder  
S → Dailey  
149

As to the suggestion that we purchase local television time in Massachusetts and the D.C. area as a means of indicating to McGovern that he has no safe areas...we like the idea. It could create a further distraction for him. The basic problem is lack of money. Someone has to get to Maurice Stans and tell him what the real budget is. As far as he's concerned, the Committee is already today \$40,000 over-spent. As far as Stans is concerned, there is money for the network commercials through Election Day as planned, but no further money for local TV, radio, or newspaper effort.

No

don't waste a nickel in DC - for any purpose

We suggest not using the "Turnaround" commercial in close proximity to the McGovern speech for the same reason stated earlier, we are not sure of the content of his speech. We believe we should run the "Turnaround" commercial in selected local markets. As you know, we hesitate to use this nationally.

We will discuss this with Messrs. Magruder and MacGregor tomorrow and get their comments to you as soon as possible.

cc: Dwight Chapin  
Jeb Magruder

Dailey

C

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

SUBJECT: Democrats for Nixon  
T. V. Ads

Jim Magruder called me from his office to report that he is meeting with Leonard Marks right now and that Connally talked to Marks last night with explicit instructions that Marks is to cancel any advertising for Democrats for Nixon that makes their budget go over \$1,000,000. By the end of next week we will have spent \$1,444,000 which means that if we are to follow Connally's instructions, we will have to cancel all of the Democrats for Nixon advertising for the next week. Connally also told Marks that he really didn't like the idea of doing 1/2 hours, but would if the President really wanted him to. He thought five minutes might be better.

Magruder feels strongly that you should call Connally and discuss this. He indicates the problem centers around the fact that the Democrats for Nixon aren't raising money like they thought they would and Connally is a little worried about his credibility if he can't deliver the money. He also believes -- but has no proof -- that Connally's people are lobbying against stepping up the Democrats for Nixon ads and Connally is concerned about this. He believes that Connally is being told that he is being used as the Agnew of '72.

Magruder reports that there would be no problem, of course, for us to fund or supplement funds for the Democrats for Nixon, but to use existing funds would mean showing a transfer or us subsidizing that group, something he doesn't believe Connally or we want to do. Also, if we were to take future incoming monies pledged to us and transfer them to the Democrats for Nixon directly, we would have to get Stans' concurrence, something Magruder feels would be a problem right now.

LH:kb

C

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

SUBJECT: Democrats for Nixon  
T. V. Ads

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LH:kb

THE WHITE HOUSE  
WASHINGTON

To AS

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

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

Week of October 16 Advertising

At the October 9 Budget Meeting, Secretary Stans approved the 630 expenditure for Network and local TV advertising for the week of October 16. The suggested network schedule attached at Tab A includes Older Americans, Environment, the Record and Youth 5's. The recommended 60-second spot for network and local placement for next week is the attack McGovern Turnaround credibility spot. The revised script you asked Dailey to prepare dropping Inheritance Tax and adding Amnesty is attached at Tab B.

No.

Recommendation:

That Dailey's recommended week of October 16 advertising schedule be approved.

Approve **A** Disapprove \_\_\_\_\_ Comments \_\_\_\_\_

Democrats for Nixon Advertising

There is a problem with running the Turnaround next week. As Higby informed you on October 5, Connally will not approve any DFN TV after this week because DFN has not raised money to pay for the spots. Either Connally must accept money from Stans (the money for the DFN spots is included in the Stans approved October 16 advertising budget) or the Turnaround spot must be run under the CRP auspices and tagline. Magruder and Dailey strongly oppose running the Turnaround spot, as harshest attack commercial, with a CRP by-line. A detailed description of the DFN advertising expenditures is attached at Tab C.

AS  
Do remind  
note here:  
L.

- Haldeman to cover with Connally.
- Run Turnaround with CRP by-line. No
- \_\_\_\_\_ Other.

Another use of the Turnaround TV spot that has not received a decision is the Chapin suggestion that the Turnaround be placed in every local media market McGovern goes to where there is enough lead time to place the spot.

- Yes, implement Chapin suggestion re sandwich McGovern with Turnaround.
- No, drop idea. *unless No bp can work it out w/o a big hassle*
- \_\_\_\_\_ Other.

Russia Spot

You asked Dailey for the revised Russia spot script which deletes Tanya and makes the point about "hard negotiations and tough bargaining". The script is attached at Tab D. The changes from the previous script are printed above the typed text of the new version. The substantial segments that are entirely new are noted.

Recommendation:

That the revised Russia spot script be approved with the next scheduled use of the Russia spot during the week of October 23.

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

\_\_\_\_\_ Comments.

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Advertising

Week of October 16 Advertising

At the October 9 Budget Meeting, Secretary Stans approved the \$30 expenditure for Network and local TV advertising for the week of October 16. The suggested network schedule attached at Tab A includes Older Americans, Environment, the Record and Youth 5's. The recommended 60-second spot for network and local placement for next week is the attack McGovern Turnaround credibility spot. The revised script you asked Dailey to prepare dropping Inheritance Tax and adding Amnesty is attached at Tab B.

Recommendation:

That Dailey's recommended week of October 16 advertising schedule be approved.

Approve  Disapprove  Comments \_\_\_\_\_

Democrats for Nixon Advertising

There is a problem with running the Turnaround next week. As Higby informed you on October 5, Connally will not approve any DFN TV after this week because DFN has not raised money to pay for the spots. Either Connally must accept money from Stans (the money for the DFN spots is included in the Stans approved October 16 advertising budget) or the Turnaround spot must be run under the CRP auspices and tagline. Magruder and Dailey strongly oppose running the Turnaround spot, as harshest attack commercial, with a CRP by-line. A detailed description of the DFN advertising expenditures is attached at Tab C.

*Magruder*

*SA Dailey 10/11*

*Ready to go with way need ans 10/12*

Haldeman to cover with Connally. **NO**  
 Run Turnaround with CBP by-line.

GS → JCM  
10/11  
Other. GS → Haldeman  
Bailey  
10/11  
Speiser

Another use of the Turnaround TV spot that has not received a decision is the Chapin suggestion that the Turnaround be placed in every local media market McGovern goes to where there is enough lead time to place the spot.

Yes, implement Chapin suggestion re sandwich McGovern with Turnaround.

No, drop idea.

GS → Bailey + Moplin

Unless Haldeman Group can work out without big hassle. Other. 10/11

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Recommendation:

That the revised Russia spot script be approved with the next scheduled use of the Russia spot during the week of October 23.

GS → Bailey + JCM

Approve  Disapprove

\_\_\_\_\_  
Comments.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

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Recommendation:

That Dailey's recommended week of October 16 advertising schedule be approved.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comments \_\_\_\_\_

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\_\_\_\_\_ Run Turnaround with CRP by-line.

\_\_\_\_\_ Other.

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\_\_\_\_\_ Other.

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Recommendation:

That the revised Russia spot script be approved with the next scheduled use of the Russia spot during the week of October 23.

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

\_\_\_\_\_ Comments.

GS/jb