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TO:       LARRY HIGBY
FROM:    GORDON STRACHAN

Colson wants a copy of the McGovern buys so the cost can be exaggerated into an attack on McGovern as a slick media candidate.

OK to give him the Karalekas part?
PURSUANT to our conversation, the changes in the scripts of the TV spots should be as follows:

1) On the Youth spot "we should tone it down because no thinking person would go along with this statement as it stands." Basically, he's worried about the last phrase:
   "no American fighting anywhere in the world in this century and succeeding centuries."

2) China — The audio should read, "China is one of the most populous countries in the world". The word powerful should not be used.

3) Other comments on the Domestic spots included the following:
   (a) The 60-seconds are OK, except for the SST.
   (b) There is some concern about spending a full five minutes on the Environment. Similarly, concern was expressed regarding spending five minutes on Older Americans.

We realize that certain liberties were taken with the truth. I will check regarding the two points, i.e., hydrocarbon and Medicare.

9/5 — all changes made
per Dailey

TM's only comment
DROP DDT
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GS/jb
FU - 8/30