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46	39	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: campaign advertising and budget information from a Campaign Budget meeting. 2 pgs.

MacG
same
as H.

ADMINISTRATIVELY CONFIDENTIAL

October 2, 1972

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

Campaign Advertising

At the weekly Campaign Budget meeting, Clark MacGregor and Maury Stans approved the expenditures for campaign advertising for the week of October 9. The substantive content of the TV network and local spots is described in the attached decision memorandum for MacGregor. To summarize the DFN "Welfare" spot would run in all 60-second network spots and in the selected local TV markets. The network 5-minute spots would be "Older Americans" and "Environment". Magruder indicated that MacGregor was "upset" about the advertising decision to run "Defense" this week instead of "Welfare". MacGregor also indicated in today's Budget meeting that he was not pleased with the "Saturday afternoon" advertising decision. In light of this, you may want to discuss the attached memorandum with MacGregor. Peter Dailey needs a decision quickly.

The Nixon Years

The scheduled Connally spot for October 4 has been cancelled by ABC. Instead, The Nixon Years will be run on October 5 between 9 and 9:30. MacGregor, Dailey, and Magruder decided not to call Elton Rule, President of ABC, because they will need the favor next week to buy Connally's spot near McGovern's Vietnam address.

Budget Decisions

Stans again complained that there was no budgetary control on campaign expenses. He suggested November Group cutback on

personnel. Dailey refused. He suggested cutbacks in the Direct Mail/Get Out the Vote Telegrams. MacGregor and Magruder refused. He suggested cutbacks in office expenses. Odle explained there was no way to control telephone and mail expenses.

The net result is that the campaign budget is now up to 43,000, and Stans must raise 10,500 in the next month.

When Clark MacGregor told Stans that Ehrlichman had indicated that the IRS would issue a ruling terminating the current system of no capital gains tax on a contribution of appreciated stock, Stans was floored. Tom Evans left the meeting to get an answer immediately.

GS/jb

[1-11-73]