

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	7	10/16/1962	Memo	To: Bob Haldeman From: Dick Bower Re: Santa Barbara TV Spot Schedule. Duplicate copies not scanned. 4 Pages.
63	7	1962	Memo	Fresno TV Spot Schedule Oct. 17 - Oct. 23 Duplicate copy not scanned. 2 Pages.
63	7	1962	Memo	Salinas- San Luis Obispo TV Spot Schedule. Oct. 17 - Oct. 23. Duplicate copy not scanned. 2 Pages.
63	7	1962	Memo	Sacramento TV Spot Schedule Oct. 17 - Oct. 23. Duplicate copies not scanned. 4 Pages.
63	7	10/22/1962	Memo	To: Nixon For Governor Committee Re: Elby Cuniberti for services rendered. 1 Page.
63	7	1962	Memo	Eureka TV Spot Schedule Oct. 17- Oct. 23. Duplicate copy not scanned. 2 Pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	7	1962	Memo	Chico-Redding TV Spot Schedule Oct. 17 - Oct. 23. Duplicate copies not scanned. 3 Pages.
63	7	1962	Memo	Bakersfield TV Spot Schedule Oct. 17 - Oct. 23. Duplicate copies not scanned. 3 Pages.
63	7	1962	Memo	San Diego TV Spot Schedule Oct. 17 - Oct. 23. 2 Pages.
63	7	1962	Memo	San Diego TV Spot Schedule Oct. 17 - Oct. 23. Duplicate Copy Not Scanned. 2 Pages.
63	7	1962	Memo	San Francisco TV Spot Schedule. Oct. 17- Oct. 23. Duplicate copy not scanned. 2 Pages.
63	7	10/16/1962	Memo	To: Bob Haldeman From: Dick Bower Re: Los Angeles TV Spot Schedule. Duplicate copies not scanned. 5 Pages.
63	7	10/18/1962	Memo	To: Bob Haldeman From: Harriett Weigand Re: Revised TV Spot Schedule for San Francisco and Los Angeles. Duplicate copies not scanned. 10 Pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	7	1962	Report	Advertising Costs for TV Spots. 4 pages.
63	7	1962	Report	Advertising costs for TV Spots. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots. Percentage of Population by County. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots in Los Angeles. 3 Pages.
63	7	1962	Report	Advertising costs for TV Spots for San Diego. 4 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Chico-Redding. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Sacramento. 2 Pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	7	1962	Report	Advertising costs for TV Spots for San Francisco. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Salinas-Monterey and San Luis Obispo. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Santa Barbara. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Fresno. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Bakersfield. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for San Jose. 2 Pages.
63	7	1962	Report	Advertising costs for TV Spots for Stockton. 2 Pages.

ADDRESSEE'S COPY

DATE 10/16/62

TIME

**MEMO**

WRITE IT - - - - DON'T SAY IT

TO Bob Haldeman

FROM Dick Bower

*file*

To complete our spot buy for the first week, here is the schedule we have purchased in Santa Barbara.

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One week only...Wed. Oct. 17 through  
Tues., Oct. 23, 1962  
Budget: \$25,000

SANTA BARBARA

KEY-T

Friday	7-11:00 pm	Within DOUBLE FEATURE Movies (60)
Friday	7-11:00 pm	Within Double Feature Movies (60)
Saturday	12:30-4:00 pm	Within Double Feature Movies (60)
Saturday	12:30-4:00 pm	Within Double Feature Movies (60)
Saturday	4:30-6:00 pm	Within Wide World of Sports (60)
Saturday	6:00 pm	Wide World of Sports/Lawrence Welk (20)
Saturday	7-7:30 pm	Within Third Man (60)
Saturday	8:30 pm	Sam Benedict/Roy Rogers (20)
Saturday	11:05-11:30 pm	Within King of Diamonds (60)
Sunday	7:00 pm	Valiant Years/Jetsons (20)
Sunday	11-11:30 pm	Within Key News (60)
Monday	6-7:00 pm	Within Five Star Final (20)
Monday	8:30 pm	Story of/Rifleman (20)
Tuesday	6-7:00 pm	Within Five Star Final (60)
Tuesday	8:30 pm	Combat/Empire (20)

9 60's; 6 20's \$ 684.20

TOTAL EXPENDITURE \$ 684.20

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
 Recommended TV Spot Schedule  
 One Week only - Wed. Oct. 17 through  
 Tues., Oct. 23, 1962  
 Budget: \$25,000

FRESNO

KMJ-TV

Wednesday	6:00-6:45 PM	20	Within "News"
	7:30 PM	20	Pre. "Virginians"
	10:30 PM	20	Within "11th Hour"
Thursday	6:00 PM	20	Within "News"
	7:30 PM	20	Deputy/Prove
	10:30 PM	20	Within "Andy Williams"
Friday	6:00 PM	20	Within "News"
	9:00 PM	20	in "Sing Along with Mitch"
Saturday	6:30 PM	60	Within "Wide Country"
	10:20 PM	20	Within "Saturday Nite at Movies"
Sunday	5:00-7:30 PM	60	Within "Sunday Cinema Special"
	8:30 PM	20	Disney Wonderful world of Color/ Car 54
Monday	9:00 PM	20	Within "Saints & Sinners"
	10:00 PM	20	Price is Right/Bell Telephone Special
Tuesday	8:30 PM	20	Laramie/Empire
	10:30 PM	20	Dick Powell/Chet Huntley

14	20-second spots	
2	60-second spots	<u>\$995.00</u>

TOTAL EXPENDITURE - Fresno - \$995.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One week only...Wed. Oct. 17 through  
Tues., Oct. 23, 1962  
Budget: \$25,000

SALINAS-SAN LUIS OBISPO

KSBW-TV and KSBY-TV

Wednesday	3-4:30 pm	In "Gold Coast Matinee" (60)
Thursday	11-11:15 pm	In "News" (60)
Friday	7:30 pm	Dobie Gillis/Rawhide (20)
Friday	11:00 pm	Alfred Hitchcock/News (20)
Monday	12:55 pm	Merv Griffin/News (20)
Monday	5:50 pm	Farm Report/Comm. Calendar (20)
Tuesday	9:30 pm	Red Skelton/Mr. Lucky (20)
Tuesday	11-11:15 pm	In "News" (60)

5 20's; 3 60's \$ 586.00

TOTAL EXPENDITURE \$ 586.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One week only...Wed. Oct. 17 through  
Tuesday, Oct. 23, 1962  
Budget: \$25,000

SACRAMENTO

KOVR-TV

Wednesday	11:00 pm	Naked City/ABC News (20)	
Thursday	8:30 pm	Donna Reed/Leave it to Beaver (20)	
Thursday	11:00 pm	Premiere-Astaire/ABC News (20)	(20)
Friday	10:30-Concl.	In "Premiere Performance (60)	
Saturday	10:30-Con.	In "Big Movie" (60)	
Sunday	5:00 pm-Con.	In "Movie Greats" (60)	
Sunday	8:00 pm	Jetsons/Hollywood Special (20)	
Monday	6:30-7:30	In Sugarfoot (60)	
Tuesday	10:00 pm	Untouchables/Untouchables (20)	

4 60's; 5 20's \$1,235.00

**TO: NIXON FOR GOVERNOR COMMITTEE**

**October 22, 1962**

**ELBY CUNIBERTI**

**For services rendered: \$500.00**

**Expediting, shipping,  
arranging for prints  
and distribution of  
film.**

**APPROVED**

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**address:  
Mr. Elby Cuniberti  
6066 Sunset Boulevard**

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One Week only - Wed. Oct. 17 through  
Tues., Oct. 23, 1962  
Budget: \$25,000

EUREKA

KIEM-TV

Wednesday	8:30 PM	20	Trails West/The Virginian
Friday	7:00 PM	20	Break in "Dr. Kildare"
Saturday	8:00 PM	60	Fair Exchange/Dobie Gillis
Sunday	9:00 PM	20	Dennis the Menace/Ed Sullivan
Tuesday	10:30 PM	20	Red Skelton/Jack Benny

4	20-second spots	
1	60-second spot	\$260.00
		<hr/>

TOTAL EXPENDITURE - Eureka - \$260.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One Week only - Wed. Oct. 17 through  
Tues., Oct. 23, 1962  
Budget: \$25,000

CHICO-REDDING

KHSL-TV

Wednesday	6:15 PM	60	Story of ____/News Final
Thursday	8:00 PM	20	Mr. Ed/Perry Mason
Friday	9:00 PM	20	Route 66/Fair Exchange
Saturday	7:15 PM	60	Peter Gunn/Jackie Gleason
Sunday	9:30 PM	20	Real McCoys/GE True Theatre
Monday	8:30 PM		I've Got a Secret/Lucy

4	20-second spots	
2	60-seconds spots	<u>\$213.75</u>

TOTAL EXPENDITURE - Chico - \$213.75

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
 Recommended TV Spot Schedule  
 One Week only - Wed. Oct. 17 through  
 Tues, Oct. 23, 1962  
 Budget: \$25,000

BAKERSFIELD

KERO-TV

Wednesday	8:30 PM	Break in "The Virginians"
Thursday	8:30 PM	Wide Country/Dr. Kildare
Thursday	10:00 PM	Hazel/Andy Williams
Friday	9:00 PM	Break in "Sing Along with Mitch"
Saturday	9:40 PM	Within "Saturday Nite at the Movies"
Sunday	10:00 PM	Bonanza/DuPont Show of the Week
Tuesday	8:00 PM	Break in "Laramie"

7 20-seconds spots \$ 875.00

TOTAL EXPENDITURE - Bakersfield - \$875.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
 Recommended TV Spot Schedule  
 One week only...Wed. Oct. 17 through  
 Tues., Oct. 23, 1962  
 Budget: \$25,000

SAN DIEGO

KOGO-TV

Wednesday	7:30 pm	Death Valley Days/The Virginians (20)
Thursday	11:30 pm-Con.	In "Tonight" (60)
Friday	10:00 pm	Hennessey/Jack Paar (20)
Monday	8:00 pm	In "It's A Man's World" (20)
Tuesday	11:30 pm-Con.	In "Tonight" (60)

3 20's; 2 60's \$ 782.00

XETV

Wednesday	11:00 pm	Naked City/News (20)
Thursday	7-7:30 pm	In Phil Silvers (60)
Thursday	11:20-Concl.	In "Movietime San Diego" (60)
Friday	6:30 pm	The Texan/Peter Gunn (20)
Friday	8:30 pm	Gallant Men/The Flintstones (20)
Friday	10:30 pm	Sunset Strip/Medic (20)
Friday	11:20-Concl.	In "Movietime San Diego" (60)
Saturday	6:30-7:00 pm	In "Bat Masterson" (60)
Saturday	10:00 pm	Lawrence Welk/Mr. Smith Goes to Wash. (20)
Saturday	11:00-Concl.	In "Powerhouse Movie" (60)
Sunday	10:00 pm	ABC Movie/Voice of Firestone (20)
Monday	7:00-8:00 pm	In "TV Hour of Stars" (60)
Monday	11:20-Concl.	In "Movietime San Diego" (60)
Tuesday	11:20-Concl.	In "Movietime San Diego" (60)

8 60's; 6 20's \$1,097.00

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One week only...Wed. Oct. 17 through  
Tues., Oct. 23, 1962  
Budget: \$25,000

SAN DIEGO - Continued

KFMB-TV

Wednesday 9:30 pm Dobie Gillis/Dick Van Dyke (20)

Thursday 6:00-7:00 pm In "This Day, 1962" (20)

Friday 10:30 pm Fair Exchange/Eyewitness (20)

3 20-second spots \$ 659.25

TOTAL EXPENDITURE \$2,358.25

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
 Recommended TV Spot Schedule  
 One week only...Wed. Oct. 17 through  
 Tues., Oct. 23, 1962  
 Budget: \$25,000

SAN FRANCISCO

KRON-TV

Friday	9:30 pm	Mitch Miller/Don't Call Me Charlie (20)
Saturday	11:30 pm-Concl.	In "Saturday Movie" (60)
Monday	10:30 pm	Brinkley's Journal/Communism R.M.E. (20)
		<u>2 20's; 2 60's</u> <span style="float: right;"><u>\$1,750.00</u></span>

KGO-TV

Thursday	9:00 pm	Leave it to Beaver/My Three Sons (20)
Friday	11:15 pm-Con.	In "Best of Movies" (60)
Saturday	4:30-5:00 pm	In "Main Event" (60)
Sunday	1:30-3:30 pm	In "Best of Seven" (60)
Monday	5-7:00 pm	In "Sugarfoot/Surfside 6 (60)
Monday	11:20-Concl.	In "Best of Movies" (60)
Tuesday	5:00-7:00 pm	Science Fiction/Bat Masterson (60)
		<u>6 60's; 1 20 second spot</u> <span style="float: right;"><u>\$1,635.00</u></span>

KPIX

Monday	7:30-8:00 pm	In "Ripcord"
		<u>1 60-second spot</u> <span style="float: right;"><u>\$ 550.00</u></span>

TOTAL EXPENDITURE..... \$3,935.00

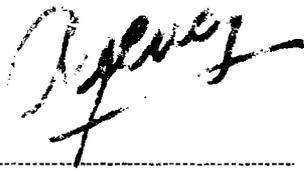
ADDRESSEE'S COPY

DATE 10/16/62

TIME

**MEMO**

WRITE IT - - - - DON'T SAY IT



TO Bob Haldeman

FROM Dick Bower

These are our spot buys for the first week.  
(To date, Santa Barbara has offered  
nothing). Hope you find the purchases  
satisfactory.

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
Recommended TV Spot Schedule  
One week only...Wed. Oct. 17 through  
Tuesday, Oct. 23, 1962  
Budget: \$25,000

LOS ANGELES

KRCA - Channel 4

Thursday	7:30 pm	Science in Action/Wide Country
Saturday	9-11:00 pm	In "Saturday at the Movies"
Sunday	6:00 pm	Bull Winkle/Meet the Press
Tuesday	6:00 pm	Pre. "Jack Latham News"

4 20-second spots \$3,050.00

KNXT - Channel 2

Friday	7:30 pm	Pre. "Rawhide"
Monday	9:30 pm	Danny Thomas/Andy Griffith

2 20-second spots \$2,300.00

KABC-TV - Channel 4

Wednesday	7:30 pm	Thombstone Territory/Wagon Train
Friday	10:30 pm	77 Sunset Strip/Third Man
Saturday	8:00 pm	Sports Final/Roy Rogers Show
Sunday	7:30 pm	Father Knows Best/Jetsons

4 20-second spots \$4,000.00

KTTV - Channel 11

Wednesday	10:00 pm	Riverboat/Putnam News
Wednesday	11-12:30 pm	Tom Duggan
Thursday	6-6:30 pm	Highway Patrol
Thursday	8-9:00 pm	Great Music

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
 Recommended TV Spot Schedule  
 One week only...Wed. Oct. 17 through  
 Tues. Oct. 23, 1962  
 Budget: \$25,000

KTTV - Channel 11 (continued)

Thursday	11-12:30 am	Tom Duggan
Friday	6:30 pm	Highway Patrol/Space Angele
Friday	7:30-8 pm	Best of Groucho
Saturday	7:30-8 pm	Best of Groucho
Saturday	10:00-11 pm	Tom Duggan
Monday	6:45 pm	Space Angele/Putnam News
Monday	11-12:30 am	Tom Duggan
Tuesday	9:00-9:30 pm	Wanted Dead or Alive
Tuesday	11-12:30 am	Tom Duggan

13 60-second spots \$3,460.00

KTLA - Channel 5

Wednesday	10:30 pm	Peter Gunn/Dragnet
Thursday	9-10:00 pm	Wire Service
Saturday	8:30 pm	Restless Gun/Saturday Evening Movie
Sunday	8:00 pm	By the Numbers/Roller Skating
Sunday	8-9:30 pm	Roller Skating
Monday	10-10:30 pm	Peter Gunn
Tuesday	10:30 pm	Roller Skating/Dragnet

7 60-second spots \$1,860.00

COPY

DATE 10/18/62

TIME

**MEMO**

WRITE IT - - - - DON'T SAY IT

*file*

Bob Haldeman

Harriett Weigand

Here are copies of the revised TV schedule of times in San Francisco and Los Angeles.

There were no changes in other markets.

We will send you schedule of the second week as soon as times have been confirmed.

hw

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE  
 Recommended TV Spot Schedule  
 One week only...Wed., Oct. 17 through  
 Tues., Oct. 23, 1962  
 Budget: \$25,000

LOS ANGELES

KRCA - Channel 4

Thursday	7:30 pm	Science in Action/Wide Country
Friday	7:00 pm	Jack Latham/Hennessey
Monday	8:00 pm	Break in "It's a Man's World"
Tuesday	6:00 pm	Pre. "Jack Latham News"

4 20-second spots \$2,800.00

KNXT - Channel 2

Friday	7:30 pm	Pre "Rawhide"
Monday	9:30 pm	Danny Thomas/Andy Griffith

2 20-second spots \$2,300.00

KABC-TV - Channel 7

Thursday	7:30 pm	Guestward Ho/Ozzie Harriett
Friday	10:30 pm	77 Sunset Strip/Third Man
Saturday	8:00 pm	Sports Final/Roy Rogers Show
Sunday	10:00 pm	Sunday Special/Voice of Firestone

4 20-second spots \$3,200.00

KTTV - Channel 11

Wednesday	10:00pm	Riverboat/Putnam News
Wednesday	11-12:30 am	Tom Duggan
Thursday	6-6:30 pm	Highway Patrol
Thursday	8-9:00 pm	Great Music

KTTV - Channel 11 (continued)

Thursday	11-12:30 am	Tom Duggan
Friday	6-6:30 pm	In "Highway Patrol"
Friday	7:30-8 pm	Best of Groucho
Saturday	7:30-8 pm	Best of Groucho
Saturday	10:00-11 pm	Tom Duggan
Monday	7:00 pm	George Putnam
Monday	9-9:30 pm	In "M Squad"
Tuesday	9-9:30 pm	Wanted Dead or Alive

12 60-second spots \$3,450.00

KTLA - Channel 5

Wednesday	10:30 pm	Peter Gunn/Dragnet
Thursday	9-10:00 pm	Wire Service
Saturday	8:30 pm	Restless Gun/Saturday Evening Movie
Sunday	8:00 pm	By the Numbers/Roller Skating
Sunday	8-9:30 pm	Roller Skating
Monday	10-10:30 pm	Peter Gunn
Tuesday =	10:30 pm	Roller Skating/Dragnet

7 60-second spots \$1,860.00

SAN FRANCISCO

KRON-TV

Friday	9:30 pm	Mitch Miller/Don't Call Me Charlie (20)
Saturday	11:30-Concl.	In Saturday Movie (60)
Monday	9:30 pm	Saints and Sinners/Price is Right (20)
		<u>2 20's; 1 60</u>
		<u>\$1,750.00</u>

KGO-TV

Thursday=	9:00 pm	Leave it to Beaver/My Three Sons (20)
Friday	11:15-Concl.	In Best of Movies (60)
Saturday	4:30-5:00 pm =	In Main Event (60)
Sunday	1:30-3:30 pm	In Best of Seven (60)
Monday	5-7:00 pm	In Sugarfoot/Surfside 6 (60)
Monday	11:20-Concl.	In Best of Movies (60)
Tuesday	5:00-7:00 pm	Sciencce Fiction/Bat Masterson (60)
		<u>6 60's; 1 20 second spot</u>
		<u>\$1,760.00</u>

KPIX

Monday	7:30-8:00 pm	In Ripcord
		<u>1 60-second spot</u>
		<u>\$ 550.00</u>

.....television.....

<u>MARKET</u>	<u>Prime 20-Second Spot</u>	<u>Late Evening 60-Second Spot</u>
<u>LOS ANGELES</u>		
KRCA-TV	\$1,000.00	\$ 600.00
KNXT	1,200.00	200.00
<del>KABC-TV</del>	1,000.00	400.00
KTTV	500.00	350.00
KTLA	350.00	150.00
KHJ-TV	360.00	300.00
KCOP	<u>462.50*</u>	<u>462.50*</u>
	\$4,872.50	\$2,462.50
<u>SAN FRANCISCO</u>		
KGO-TV	\$ 750.00	\$ 125.00
KPIX	700.00	350.00
KTVU	340.00	160.00
KRON-TV	<u>700.00</u>	<u>145.00</u>
	\$2,490.00	\$ 780.00
<u>SAN DIEGO</u>		
KFMB-TV	\$ 234.00	\$ 98.00*
KOGO-TV	225.00	200.00
XETV	<u>230.00</u>	<u>137.00</u>
	\$ 689.00	\$ 435.00
<u>FRESNO</u>		
KFRE-TV	\$ 180.00	\$ 55.00
KICU-TV	95.00*	95.00*
KJEO-TV	163.00*	94.00*
KMJ-TV	<u>167.00*</u>	<u>100.00</u>
	\$ 605.00	\$ 344.00

SACRAMENTO

KCRA-TV	\$ 300.00	\$ 200.00
KOVR	225.00	35.00
KXTV	<u>250.00</u>	<u>175.00</u>
	\$ 775.00	\$ 410.00

BAKERSFIELD

KBAK-TV	\$ 60.00	\$ 60.00
KERO-TV	119.00*	119.00*
KLYD-TV	<u>54.00*</u>	<u>50.50*</u>
	\$ 233.00	\$ 229.50

.....\$9664.50 \$4,661.00

EUREKA

KIEM-TV	\$ 47.50*	\$ 38.00*
KVIQ-TV	<u>38.00*</u>	<u>32.50*</u>
	\$ 85.50	\$ 70.50

CHICO-REDDING

KHSL-TV	\$ 50.00*	\$ 35.00*
KVIP-TV	<u>50.00*</u>	<u>35.00*</u>
	\$ 100.00	\$ 70.00

SAN JOSE

KNTV	\$ 120.00	\$ 90.00
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SALINAS-MONTEREY

KSBY-TV (San Luis Obispo included in this buy as satellite of KSBW-TV	\$ 102.60*	\$ 85.50*
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SANTA BARBARA

KEY-T	\$ 75.00	\$ 60.00
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.....\$ 483.10 \$ 376.00

TOTAL \$10,147.60 \$5,037.00

\* 26-time rate

~~2 Weeks~~ 1 Week

TV - A Schedule

<u>MARKET</u>	<u>Prime 20-Sec Spot 5 Nights a Week</u>	<u>Late Eve. 60-Sec. Spot 5 Nights a Week</u>	
Los Angeles Market -----	\$ 24,362.50	\$ 12,312.50	
San Francisco Market -----	12,450.00	3,900.00	
San Diego Market -----	3,445.00	2,175.00	
Fresno Market -----	3,025.00	1,720.00	
Sacramento Market -----	3,875.00	2,050.00	
Bakersfield -----	1,165.00	1,147.50	
	<hr/>	<hr/>	
	\$ 48,322.50	\$ 23,305.00	
	<hr/>	<hr/>	
<u>TOTAL</u> A Schedule			\$ 71,627.50
			<hr/> <hr/>

B Schedule

Eureka Market -----	\$ 427.50	\$ 352.50	
Chico-Redding Market -----	500.00	350.00	
San Jose Market -----	600.00	450.00	
Salinas-Monterey Market ---	513.00	427.50	
Santa Barbara Market -----	375.00	300.00	
	<hr/>	<hr/>	
	\$ 2,415.50	\$ 1,880.00	
	<hr/>	<hr/>	
<u>TOTAL</u> B Schedule			\$ 4,295.50
			<hr/> <hr/>
<u>TOTAL</u> A & B SCHEDULES			\$75,923.00

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DW  
Ple hold  
Advertising  
Costs - TV

BOB HALDEMAN

NIXON FOR GOVERNOR  
 TV Spots 2/3 60-second  
 1/3 20-second  
 3 weeks - May 14 through June 4, 1962

<u>By County</u>		<u>Total Allocation</u>	<u>Per Week</u>	<u>Station</u>
<u>LOS ANGELES</u>				
Los Angeles	\$28,732.50	<i>+10%</i>	\$12,205.00	KNXT KRCA KABC-TV KTTV KTLA KHJ-TV KCOP
Orange	3,502.50			
San Bernardino	2,415.00			
Riverside	1,485.00			
Ventura ( $\frac{1}{2}$ S.Barbara)	<u>480.00</u>			
<u>SAN DIEGO</u>				
San Diego	\$ 5,017.50	<i>+30-50%</i>	\$ 1,785.00	KFMB-TV KOGO-TV XETV
Imperial	<u>337.50</u>			
<u>SANTA BARBARA</u>				
Santa Barbara	\$ 817.50	<i>+50%</i>	\$ 432.50	KEY-TV
Ventura ( $\frac{1}{2}$ L.A.)	<u>480.00</u>			
<u>BAKERSFIELD</u>				
Kern	\$ 1,380.00		\$ 634.50	KERO-TV KBAK-TV KLYD-TV
Kings (2/3 Fresno)	77.50			
Tulare (1/2 Fresno)	393.75			
Inyo	<u>52.50</u>			
<u>FRESNO</u>				
Fresno	\$ 1,740.00		\$ 868.95	KFRE-TV KMJ-TV KJEO-TV
Mariposa	22.50			
Tulare ( $\frac{1}{2}$ Bakrsf.)	393.75			
Kings ( $\frac{1}{2}$ Bakrsf.)	155.00			
Madera	187.50			
Merced ( $\frac{1}{4}$ Stockton) ( $\frac{1}{2}$ San Jose)	<u>106.88</u>			
<u>MONTEREY</u>				
Monterey	\$ 952.50		\$ 605.00	KSBY-TV) KSBW-TV)
San Luis Obispo	390.00			
San Benito	75.00			
Santa Cruz	<u>397.50</u>			
<u>SAN FRANCISCO</u>				
San Francisco	\$ 3,427.50	<i>try to improve</i>	\$ 4,487.50	KRON-TV KPIX KGO-TV KTVU
Alameda	4,230.00			
Contra Costa	1,950.00			
San Mateo	2,115.00			
Napa	315.00			
Sonoma	705.00			
Marin	<u>720.00</u>			
	\$13,462.50			

SACRAMENTO

Sacramento	\$ 2,415.00			KCRA-TV
Sutter	157.50			KXTV
Yolo	315.00			
Yuba	165.00			
Sierra	7.50			
Plumas	52.50			
Nevada	97.50			
Placer	270.00			
El Dorado	150.00			
Lake	67.50			
Colusa	<u>60.00</u>	\$ 3,757.50	\$ 1,252.50	

STOCKTON

San Joaquin	\$ 1,177.50			KOVR
Stanislaus	742.50			
Calaveras	45.00			
Amador	45.00			
Solano	637.50			
Merced ( $\frac{1}{2}$ San Jose) ( $\frac{1}{4}$ Fresno)	106.87			
Tuolumne	67.50			
Mono	7.50			
Alpine	<u>7.50</u>	<del>\$ 2,836.87</del>	\$ 945.30	

SAN JOSE

Santa Clara	\$ 3,135.00			KNTV
Merced ( $\frac{1}{4}$ Stockton) ( $\frac{1}{4}$ Fresno)	<u>213.75</u>	<del>\$ 3,348.75</del>	\$ 1,116.25	

CHICO-REDDING

Butte	\$ 390.00			KHSL-TV
Mendocino ( $\frac{1}{2}$ Eureka)	120.00			KVIP-TV
Glenn	82.50			
Tehama	120.00			
Trinity ( $\frac{1}{2}$ Eureka)	22.50			
Modoc	37.50			
Shasta	285.00			
Siskiyou ( $\frac{1}{2}$ Eureka)	75.00			
Lassen	<u>60.00</u>	\$ 1,192.50	\$ 397.50	

EUREKA

Humboldt	\$ 502.50			KIEM-TV
Del Norte	90.00			KVIQ-TV
Mendocino ( $\frac{1}{2}$ Chico-R.)	120.00			
Trinity ( $\frac{1}{2}$ Chico-R.)	22.50			
Siskiyou ( $\frac{1}{2}$ Chico-R.)	<u>75.00</u>	\$ 810.00	\$ 270.00	

\$75,000.00

\$25,000.00

STATE OF CALIFORNIA  
 PERCENTAGE OF POPULATION BY COUNTY

TOTAL STATE POPULATION 16,334.6

<u>COUNTIES</u>	<u>Population (000)</u>	<u>Percentage</u>	<u>(\$75,000.00) Dollars Allocation</u>
<u>SOUTHERN CALIFORNIA</u>			
Los Angeles	6,257.9	38.31%	\$ 28,732.50
San Diego	1,093.1	6.69	5,017.50
Orange	762.4	4.67	3,502.50
San Bernardino	525.8	3.22	2,415.00
Riverside	323.5	1.98	1,485.00
Kern	301.3	1.84	1,380.00
Ventura	209.9	1.28	960.00
Santa Barbara	178.1	1.09	817.50
San Luis Obispo	84.9	.52	390.00
Imperial	73.7	.45	337.50
			<u>\$ 45,037.50</u>
<u>NORTHERN CALIFORNIA</u>			
Alameda	921.2	5.64	4,230.00
San Francisco	754.7	4.57	3,427.50
Santa Clara	682.6	4.18	3,135.00
Sacramento	526.4	3.22	2,415.00
San Mateo	460.7	2.82	2,115.00
Contra Costa	424.3	2.60	1,950.00
Fresno	378.6	2.32	1,740.00
San Joaquin	257.4	1.57	1,177.50
Monterey	207.4	1.27	952.50
Tulare	171.9	1.05	787.50
Stanislaus	161.9	.99	742.50
Marin	154.6	.96	720.00
Sonoma	153.4	.94	705.00
Solano	138.9	.85	637.50
Humboldt	109.6	.67	502.50
Merced	93.4	.57	427.50
Santa Cruz	86.8	.53	397.50
Butte	84.5	.52	390.00
Yolo	69.0	.42	315.00
Napa	68.5	.42	315.00
Shasta	62.5	.38	285.00
Placer	59.1	.36	270.00
Mendocino	52.6	.32	240.00
Kings	50.8	.31	232.50
Madera	41.2	.25	187.50
Yuba	35.2	.22	165.00
Sutter	34.5	.21	157.50
Siskiyou	33.4	.20	150.00
El Dorado	31.1	.20	150.00
Tehama	26.2	.16	120.00
Nevada	21.2	.13	97.50
Del Norte	19.0	.12	90.00

Page 2

NORTHERN CALIFORNIA - continued

Glenn	17.5	.11	\$ 82.50
San Benito	15.6	.10	75.00
Tuolumne	14.7	.09	67.50
Lake	14.2	.09	67.50
Lassen	13.6	.08	60.00
Colusa	12.3	.08	60.00
Inyo	11.8	.07	52.50
Plumas	11.6	.07	52.50
Calaveras	10.4	.06	45.00
Trinity	10.3	.06	45.00
Amador	10.2	.06	45.00
Nodoc	8.3	.05	37.50
Mariposa	5.1	.03	22.50
Mona	2.2	.01	7.50
Sierra	2.2	.01	7.50
Alpina	<u>.4</u>	<u>.01</u>	<u>7.50</u>
	16,334.6	100%	\$ 29,962.50



NIXON FOR GOVERNOR

Television.....LOS ANGELES

KTTV Schedule

May 14 through June 4, 1962

60-Second spots

Monday

6:00-6:30 pm	In HIGHWAY PATROL	7.5	\$250.00
6:45 pm	DICK TRACY/PUTNAM NEWS	6.4	350.00
8:00-9:00 pm	In AQUANAUTS	7.0	350.00
9:00-10:00 pm	In GREAT MUSIC	3.3	250.00
10:30-11:00 pm	In PAUL COATS	5.3	150.00

Tuesday

6:30 pm	HIGHWAY PATROL/SPACE ANGEL	10.5	250.00
7:00 pm	PUTNAM NEWS/HUCKLEBERRY HOUND	10.5	350.00
8:30-9:00 pm	In M-SQUAD	8.3	350.00
9:00-10:00 pm	In DIVORCE COURT	4.4	150.00
10:30 pm	PUTNAM NEWS/PAUL COATES	5.0	250.00

Wednesday

6:00-6:30 pm	In HIGHWAY PATROL	5.7	250.00
7:30-8:00 pm	In GROUCHO MARX	9.7	350.00
8:00-8:30 pm	In GALE STORM	6.8	350.00
9:00-9:30 pm	In BLUE ANGELS	5.0	150.00
10:30-11:00 pm	In PAUL COATES	3.3	150.00

Thursday

5:30-6:00 pm	In RESCUE 8	5.1	150.00
6:00-6:30 pm	In HIGHWAY PATROL	6.8	250.00
7:00 pm	PUTNAM NEWS/YOGI BEAR	12.4	350.00
7:30-8:00 pm	In GROUCHO MARX	8.3	350.00
8:30-9:00 pm	In JOHNNY MIDNIGHT	3.4	150.00

Friday

8:30-9:00 pm	In ASPHALT JUNGLE	8.0	350.00
10:30 pm	PUTNAM NEWS/PAUL COATES	3.9	250.00

Saturday

8:30-10:00 pm	In CHILLER	12.0	450.00
10:00-11:30 pm	In TOM DUGGAN	5.0	125.00

Sunday

5:30-6:00 pm	In COMEDY THEATRE	5.1	150.00
9:30-10:00 pm	In CONGRESSIONAL INVESTIGATOR	4.0	150.00
8:30-9:00 pm	In 26 MEN	4.0	150.00
10:30 pm-Concl.	In OPEN END	1.7	70.00

<u>KRCA Schedule</u>		May 14 through June 4, 1962	20-Second Spots
<u>Monday</u>	7:30 pm	SHANNON/EVERGLADES	11.5 \$ 850.00
	9:30 pm	In 87TH PRECINCT	16.0 1,000.00
<u>Tuesday</u>	7:30 pm	WYATT EARP/LARAMIE	12.5 850.00
<u>Thursday</u>	8:00 pm	In OUTLAWS	16.0 1,000.00
<u>Friday</u>	9:30 pm	DETECTIVES/BELL TELEPHONE alt. with DINAH SHORE & SPECIALS	12.5 1,000.00
<u>Sunday (June 3 only)</u>			
	8:30 pm	DISNEY/CAR 54, WHERE ARE YOU?	20.0 1,000.00
	10:00 pm	BONANZA/DUPONT SHOW OF THE WEEK	21.5 1,000.00



KFMB-TV Schedule

May 14 through June 4, 1962

Monday

6:00-7:00 pm	In THIS DAY 1962	22.0	\$200.00
8:00 pm	*TELL THE TRUTH/PETE & GLADYS	20.0	234.00

Tuesday

9:00 pm	*DOBIE GILLIS/RED SKELTON	21.5	234.00
11:00-11:30 pm	In NEWSROOM	7.0	100.00

Wednesday

Thursday

7:30-8:00 pm	In SHANNON	18.00	290.00
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Friday

8:30 pm	*RAWHIDE/ROUTE 66	21.5	234.00
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Saturday

6:00-6:30 pm	In THIS DAY 1962	14/5	200.00
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Sunday

6:00-6:30 pm	In THIS DAY 1962	22.0	250.00
7:00 pm	*MR. ED/LASSIE	24.0	220.00

\* 20-Second Spot



KIEM-TV Schedule

May 14 through June 4, 1962

Monday

6:30 pm	CRONKITE NEWS/DETECTIVES	27.0	\$50.00
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Wednesday

6:30 pm	CRONKITE NEWS/DEPUTY	30.0	50.00
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Friday

6:15 pm	NEWS, WEATHER/CRONKITE NEWS	30.0	50.00
8:30 pm	*RAWHIDE/ROUTE 66	49.0	50.00

Saturday

8:30 pm	*PERRY MASON/DEFENDERS	47.0	50.00
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\* 20-Second Spot



KHSL-TV Schedule

May 14 through June 4, 1962

Monday

6:00-6:30 pm	In THIS MAN DAWSON	32.4	\$24.00
7:30 pm	*BEST OF POST/TELL THE TRUTH	35.1	33.00

Tuesday

8:00 pm	*MARSHALL DILLON/PASSWORD	34.3	33.00
11:00 pm	GARRY MOORE/CHANNEL 12 THEATRE	20.3	24.00

Wednesday

10:15 pm	Break in WANTED: DEAD OR ALIVE	17.8	33.00
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Thursday

8:00 pm	*Break in FRONTIER CIRCUS	36.5	33.00
11:00 pm	CBS REPORTS/CHANNEL 12 THEATRE	11.5	24.00

Friday

6:00-6:30 pm	In RESCUE 8	37.0	24.00
10:30 pm	*TWILIGHT ZONE/GRAND JURY	26.3	24.00

Saturday

6:00-7:30 pm	In WRESTLING	34.8	24.00
7:00-7:30 pm	In FAMOUS PLAYHOUSE	30.3	39.00

Sunday

9:30 pm	*GE THEATRE/JACK BENNY	24.7	33.00
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\* -20-Second Spot



KXTV Schedule

May 14 through June 4, 1962

Monday

6:00-6:15 pm	In NEWS	13.9	\$96.00
9:00 pm	*FATHER KNOWS BEST/DANNY THOMAS	27.0	225.00

Tuesday

7:00-7:30 pm	In BROKEN ARROW	14.0	116.00
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Wednesday

6:00-6:15 pm	In NEWS	10.0	96.00
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Thursday

6:00-6:15 pm	In NEWS	11.0	96.00
7:30-8:00 pm	In MEN INTO SPACE	25.0	116.00

Friday

7:00-7:30 pm	In WANTED DEAD OR ALIVE	17.0	116.00
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Saturday

9:00 pm	*Break DEFENDERS	37.0	165.50
11:15 pm-Concl.	In ACADEMY THEATRE	13.0	96.00

Sunday

11:15 pm	CRONKITE/MOVIE	10.0	55.00
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\* 20-Second Spot



KGO-TV Schedule

May 14 through June 4, 1962

Monday

5:30-6:30 PM	In "Aquanauts"	6.5	\$ 150.00
7:00 PM	*Evening Report/Exped.	6.0	150.00
11:20 PM-Concl.	Best of the Movies	1.5	100.00

Tuesday

6:30-6:30 PM	Cimmaron City	5.5	150.00
8:00 PM	*Bugs Bunny/Bachelor Father	15.5	425.00
11:20 PM-Concl.	Best of the Movies	2.5	100.00

Wednesday

5:30-6:30 PM	Riverboat	3.8	150.00
6:30 PM	Riverboat/Local News	2.5	140.00
10:00 PM	*Hawaiian Eye/Naked City	16.0	550.00
11:20 PM-Concl.	Best of the Movies	1.0	100.00

Thursday

5:30-6:30 PM	Overland Trail	2.5	150.00
6:30 PM	Overland Trail/News	2.0	140.00
8:30 PM	*Donna Reed/Real McCoys	22.0	675.00
11:20 PM-Concl.	Best of Movies	3.3	100.00

Friday

5:30-6:30 PM	Hong Kong	5.5	150.00
9:00 PM	*Flintstones/ 77 Sunset Strip	20.5	550.00
11:20 PM-Concl.	Best of Movies	3.3	100.00

Saturday

10:00 PM	*Lawrence Welk/ Suspicion	16.5	550.00
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\* 20-second spot



KSBW-TV)  
KSBY-TV) Schedule

May 14 through June 4, 1962

Tuesday

8:00 pm	*Bet. MARSHALL DILLON/DEPUTY	27.0	\$ 108.00
5:55-6:00 pm	In GREATEST HEADLINES OF CENTURY	11.0	90.00
11:15 pm	Bet. TV REPORT/TONIGHT SHOW	12.0	60.00

Wednesday

5:55-6:00 pm	In GREATEST HEADLINES OF CENTURY	11.0	90.00
11:00 pm	Bet. CHECKMATE/TV REPORT	11.0	60.00

Thursday

8:00 pm	*Bet. SHOWCASE/HAZEL	22.0	108.00
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Friday

5:55-6:00 pm	In GREATEST HEADLINES OF CENTURY	12.0	90.00
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\* 20-Second Spot



May 14 through June 4, 1962

KEY-T - Schedule

<u>Monday</u>			
6:30-6:35 PM	Five Star News/Wall St. Today	22.0	\$ 39.00
8:30 PM	*Silent Service/Price is Right	30.0	49.00
11:00-11:15 PM	Key News	9.0	31.00
<u>Tuesday</u>			
6:30-6:35 PM	Five Star News/Wall St. Today	18.0	39.00
<u>Wednesday</u>			
6:30-6:35 PM	Five Star News/Wall St. Today	17.0	39.00
<u>Thursday</u>			
11:00-11:15 PM	Key News	7.0	31.00
6:30-6:35 PM	Five Star News/Wall St. Today	22.0	39.00
<u>Saturday</u>			
9:00 PM	*My 3 Sons/Sat. Nite Movie	29.0	49.00
<u>Sunday</u>			
8:30 PM	*Disney Wonderful World/20th Century	26.0	49.00
10:00 PM	*Bonanza/Show of the Week	26.0	49.00

\*20-second spot



KFRE-TV Schedule

May 14 through June 4, 1962

Monday

6:30-6:45 pm	In NEWS	15.0	\$50.00
8:00 pm	*TO TELL THE TRUTH/PETE & GLADYS	23.0	90.00
11:00-11:15 pm	In NEWS	7.0	24.00

Tuesday

11:00-11:15 pm	In NEWS	7.0	24.00
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Wednesday

8:30 pm	*FATHER KNOWS BEST/CHECKMATE	20.0	90.00
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Thursday

6:45 pm	NEWS/DOUG EDWARDS	12.5	50.00
7:00-7:30 pm	In WYATT EARP	23.0	75.00

Friday

8:30 pm	*RAWHIDE/ROUTE 66	25.0	90.00
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Saturday

5:00-7:00 pm	In SUPER MOVIE	16.1	50.00
7:00 pm	SUPER MOVIE/TRUE ADVENTURE	17.0	75.00
9:00 pm	*In DEFENDERS	25.5	90.00

\* 20-Second Spot

<u>STATION</u>	<u>Spots Per Week</u>	<u>Length</u>	<u>Weekly Rating</u>	<u>Cost Per Week</u>	<u>Cost 3 weeks</u>
KBAK-TV	8	20-sec.	142.0	288.00	
	9	60-sec.	<u>86.0</u>	<u>334.00</u>	
			228.0	\$622.00	\$1,866.00

TOTAL - BAKERSFIELD:    27 60-seconds  
                                   24 20-seconds  
\$1,866.00

*3.00 RPR 60 3.79 A*  
*2.00 RPR 20 2.50 A*

KBAK-TV Schedule

May 14 through June 4, 1962

Monday

6:00-6:15 pm	In SIX O'CLOCK REPORT	14.0	\$36.00
8:00 pm	*TO TELL THE TRUTH/PETE & GLADYS	19.0	36.00
9:30 pm	*DANNY THOMAS/ANDY GRIFFITH	20.0	36.00
11:00 pm	I'VE GOT A SECRET/ACADEMY AWARD THEATRE	5.0	36.00

Tuesday

6:00-6:15 pm	In SIX O'CLOCK REPORT	16.0	36.00
9:00 pm	*DOBIE GILLIS/RED SKELTON	17.0	36.00
11:00 pm	GARRY MOORE/ACADEMY AWARD TH.	4.0	36.00

Wednesday

6:00-6:15 pm	In SIX O'CLOCK REPORT	13.0	36.00
8:30 pm	*FATHER KNOWS BEST/CHECKMATE	20.0	36.00
11:00 pm	U.S. STEELE HOUR/AC. AWD. THEAT.	7.0	36.00

Thursday

6:00-6:15 pm	In SIX O'CLOCK REPORT	12.0	36.00
8:00 pm	*BOB CUMMINGS/FRONTIER CIRCUS	14.0	36.00
11:00 pm	CBS REPORT/AC. AWD. THEATRE	3.0	36.00

Friday

6:00-6:15 pm	In SIX O'CLOCK REPORT	12.0	36.00
8:00 pm	*Break in RAWHIDE	20.0	36.00
9:00 pm	*Break in ROUTE 66	20.0	36.00

Sunday

8:00 pm	*DENNIS THE MENACE/ED SULLIVAN	12.0	36.00
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\*--20 Second Spot

<u>STATION</u>	<u>Per Week</u>	<u>Length</u>	<u>Weekly Rating</u>	<u>Cost Per Week</u>	<u>Cost 3 Weeks</u>
KNTV	6	20-sec.	58.0	432.00	
	6	60-sec.	<u>161.0</u>	<u>576.00</u>	
			219.0	1,108.00	\$3,024.00

TOTAL - SAN JOSE    18 60-seconds  
                               18 20-seconds

\$3,024.00

7.45 RP 20 4.23 A

3.66 RP 60 2.04 A

KNTV Schedule

May 14 through June 4, 1962

Monday

6:30-7:00 pm	CHANNEL 11 NEWS	12.0	\$96.00
9:00 pm	*RIFLEMAN/SURFSIDE 6	23.0	72.00

Tuesday

6:30-7:00 pm	CHANNEL 11 NEWS	12.0	96.00
9:00 pm	*Break in NEW BREED	24.0	72.00

Wednesday

6:30-7:00 pm	CHANNEL 11 NEWS	12.0	96.00
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Thursday

6:30-7:00 pm	CHANNEL 11 NEWS	11.0	96.00
8:00 pm	*OZZIE & HARRIET/DONNA REED	25.0	72.00
9:30 pm	*MY THREE SONS/LAW & MR. JONES	26.0	72.00

Friday

6:30-7:00 pm	CHANNEL 11 NEWS	11.0	96.00
9:00 pm	*FLINTSTONES/SUNSET STRIP	22.0	72.00

Saturday

6:30 pm	Break in LARAMIE	16.0	96.00
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Sunday

10:00 pm	*In HOLLYWOOD SPECIAL	25.0	72.00
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\* 20-Second Spot



KOVR - Schedule

May 14 through June 4, 1962

Monday

7:00 PM	Deputy/Expedition	8.5	\$ 68.00
9:00 PM	*Rifleman/Surfside Six	22.0	150.00

Tuesday

6:30-7:00 PM	Trackdown	8.0	68.00
11:00-11:15 PM	ABC News	3.0	45.00

Wednesday

7:00-7:30 PM	Peter Gunn	14.0	68.00
9:30 PM	*Hawaiian Eye	19.0	150.00

Thursday

7:00-7:30 PM	Bat Masterson	12.0	68.00
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Friday

6:30-7:30 PM	Aquanauts	7.0	68.00
9:00 PM	*Flintstones/Sunset Strip	17.0	150.00

Saturday

10:00-11:00 PM	Suspicion	6.3	125.00
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\*20-second spot