

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	8	10/15/1962	Memo	Straight Wire: From: H. R. Haldeman To: Station KTVU Oakland, California. Re: Equal free air time for Nixon. Duplicate copies not scanned. 3 Pages.
63	8	08/21/1962	Memo	To: Bob Haldeman/ Paul Keyes/ Joe Agnello. From: RN Re: TV Show to be used during campaign period. Attached: Letter to RN From: Paul W. Keyes. Re: "Coffee With Nixon" 7 Pages.
63	8	n/a	Memo	Mail Routing Slip To: Bob Haldeman. 1 Page.
63	8	08/11/1962	Memo	To: Bob Haldeman From: Rose Mary Woods Re: Show Brown taped on August 10th. 1 Page.
63	8	08/13/1962	Memo	To: Chas Farrington From: Dorr Walsh Re: TV Coverage. Attached: Station coverage maps and copy of communication from Roy Rosenberg. Maps not scanned. 19 Pages.
63	8	06/16/1962	Memo	To: Charles Farrington, Jr. From: Bob Haldeman Re: TV Spots. 1 Page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	8	06/22/1962	Letter	To: Harold P. See From: H. R. Haldeman. Re: Letter written regarding possible participation in the gubernatorial campaign by KRON-TV. 1 Page.
63	8	1962	Memo	TV Spot Schedule for all cities. Week of May 22, 1962. 17 Pages.
63	8	1962	Memo	Budget and costs for TV spots for: Los Angeles, San Francisco, San Diego, Fresno, and Sacramento. Duplicate copies not scanned. 4 Pages.
63	8	05/29/1962	Memo	TV Spot Schedule for Los Angeles, San Diego, and San Francisco. 5 Pages.
63	8	1962	Report	Summary Time Costs for TV Spots. 13 Pages.

STRAIGHT WIRE

10-15-62

11:40 AM.

~~OK~~ 30

Station KTVU
Oakland, California

KTVU
GENTLEMEN: IT IS MY UNDERSTANDING THAT ~~WE~~ ~~HAVE~~ RAN ONE OR TWO HALF
HOUR APPEARANCES BY GOVERNOR BROWN ON THE PAUL GOATES SHOW
~~ON KTVU~~ WITHOUT CHARGE. THIS WIRE IS TO REQUEST EQUAL TIME
FOR RICHARD NIXON.

H. R. Haldeman
Campaign Manager
3906 Wilshire Boulevard
Los Angeles

Nixon for Governor

S
RN

To: Bob Haldeman/Paul Keyes/Joe Agnello
From: RN
Subject: TV
Distribution:

Date: August 21, 1962

Coffee Hour TV

file
I may bring up later

In considering the type of television show to be used during the campaign period, along the lines suggested by Florence Wellborn, I want the use of the type of show which would be billed as "Coffee With Nixon", to be given serious thought.

In Texas the Democratic candidate, Connally, used this forum very effectively. This gives a chance to talk with young married people -- lets them ask questions and have some general conversation.

If we could do as they did in Texas -- have it at the same hour of the day -- every morning at the same time -- it seems to me we could make some points at a time when there is not too much competition.

[Faint handwritten notes]

no stick to spots

N i x o n f o r G o v e r n o r

To: RN Date: August 23, 1962

From: Paul W. Keyes

Subject: Florence Wellborn's Idea -- "Coffee With Nixon"

Distribution: ✓ Bob Haldeman/Joe Agnello/Kai Jorgensen

Here is the information resulting from the cost search you requested in regard to having "Coffee With Nixon" on television at the same hour every morning.

It would be my suggestion that we do this for a period of only two weeks considering it as ^a supplemental, informal television approach to the people.

Here are the costs for one quarter hour, five days a week, Monday through Friday, in the following markets. All figures represent costs for the entire week.

Salinas	(KSBY-TV & KSBN-TV)	\$ 400
Bakersfield	(KERO-TV)	500
Fresno	(KFRE-TV)	500
San Diego	(KFMB-TV)	1,200
Los Angeles	(KTTV)	2,000
San Francisco	(KPIX-TV)	1,600
Sacramento	(KCRA-TV)	1,500
Santa Barbara	(KEY-TV)	400
Yuma (El Centro)	(KIVA-TV)	175

Therefore, "Coffee With Nixon", 15 minutes a day, 5 days a week, Monday through Friday, in the above nine markets, which would cover the state, would cost per week \$8,275 in time purchases.

The Agency and I have estimated that if we were to use tape and either to tape all five 15-minute programs in one day, which actually means slightly more than an hour on camera for you, we could produce a week's out-put in one day with a two-camera crew for \$1,800.

Therefore, for the record, we can do "Coffee With Nixon", five days a week, 15 minutes a day, Monday through Friday, production and time costs total \$10,075.

On the other hand, if we could prevail on Mr. Powell to allow the use of his studios and do filming we would eliminate the \$1,800 cost and reduce our cost to time purchases of \$8,275.

Bearing in mind that Florence Wellborn yesterday told me she has \$2,000 for this project, and using Powell's facilities and Florence Wellborn's generosity, we could do the whole thing for \$6,275 out of our campaign funds for that week.

I have probed this at the Agency only in terms of doing this locally -- we would never be able to clear a state-wide network for this kind of program so what we would be doing would be making a film, having copies run off of the film, then placing these films on TV at the local level.

I think it is a damn good idea and I think that we could do this effectively over a two week period late in the campaign. I agree completely that you should be seen informally and with people and I certainly look forward to the idea of having you sit down with various groupings and speaking by saying, "Now, we are here for you to tell me what your problems are so that when I am Governor I will be able to handle them effectively and to your best interests and to the best interests of the state of California."

On the other hand, there is another way of doing this. Let's say we film one week of you in the studios with the five different groups (young marrieds, college age groups, laboring men regarding taxes,

industrialist groups, etc.). Then, on the other week, we take the tape direct and go out and tape you outside with people. Now, we can get you with the farmers -- we can get you looking around meeting people in the stores -- maybe we can catch that great informality of you with people and cash in now with our celebrities. Doing it this way we would then have 10 programs, five indoor living room type coffee films, plus five outdoor free and easy meeting people, talking to farmers, etc. When we run these on the air we could alternate -- Monday coffee inside -- Tuesday outside tape -- Wednesday coffee inside -- Thursday outside tape -- etc. I think doing it this way would give us absolutely maximum effectiveness of this thing and it wouldn't cost any more.

With this in mind, I include the following charges:

I find that we can secure the services of an 8-hour day remote tape truck including the use of two cameras, a tape machine, the complete engineering crew and a director (though I prefer Agnello to do this for us) for the following amount:

Mobile video tape	\$1,200
KTTV	1,200
Glenn Armistead	2,112
NBC	2,800

The Agency recommends the KTTV equipment at the price of \$1,200. The only charge in addition to this flat sum is -- we would pay extra for the amount of tape we use in a day and, of course, we would pay for our editing time.

I think we ought to seriously kick this one around and let's use the knowledge that Joe Agnello brings to us from the Kennedy campaign of 1960 and couple it with the intimacy and the lightness and the low-level informal approach suggested by Mrs. Wellborn. I think by tying it all up in this way we augment our telethons perfectly and use television to our

pure advantage.

Respectfully,

PWK

CONFIDENTIAL

RN

Paul W. Keyes

New Thought on my memo of September 4 regarding "Jackie Robinson Statement for TV"
Bob Haldeman/Charlie Farrington/Herb Klein/Bob Finch/Joe Agnello

Bob: This idea has great merit and conceivably could be applied to other situations

September 5, 1962

I have had a new thought on the treatment of the film clip which I suggested we have Jackie Robinson make immediately in my memo of September 4.

I believe the statement should remain the same unless Haldeman or Chotiner have ideas to change it.

But rather than have this film clip made and held for eventual use I think we can get maximum exposure on the Robinson statement and on the fact that Brown is a smear spreader by handling it in the following way:

1. I would get the film clip made immediately.
2. In case the question comes up on any or all of the telethons -- "Is it true that Jackie Robinson has repudiated or turned against you because you kept the Negroes out of Whittier?"
3. Now, in each case you could answer as follows: "This is a typical Brown inspired smear. I am asked this at rallies wherever I appear and the Brown people have put this terrible lie into such wide circulation. Now, I fully expected it to be asked here on this telethon tonight because you have heard this and I want to get the truth into the open now and since Jackie Robinson's name was mentioned, when I informed Jackie of this terrible lie and smear that Brown is spreading through California Jackie immediately volunteered to set the record straight and made a film and rushed it to me. Now, in answer to your question, I will let Jackie Robinson answer that for me."
4. Cut to the film. Statement by Jackie Robinson.

Again, the big thing here is we get a strong endorsement which is practically a commercial on behalf of RN's honesty and we do this to full coverage all over the state by delivering it in the above described manner.

Also, we remind the people very subtly here that Brown is telling lies, about us.

We would have to move very quickly on this if you approve it as the time grows short between now and our first telethon.

ROUTING:

C. Farrington _____

C. Arth _____

Y. Smith _____

S. Sammelman _____

H. Kalmbach _____

D. Waters _____

News Bureau _____

B. Haldeman _____

J. Kalmbach _____

Nixon for Governor

To: Bob Halderman
From: Rose Mary Woods
Subject:
Distribution:

Date: August 11, 1962

TV

On Friday, August 10th, Brown taped a show with Brinkley -- it is to be used on October 1st.

The other day I learned that the job Huntley did on us in his California Reports was that they used the film taken on the bus, etc. for RN and took the good, canned film of the Shell coffees, etc.

I think we should be aware of this and when the request comes in for their camera crew to accompany RN we should check on what was taped on August 10th with Brown!!!!!!

cc
orig. Herb Klein
for copy (CO)

Farrington
See any use for
TV?

~~XXXXXXXXXX~~
COPY of Communication from Mr. Roy Rosenberg

Dear Dick:

I could whip this into shape for a 30-minute telecast. All the statements have been documented.

If anything comes of it, the telecast could be sponsored by the Republican Central Committee, the Republican Associates, the Republican Assembly, or some group of citizens.

It ought to be preceded by display ads in the larger daily newspapers of the state, two or three days before the telecast.

It seems to me it would be very effective, and I would gladly cooperate in any way I can.

I am going to see you Saturday at the Ambassador, and we may discuss this at that time.

In the meantime, my address is 355 La Colina Drive, Inglewood, California and my home telephone number is ORchard 2-5624.

/s/ Roy

Got — This data, properly documented, might be of some value to research and/or R N's speech-writers — The question of using it as the subject of a TV address, of course, involves other considerations of a broader nature... I doubt its general value there.

April 25, 1962

Dear Dick:

Had the big eye, couldn't sleep last night, thinking about your campaign, and came up with the following idea for a California network broadcast, about the middle of May.

I have been a California newspaper editor for the past 33 years; and I was editor of the Inglewood Daily News for 20 years, and was editor and co-publisher of the Sacramento Union for 13 years.

I am appalled at what is happening to state government in California; I am shocked at the mounting costs, at the utter waste of the peoples' money, and of the petty graft and corruption which infests officialdom in high places in this state.

I have been a close observer in the political scene for more than a third of a century, and these are the things which disturb me:

When the incumbent Governor was a candidate for election as Attorney General a few years ago, he accepted, and acknowledged, a contribution of \$5,000 from Artie Samish, liquor lobbyist. On November 8, a day or two after his election he caused his financial chairman, a liquor dealer named Sobol from San Francisco, to write Artie Samish, thanking him for the generous contribution of \$5,000 and stating that it came at a time when it was desperately needed. The letter said "Pat has asked me to tell you personally how grateful he is for the generous contribution."

Less than two months later, when the contribution had been called to the attention of the Kefauver Crime Investigation Committee, Senator Kefauver appeared on television (privately sponsored) placed his arm carefully around Pat Brown's shoulders and said, in effect, "I have asked Attorney General

Brown about this \$5,000 item from Artie Samish, and he has told me that he had completely no knowledge that it had been received, and that had he known it, he would have given it back to Samish. I believe Attorney General Brown." Mr. Brown knew that was a falsehood at the time it was uttered. Artie Samish has the original letter which Pat Brown's finance chairman wrote to him the day following the election.

One day when I was editor and co-publisher of the Sacramento Morning Union, in the State Capitol, a Deputy Attorney General came into my office, and asked if he could speak to me in confidence. He brought a written affidavit, which set forth that there had been sent to the Sacramento Office of the Attorney General, and to the San Francisco and Los Angeles Offices as well, typewritten lists -- on the official stationery of Attorney General Edmund G. 'Pat' Brown, a list of the deputies, associates, attaches and other workers in each office, and opposite each name was the amount that individual was expected to contribute for the purchase of whiskey to be given to the press at Christmas time. Deputies Attorney Generals were shaken down for ~~\$5~~ \$4 each, assistants for \$3 each, and others were required to give. The money was collected by the deputy in charge.

When I exposed this whiskey shakedown racket in the Sacramento Union, and it was picked up by the Associated Press, Mr. Brown shook his head sorrowfully and said he had no knowledge of the shakedown and had he known he would have prohibited it; the Deputy in charge of the Sacramento Office denied there had been any compulsion about the contributions and the public relations officer, one Pat Frayne, said it was his responsibility and not that of his boss.

As Governor, Mr. Brown has been the most expensive, and most wasteful Governor California has ever had.

In his first year in office he created seven new taxes -- the first new taxes in more than 15 years. These included a tax on cigarettes which hit the poor man hardest; a tax increase on malt and spirituous liquor, a tax increase on the state's handle of Pari-Mutuel machines at the Thoroughbred horse race tracks in California, a tax on bankers, and a ~~corporation~~ corporation tax. These ~~tax~~ brought in an extra \$75 million for him to squander.

He takes the greatest pride, he says, in the fact that in the first year of his administration, he caused to be enacted a Fair Employment Practices Commission. Solid citizens protested that there was no need for such a Commission, but Pat persisted. A Commission of five full time persons was created. This bureau maintains three offices in the state, with secretaries, clerks, attaches, and custodians. It is costing the taxpayers in excess of \$100,000 a year, and in the nearly four years since its creation, NOT ONE SINGLE CHARGE OF DISCRIMINATION HAS EVER REACHED A CALIFORNIA COURT. The Commission has done nothing more consistently than nothing has ever been done before. The Governor was told to look to New York State, to determine that in 10 years of the State has prosecuted only five minor cases, and these could easily have been settled peacefully by negotiation.

The Government took second pride in his creation of a consumer's counsel, under which he created another costly and unnecessary bureau. So far as the public knows, or has ~~has~~ been informed, the Consumer's Counsel has not found it necessary to proceed against one individual or one firm who was fleecing or defrauding the public, but the bureau is expanding, and is costing the taxpayers of California another large sum. This was totally unnecessary, and what work the 'consumer's counsel' performs, if any, should properly be the function of the part-time attorney general, who spends half his time fulfilling the functions of the office to which he was elected by a nonpartisan vote, and the other half to the

partisan job of being Democratic National Committeeman.

Let's consider the Attorney General and the conduct of his office. He asked the people of California -- Republicans and Democrats alike -- to vote for him for Attorney General, promising a nonpartisan conduct of his office. Almost immediately following his election he became Democratic National Committeeman, the most bitterly partisan job in the state, a job which he filled with vindictiveness and abandon.

Recently in Sacramento, appearing before a Democratic Convention, he made reference to one of the nation's most distinguished citizens, a man who fell a handful of votes short of becoming President of the United States, and a man who had served with distinction in the armed forces, in the Congress and Senate of the United States, and as Vice-President in the most important years in the nation's history, the honorable Richard Milhous Nixon. The Attorney General three times in his public address, referred to this distinguished citizen as "Richard Milltown Nixon" the partisan Attorney General's inference being that Mr. Nixon was a tranquilizer addict.

Attorney General Stanley Mosk ought to be the last of 16,000,000 Californians to take liberties with another man's name, for the Attorney General's family name is Moscovitz.

Attorney General Moscovitz has made himself ridiculous in the conduct of his office during the past three and a half years. He has like Stephen Leacock's horseman, rode off in all directions at once. He has demonstrated an utter lack of leadership in the battle against narcotics but has sent head hunters into such remote places as Elsinore on the unconfirmed rumor that some merchant of the Jewish faith has been discriminated against.

He pursues every report of alleged discrimination, and always comes up with nothing to report.

He made himself look a little ridiculous, as did Pat Brown and One Worldeer Alan Cranston, the state controller, in the case of Bill Bonelli, a staunch Democrat and a ~~ix~~ 'fugitive' from justice. When Pat Brown was Attorney General he informed Governor Goodwin Knight ~~xxx~~ that Bonelli couldn't be extradited from Mexico, and then joined the Democratic clamor: "Why doesn't Knight extradite Bonelli."

Along came Attorney General ~~MOSCOWITZ~~ Moscowitz, and played to the galleries, in concert with Cranston, who believes devoutly that there should be one world, one government, and that Khrushchev and Mao Tse-Tung should share the same bed and board as the President of the United ~~STATES~~ States. Mr. Moscowitz announced, at a time when he was wearing his attorney general hat but had is partisan eye cocked on the Democratic galleries, that he would impound the retirement pay which Bill Bonelli had coming to him from the retirement fund of the State of California. Mr. Cranston chimed in with the unqualified statement: "He will get that money over my dead body."

Now the facts are that Bill Bonelli has never been convicted of a felony, and has never been charged with an extraditable offense. He fled to Mexico, but offered to return if anyone in authority in this state would guarantee him a fair trial before an impartial judge, explaining that he was scheduled to be tried before a "hanging judge" in San Diego county ~~h~~ who had already expressed an opinion concerning his guilt. No one would make that guarantee to Bonelli, so he remains beyond the reach of the law. The United States State Department has ruled that he cannot be extradited because he has not been convicted of a crime that permits extradition.

Yet Pat Brown as Attorney General, and Stanley Moscovitz as a Superior Court judge, didn't raise a whisper when the retirement fund of the State of California sent retirement checks, which they had rightfully earned to the late Assembly Speaker Charles W. Lyon after he had been convicted of a felony and was in state prison, and to the late Assemblyman Delbert Morris, who also was convicted of a felony and sent to state prison.

Why didn't Pat Brown and Stanley Moscovitz ~~ask~~ act in these cases.

And speaking of the Superior Court, which Mr. Moscovitz graced in Los Angeles county before his elevation to the Attorney General's post, let's have a look at this costly and wasteful appendage of state government, which is tied to the Attorney General's office for reform and correction.

In Los Angeles County, there are 120 superior court judges. The total of 102 was swelled by 18 new ones this year, and more will be in the hopper next year, it is certain. Each time a new court is added it costs the taxpayers a minimum of \$50,000 a year. There are more judges in Los Angeles County than in any county in the world, and each court does less work. the lag in the work is expanding daily, while the judges conduct themselves as though they were members of a gentleman's club; they wander in and out of the courtrooms at their leisure, ~~and~~ come to work if they feel like it and quit early in the afternoon, and take weekends off completely. If the judges in Los Angeles ~~County~~ County worked as hard, and turned in performances as do the judges in Division A and B in the Southwest branch of the Superior Court in Inglewood, the work could be done by 60 dedicated judges, and the other 60 could be abandoned forthwith.

In one appeals court in California, one of the three members has been absent for ~~at~~ two years. The other two members have covered up for him and

decided important cases concerning the liberty of individuals or the sanctity of property by themselves. This judge could have retired at the time of his illness two years ago on an adequate salary, and the cases on appeal would have had the attention of three competent judges instead of two. Yet, neither the partisan attorney general, Stanley Moskowitz, Supreme Court Justice Phil Gibson, Governor Pat Brown nor the judicial council -- all of whom know of this case -- have raised a finger to protect the interests of the taxpayer.

Another Superior Court Judge, appointed to the bench less than 6 ~~months~~ months ago, is now enjoying a six-weeks vacation touring Europe -- this with the complete knowledge, consent and cooperation of the ~~presiding~~ presiding judge, and with the approval of the judicial council.

In his ~~unwasteful~~ wasteful years as Governor, Pat Brown has brought the state to the place where it spends more than any other state in the union; far more than the more populous state of New York, and much more than either Pennsylvania and Illinois. The nearly \$3 billion budget enacted in 1962, is more than the combined state budget of 25 of the 50 states of the union -- and there is no end to it.

The Brown administration has built ~~for~~ the Water Resources Board into an empire, under the direction of a man imported from Asia, where he was engaged in attempting to provide a quart of milk a day for every Hottentot. He is a dreamer, and not a practical one at that. This empire has grown from one director to 1600 persons, and costs in excess of \$5 million a year. The work being done by this large army was being done very expertly and cheaply, by the Department of Natural Resources, which had the responsibility for half a century before these destructive ~~big~~ "big central government advocates" came into power in California. This Water Resources could be eliminated overnight and not one necessary function of the Government would suffer.

The Governor of California has a secretariat of 14 whose salaries range from \$10,000 to \$20,000. The Governor of New York has three secretaries, and in Illinois the Governor gets along with two, as does the Governor of Pennsylvania.

The Brown Administration is heading California straight down the path of gray socialism. If the trend continues, business and industry are certain to take flight as they did under Soapy Williams crackpot administration in Michigan.

I say it is high time to call a halt to this waste and ~~extravagance~~ extravagance, and to elect someone who will reverse the trend, and be concerned with the plight of the taxpayer. The man best qualified to do that job, is in my judgment, Richard Nixon.

ROUTING:

C. Farrington _____
C. Arth _____
Y. Smith _____
S. Sammelman _____
H. Kalmbach _____
D. Waters _____
J. Kalmbach _____
News Bureau _____
B. Haldeman _____

File
P.R. -
Televison

Charles Farrington, Jr.

6-16-62

Bob Haldeman

TV Spots

Will you please have the Agency explore the possibility of putting a hold on spot adjacencies to the World Series, or within the World Series telecast, to be used for campaign spots, possibly featuring baseball personalities?

Will you also ask them to explore adjacencies to Rifleman for spots which might feature Chuck Connors, and adjacencies to the G.E. show for spots featuring Ronald Reagan?

Please give me a report on this.

✓ File: P.R. - ~~xxxxxx~~ Television - Spots
x CF memo file
x date

June 22, 1962

Dear Mr. See:

You were thoughtful to write Mr. Nixon regarding possible participation in the gubernatorial campaign by KRON-TV. He has asked me to acknowledge and thank you for your letter.

We appreciate very much your interest in any debates that might be scheduled, but cannot offer any information in this connection. We do not know whether Governor Brown is interested in this type of campaign programming since he has not, to our knowledge, indicated anything along this line.

Thank you again for your letter, and your offer to make your station's facilities available to us.

Sincerely,

H. R. Haldeman

Mr. Harold P. See
General Manager
KRON-TV
San Francisco 19, California

File: ~~/~~ x
x
x
Date: Debate
P.R. - Television
date

Bob Haldeman

NIXON FOR GOVERNOR

Television Spot Schedule

The following schedule of television announcements in behalf of Richard Nixon was selected after every station in the state submitted its best available times. These times were thoroughly evaluated and selections were made to accomplish two objectives: (1) to reach the greatest number of viewers per dollar and (2) to reach a complete cross-section of the viewing public through placement of announcements within a variety of programs.

The amount of money spent in each market is related on a population basis to the total available budget. We request that you familiarize yourself with these times and particularly note the strong programs in which the spots are found. See the spots yourself. Tell your friends and fellow campaign workers of the time they will run. That "Win with Nixon" feeling will be contagious.

Schedules are subject to minor changes due to many political broadcast conflicts.

NOTE:

This is to advise you that the film television spots which are scheduled for the following stations have been approved and cleared by the campaign committee, legal counsel and the candidate. Please do not run any television spots in your area that have not been approved and cleared.

NIXON FOR GOVERNOR

Television Spot Schedule

B A K E R S F I E L D--KBAK-TV Channel 29

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
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TUESDAY

600-615 pm	Within SIX O'CLOCK REPORT	
900 pm	*DOBIE GILLIS	RED SKELTON
1100 pm	GARRY MOORE	ACADEMY AWARD THEATRE

WEDNESDAY

600-615 pm	Within SIX O'CLOCK REPORT	
830 pm	*FATHER KNOWS BEST	CHECKMATE
1100 pm	U.S. STEEL HOUR	ACADEMY AWARD THEATRE

THURSDAY

600-615 pm	Within SIX O'CLOCK REPORT	
800 pm	*BOB CUMMINGS	FRONTIER CIRCUS
1100 pm	CBS REPORTS	ACADEMY AWARD THEATRE

FRIDAY

600-615 pm	Within SIX O'CLOCK REPORT	
800 pm	*Within RAWHIDE	
900 pm	*Within ROUTE 66	

SUNDAY

800 pm	*DENNIS THE MENACE	ED SULLIVAN
--------	--------------------	-------------

MONDAY

600-615 pm	Within SIX O'CLOCK REPORT	
800pm	*TO TELL THE TRUTH	PETE AND GLADYS
930 pm	*DANNY THOMAS	ANDY GRIFFITH
1100 pm	I'VE GOT A SECRET	ACADEMY AWARD THEATRE

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

C H I C O - R E D D I N G--KHSL-TV Channel 12

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
800 pm	*MARSHALL DILLON	PASSWORD
1100 pm	GARRY. MOORE	CHANNEL 12 THEATRE
<u>WEDNESDAY</u>		
1015 pm	Within WANTED: DEAD OR ALIVE	
<u>THURSDAY</u>		
800 pm	*Within FRONTIER CIRCUS	
1100 pm	CBS REPORTS	CHANNEL 12 THEATRE
<u>FRIDAY</u>		
600-630 pm	Within RESCUE 8	
1030 pm	*TWILIGHT ZONE	GRAND JURY
<u>SATURDAY</u>		
600-630 pm	Within WRESTLING	
700-730 pm	Within FAMOUS PLAYHOUSE	
<u>SUNDAY</u>		
930 pm	*G.E. THEATRE	JACK BENNY
<u>MONDAY</u>		
600-630 pm	Within THIS MAN DAWSON	
730 pm	*BEST OF THE POST	TO TELL THE TRUTH

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

E U R E K A --KIEM-TV Channel 3

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
630 pm	CBS NEWS	M SQUAD
<u>FRIDAY</u>		
615 pm	NEWS, WEATHER	CBS NEWS
930 pm	*ROUTE 66	HOOR-LONG SPECIALS
<u>SATURDAY</u>		
930 pm	*DEFENDERS	HAVE GUN WILL TRAVEL
<u>MONDAY</u>		
615 pm	NEWS, WEATHER	CBS NEWS

*--20 second spot

NIXON FOR GOVERNOR
 Television Spot Schedule

E. R E S N O --KFRE-TV Channel 30
 Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
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TUESDAY

930 pm	*RED SKELTON	ICHABOD AND ME
700 pm	*CBS NEWS	BIOGRAPHY

WEDNESDAY

830 pm	*FATHER KNOWS BEST	CHECKMATE
1115-1145 pm	Within MOVIE	

THURSDAY

700-730 pm	Within WYATT EARP	
900 pm	*FRONTIER CIRCUS	NEW GROUCHO SHOW
1115-1145 pm	Within MOVIE	

FRIDAY

930 pm	*ROUTE 66	FATHER OF THE BRIDE
1115-1145 pm	Within MOVIE	

SATURDAY

600 pm	Within SUPER MOVIE	
700 pm	SUPER MOVIE	TRUE ADVENTURE
930 pm	*DEFENDERS	HAVE GUN WILL TRAVEL

SUNDAY

230-400 pm	Within SUNDAY MOVIE	
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MONDAY

630-645 pm	Within NEWS	
730 pm	*I'VE GOT A SECRET	TO TELL THE TRUTH

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

L O S A N G E L E S--KABC-TV Channel 7

Week of May 22, 1962

DAY AND TIME FOLLOWS PRECEDES

THURSDAY

700-730 pm Within RIPCORN
1100 pm *UNTOUCHABLES BAXTER WARD NEWS

FRIDAY

700-730 pm Within HONG KONG
1100 pm *TARGET--CORRUPTERS BAXTER WARD NEWS

MONDAY

800 pm *Within CHEYENNE

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

A N G E L E S--KTTV Channel 11

of May 22, 1962

AND TIME FOLLOWS PRECEDES

WEDNESDAY

7:00-8:00 pm	NEWSBREAK	HIGHWAY PATROL
8:00-9:00 pm	GEORGE PUTNAM	HUCKLEBERRY HOUND
9:00-10:00 pm	Within M SQUAD	
10:00-11:00 pm	Within DIVORCE COURT	

THURSDAY

7:00-8:30 pm	Within HIGHWAY PATROL	
8:30-10:00 pm	Within GROUCHO MARX	
10:00-11:30 pm	Within GALE STORM SHOW	
11:30-12:30 am	Within BLUE ANGELS	

FRIDAY

7:00-8:00 pm	Within RESCUE 8	
8:00-9:00 pm	HIGHWAY PATROL	SPACE ANGELS
9:00-10:00 pm	PUTNAM NEWS	YOGI BEAR
10:00-11:00 pm	Within JOHNNY MIDNIGHT	

FRIDAY

7:00 pm	GEORGE PUTNAM	DEPUTY DAWG
8:30-9:30 pm	Within ASPHALT JUNGLE	
11:00-12:30 am	TOM DUGGAN SHOW	

SATURDAY

8:00-8:30 pm	Within BEACHCOMBER	
8:30-10:00 pm	Within CHILLER THEATRE	
10:00-11:30 pm	Within TOM DUGGAN SHOW	

SUNDAY

5:30-6:30 pm	Within COMEDY THEATRE	
8:30-9:00 pm	Within 26 MEN	
9:30-10:00 pm	CONGRESSIONAL INVESTIGATOR	
10:30 pm-Concl.	Within OPEN END	

Continued.....

NIXON FOR GOVERNOR

Television Spot Schedule

L O S A N G E L E S --KTTV Continued

MONDAY

600-630 pm	Within HIGHWAY PATROL	
645 pm	SPACE ANGELS	PUTNAM NEWS
800-900 pm	Within AQUANAUTS	
900-1000 pm	GREAT MUSIC	
1030 pm	GEORGE PUTNAM	PAUL COATES
1030-1100 pm	Within PAUL COATES	

NIXON FOR GOVERNOR

Television Spot Schedule

L O S A N G E L E S--KTLA Channel 5

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
1030-1100 pm	Within DIVORCE HEARING	
<u>WEDNESDAY</u>		
1030-1100 pm	BIG THREE FINAL	OVERSEAS ADVENTURE
<u>SATURDAY</u>		
1030 pm	Within WRESTLING REPLAY	
<u>SUNDAY</u>		
830-900 pm	Within CANNONBALL	
900-930 pm	Within CROSS CURRENT	
1000-1100 pm	Within FIVE STAR PLAYHOUSE	

NIXON FOR GOVERNOR

Television Spot Schedule

S A C R A M E N T O --KXTV Channel 10

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
700-730 pm	Within BROKEN ARROW	
1030 pm	Within GARRY M OORE SHOW	
<u>WEDNESDAY</u>		
600-615 pm	Within NEWS	
<u>THURSDAY</u>		
730-800 pm	Within MEN INTO SPACE	
<u>FRIDAY</u>		
700-730 pm	Within WANTED: DEAD OR ALIVE	
<u>SATURDAY</u>		
530-700 pm	Within SATURDAY EVENING MOVIE	
1115 pm-Concl.	Within ACADEMY THEATRE	
<u>SUNDAY</u>		
530 pm	AMATEUR HOUR	G.E. COLLEGE BOWL
<u>MONDAY</u>		
600-615 pm	Within NEWS	
900 pm	*FATHER KNOWS BEST	DANNY THOMAS

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

S A L I N A S - M O N T E R E Y --KSBW-TV Channel 8

S A N L U I S O B I S P O --KSBY-TV Channel 6

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
555-600 pm	Within GREATEST HEADLINES OF THE CENTURY	
930 pm	*RED SKELTON	THE PRICE IS RIGHT
1115 pm	TV REPORT	TONIGHT SHOW
<u>WEDNESDAY</u>		
700 pm	*YOGI BEAR	
1100 pm	CHECKMATE	TV REPORT
<u>THURSDAY</u>		
800 pm	*SHOWCASE	HAZEL
<u>FRIDAY</u>		
555-600 pm	Within GREATEST HEADLINES OF THE CENTURY	

*--20 second spot

NIXON FOR GOVERNOR
Television Spot Schedule

S A N D I E G O--KFMB-TV Channel 8

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
730-800 pm	*Within MARSHAL DILLON	
<u>WEDNESDAY</u>		
600-700 pm	*Within THIS DAY, 1962	
<u>THURSDAY</u>		
730-900 pm 900 pm	Within SHANNON *FRONTIER CIRCUS	GROUCHO MARX
<u>FRIDAY</u>		
700 pm	*WALTER CRONKITE	RIPCORD
<u>SUNDAY</u>		
600-630 pm 930 pm	*Within THIS DAY, 1962 *GE THEATRE	JACK BENNY
<u>MONDAY</u>		
700 pm 700-730 pm 800 pm	*WALTER CRONKITE Within BLUE ANGELS *TO TELL THE TRUTH	BLUE ANGELS PETE AND GLADYS

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

S A N D I E G O--KOGO-TV Channel 10

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
1130-1215 pm	Within TONIGHT SHOW	
<u>WEDNESDAY</u>		
700-730 pm	Within KING OF DIAMONDS	
1100-1130 pm	Within NEWS	
1130-1215 pm	Within TONIGHT SHOW	
<u>THURSDAY</u>		
1130-1215 pm	Within TONIGHT SHOW	
<u>FRIDAY</u>		
1030 pm	*BELL TELEPHONE HOUR	CHET HUNTLEY
1130-1215 pm	Within TONIGHT SHOW	
<u>SATURDAY</u>		
600-700 pm	Within UP TO THE MINUTE NEWS	
730 pm	TRUE ADVENTURE	WELLS FARGO
1100-1200 pm	Within REGIS PHILBIN SHOW	
<u>SUNDAY</u>		
630 pm	*WORLD TODAY	1-2-3 GO
1100 pm	DUPONT SHOW	SUNDAY SPECTACULAR
<u>MONDAY</u>		
1130-1215 pm	Within TONIGHT SHOW	

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

S A N . D I E G O --XETV Channel 6

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
1115-1130 pm	Within MOVIE	
<u>WEDNESDAY</u>		
530-600 pm	Within NEWS NOW	
1000 pm	*HAWAIIAN EYE	NAKED CITY
<u>THURSDAY</u>		
500-530 pm	Within GROUCHO MARX SHOW	
<u>FRIDAY</u>		
500-530 pm	Within GROUCHO MARX SHOW	
<u>SATURDAY</u>		
530-600 pm	Within MOVIE SPECTACULAR	
<u>SUNDAY</u>		
700 pm	Within MAVERICK	
<u>MONDAY</u>		
600-700 pm	Within EXPEDITION	
830 pm	*TOMBSTONE TERRITORY	RIFLEMAN
930 pm	*Within SURFSIDE 6	

*--20 second spot

NIXON FOR GOVERNOR
Television Spot Schedule

S A N F R A N C I S C O --KGO-TV Channel 7

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
530-630 pm 930 pm	Within CIMMARON CITY *NEW BREED	YOURS FOR A SONG
<u>WEDNESDAY</u>		
530-630 pm 1000 pm	Within RIVERBOAT *HAWAIIAN EYE	NAKED CITY
<u>THURSDAY</u>		
530-630 pm 900 pm	Within OVERLAND TRAIL *REAL MC COYS	MY THREE SONS
<u>FRIDAY</u>		
530-630 pm 900 pm	Within HONG KONG *FLINTSTONES	77 SUNSET STRIP
<u>SATURDAY</u>		
1000 pm	*LAWRENCE WELK	SUSPICION
<u>SUNDAY</u>		
1110 pm-Concl.	Within BEST OF THE MOVIES	
<u>MONDAY</u>		
530-630 pm 700 pm	Within AQUANAUTS *EVENING REPORT	EXPEDITION
	*--20 second spot	

NIXON FOR GOVERNOR

Television Spot Schedule

S A N F R A N C I S C O--KRON-TV Channel 4

Week of May 22, 1962

DAY AND TIME FOLLOWS PRECEDES

FRIDAY

900 pm *ROBERT TAYLOR DETECTIVES

SUNDAY

830 pm *WALT DISNEY WORLD CAR 54

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

S A N T A B A R B A R A --KEY-T Channel 3

Week of May 22, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
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TUESDAY

1000 pm	*NEW BREED	ALCOA PREMIER
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WEDNESDAY

1030 pm	*Within NAKED CITY	
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THURSDAY

645 pm	Within LOCAL NEWS	
800 pm	*Within AGE OF KINGS	

FRIDAY

830 pm	*INTERNATIONAL SHOWTIME	KING OF DIAMONDS
930 pm	* Within 77	SUNSET STRIP
1100-1115 pm	Within	KEY NEWS

SATURDAY

830 pm	*WELLS FARGO	MY THREE SONS
940 pm	*Within	SATURDAY NIGHT MOVIE

SUNDAY

700 pm	*Within	MAVERICK
830 pm	*DISNEY WONDERFUL WORLD	20TH CENTURY
1000 pm	*BONANZA	SHOW OF THE WEEK

MONDAY

640 pm	WALL STREET TODAY	WOMEN'S PAGE
830 pm	*SILENT SERVICE	PRICE IS RIGHT
1100-1115 pm	Within	KEY NEWS

*--20 second spot

NIXON for GOVERNOR
TV 60 and 20-second Spots

BUDGET: \$10,000.00 - per week

				<u>Total Anncts.</u>	<u>Cost</u>
Los Angeles	KTTV	16	60-second	16	\$ 3,720.00
San Francisco	KGO-TV	5	60-second	8	\$ 2,400.00
		3	20-second		
San Diego	KFMB-TV	2	60-second	10	\$ 1,754.60
		8	20-second		
Fresno	KFRE-TV	8	60-second	15	\$ 897.00
		7	20-second		
Sacramento	KXTV	8	60-second	10	\$ 1,207.00
		2	20-second		
TOTAL - Per Week ...					<u>\$ 9,978.60</u>

*Spend 10 for secure
if Frawley OK - go to 15*

Television Spot Schedule

May 29, 1962

LOS ANGELES

KABC-TV

Wednesday	May 30	6:30 pm	NEWS/MEN INTO SPACE
Sunday	June 3	7:30 pm	*MAVERICK/ISLANDERS
Monday	June 4	8:30 pm	*Break in CHEYENNE

KTLA

Wednesday	May 30	10:30 pm	CLETE ROBERTS/EICHMAN VERDICT
Wednesday	May 30	10:30-11 pm	In EICHMAN VERDICT
Saturday	June 2	6:00-7 pm	In DANCE PARTY
Saturday	June 2	10:00-10:30	In SPORTS HIGHLIGHTS
Sunday	June 3	8:30-9 pm	In CANNONBALL
Sunday	June 3	9:00-9:30 pm	In CROSSCURRENT
Sunday	June 4	10:00-10:30	In FIVE STAR PLAYHOUSE

KRCA

Sunday	June 3	8:30 pm	*DISNEY'S WORLD OF COLOR/CAR 54
Monday	June 4	9:30 pm	*Break in 87TH PRECINCT

Television Spot Schedule

Week of May 29, 1962

LOS ANGELESKTTV

Tuesday	May 29	830-900 pm	In M SQUAD
Wednesday	May 30	600-630 pm	In HIGHWAY PATROL
Wednesday	May 30	800-830 pm	In THE GALE STORM SHOW
Wednesday	May 30	1030-1100 pm	In THE PAUL COATES SHOW
Thursday	May 31	630 pm	In HIGHWAY PATROL/SPACE ANGELS
Thursday	May 31	530-600 pm	In RESCUE 8
Thursday	May 31	1100-1230 am	In TOM DUGGAN SHOW
Friday	June 1	800-830 pm	In ONE STEP BEYOND
Friday	June 1	1100-1230 am	In TOM DUGGAN SHOW
Saturday	June 2	800-830 pm	In BEACHCOMBER
Saturday	June 2	830-1000 pm	In CHILLER
Sunday	June 3	830-900 pm	In CONGRESSIONAL INVESTIGATOR
Sunday	June 3	930-1000 pm	In 26 MEN
Monday	June 4	600-630 pm	In HIGHWAY PATROL
Monday	June 4	800-900 pm	In ISLANDERS
Monday	June 4	900-1000 pm	In GREAT MUSIC

NIXON FOR GOVERNOR

Television Spot Schedule

S A N D I E G O--KOGO-TV Channel 10

Week of May 29, 1962

DAY AND TIME FOLLOWS PRECEDES

TUESDAY

1130-1215 pm Within TONIGHT SHOW

WEDNESDAY

700-730 pm Within KING OF DIAMONDS
1100-1130 pm Within NEWS
1130-1215 pm Within TONIGHT SHOW

THURSDAY

1130-1215 pm Within TONIGHT SHOW

FRIDAY

1030 pm *BELL TELEPHONE HOUR CHET HUNTLEY
1130-1215 pm Within TONIGHT SHOW

SATURDAY

600-700 pm Within UP TO THE MINUTE NEWS
730 pm TRUE ADVENTURE WELLS FARGO
1100-1200 pm Within REGIS PHILBIN SHOW

SUNDAY

630 pm *WORLD TODAY 1-2-3 GO
1100 pm DUPONT SHOW SUNDAY SPECTACULAR

MONDAY

1130-1215 pm Within TONIGHT SHOW

*--20 second spot

NIXON FOR GOVERNOR

Television Spot Schedule

S A N . D I E G O --XETV Channel 6

Week of May 29, 1962

DAY AND TIME FOLLOWS PRECEDES

TUESDAY

1115-1130 pm Within MOVIE

WEDNESDAY

530-600 pm Within NEWS NOW
1000 pm *HAWAIIAN EYE NAKED CITY

THURSDAY

500-530 pm Within GROUCHO MARX SHOW

FRIDAY

500-530 pm Within GROUCHO MARX SHOW

SATURDAY

530-600 pm Within MOVIE SPECTACULAR

SUNDAY

700 pm Within MAVERICK

MONDAY

600-700 pm Within EXPEDITION
830 pm *TOMBSTONE TERRITORY RIFLEMAN
930 pm *Within SURFSIDE 6

*--20 second spot

NIXON FOR GOVERNOR
Television Spot Schedule

S A N F R A N C I S C O --KGO-TV Channel 7

Week of May 29, 1962

<u>DAY AND TIME</u>	<u>FOLLOWS</u>	<u>PRECEDES</u>
<u>TUESDAY</u>		
530-630 pm 930 pm	Within CIMMARON CITY *NEW BREED	YOURS FOR A SONG
<u>WEDNESDAY</u>		
530-630 pm 1000 pm	Within RIVERBOAT *HAWAIIAN EYE	NAKED CITY
<u>THURSDAY</u>		
530-630 pm 900 pm	Within OVERLAND TRAIL *REAL MC COYS	MY THREE SONS
<u>FRIDAY</u>		
530-630 pm 900 pm	Within HONG KONG *FLINTSTONES	77 SUNSET STRIP
<u>SATURDAY</u>		
1000 pm	*LAWRENCE WELK	SUSPICION
<u>SUNDAY</u>		
1110 pm-Concl.	Within BEST OF THE MOVIES	
<u>MONDAY</u>		
530-630 pm 700 pm	Within AQUANAUTS *EVENING REPORT	EXPEDITION
	*--20 second spot	

S U M M A R Y

TIME COSTS

NIXON FOR GOVERNOR

file

.....Television

BAKERSFIELD	\$ 1,866.00	
CHICO	1,044.00	
EUREKA	750.00	
FRESNO	2,691.00	
LOS ANGELES	36,760.00*	
SACRAMENTO	3,502.00	
SALINAS/SAN LUIS OBISPO	1,872.00	
SAN FRANCISCO	11,250.00*	
SAN DIEGO	7,839.00	
SANTA BARBARA	<u>1,977.00</u>	
		\$69,551.00

*In Los Angeles we have an additional \$3,000.00 to use, and in San Francisco \$2,200.00. These amounts are being held until suitable times are available. 5,200.00

TOTAL TELEVISION EXPENDITURE.....\$ 74,751.00

NIXON FOR GOVERNOR

Television.....BAKERSFIELD

<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	
(15-Plan, S-I)	9	60-sec.	<u>86.0</u>	<u>334.00</u>	
Total Rating Points Per Week.....			228.0	\$622.00	\$1,866.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>		
		\$2.03	\$3.88		
Cost Per M Homes:		\$.82	\$1.56		

SCHEDULE:

<u>TUESDAY</u>	<u>May 15, 22 and 29</u>			
6:00-6:15 pm	In SIX O'CLOCK REPORT	16.0	\$36.00	
9:00 pm	*DORIE GILLIS/RED SKELTON	17.0	36.00	
11:00 pm	GARRY MORE/ACADEMY AWARD THEATRE	4.0	36.00	
<u>WEDNESDAY</u>	<u>May 16, 23 and 30</u>			
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. STEEL HOUR/ACADEMY AWARD TH.	7.0	36.00	
<u>THURSDAY</u>	<u>May 17, 24, and 31</u>			
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/ACADEMY AWARD THEATRE	3.0	36.00	
<u>FRIDAY</u>	<u>May 18, 25, and June 1</u>			
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	
<u>SUNDAY</u>	<u>May 20, 27 and June 3</u>			
8:00 pm	*DENNIS THE MENACE/ED SULLIVAN	12.0	36.00	
<u>MONDAY</u>	<u>May 21, 28 and June 4</u>			
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 SECRET/ACADEMY AWARD TH.	5.0	36.00	

*--20-second spot

NIXON FOR GOVERNOR

Television.....CHICO-REDDING

<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>
KHSL-TV	5	20-sec.	156.9	\$156.00	
(10-Plan)	7	60-sec.	<u>184.1</u>	<u>192.00</u>	
Total Rating Points Per Week.....			341.0	\$348.00	\$1,044.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>		
		\$.99	\$1.04		
Cost Per M Homes:		\$.22	\$.23		

SCHEDULE:

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>			
8:00 pm	*MARSHALL DILLON/PASSWORD	34.3		\$33.00	
11:00 pm	GARRY MOORE/CHANNEL 12 THEATRE	20.3		24.00	
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>			
10:15 pm	Break in WANTED: DEAD OR ALIVE	17.8		33.00	
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>			
8:00 pm	*Break in FRONTIER CIRCUS	36.5		33.00	
11:00 pm	CBS REPORTS/CHANNEL 12 THEATRE	11.5		24.00	
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>			
6:00-6:30 pm	In RESCUE 8	37.0		24.00	
10:30 pm	*TWILIGHT ZONE/GRAND JURY	26.3		24.00	
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>			
6:00-6:30 pm	In WRESTLING	34.8		24.00	
7:00-7:30 pm	In FAMOUS PLAYHOUSE	30.3		39.00	
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>			
9:30 pm	*G.E. THEATRE/JACK BENNY	24.7		33.00	
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>			
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	

*--20 second spot

NIXON FOR GOVERNOR

Television.....EUREKA

<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>
KIEM-TV	2	20-sec.	73.0	\$100.00	
(Base Rate)	3	60-sec.	<u>81.0</u>	<u>150.00</u>	
Total Rating Points Per Week.....			154.0	\$250.00	\$750.00

COST Per Rating Point: 20-sec. 60-sec.
 \$1.37 \$1.85

COST Per M Homes \$2.60 \$3.50

SCHEDULE:

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>	
6:30 pm	CBS NEWS/M SQUAD	25.0	\$50.00
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>	
6:15 pm	NEWS, WEATHER/CBS NEWS	30.0	50.00
9:30 pm	*ROUTE 66/HOUR SPECIALS	34.0	50.00
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>	
9:30 pm	*DEFENDERS/HAVE GUN	39.0	50.00
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>	
6:15 pm	NEWS, WEATHER/CBS NEWS	26.0	50.00

*--20 second spot

NIXON FOR GOVERNOR

Television.....FRESNO

<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>	
KFRE-TV	7	20-sec.	153.0	\$615.00		
(15-Plan)	8	60-sec.	<u>93.1</u>	<u>282.00</u>		
Total Rating Points Per Week.....				246.1	\$897.00	\$2,691.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>			
		\$4.02	\$3.03			
Cost Per M Homes:		\$1.23	\$.94			

SCHEDULE:

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>			
9:30 pm	*RED SKELTON/ICHABOD & ME	20.0		\$	90.00
7:00 pm	*CBS NEWS/BIOGRAPHY	21.0			75.00
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>			
8:30 pm	*FATHER KNOWS BEST/CHECKMATE	20.0			90.00
11:15-11:45 pm	In MOVIE	3.0			24.00
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>			
7:00-7:30 pm	In WYATT EARP	23.0			45.00
9:00 pm	*FRONTIER CIRCUS/NEW GROUCHO SHOW	18.5			90.00
11:15-11:45 pm	In MOVIE	3.0			24.00
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>			
9:30 pm	*ROUTE 66/FATHER OF THE BRIDE	26.0			90.00
11:15-11:45 pm	In MOVIE	6.0			24.00
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>			
6:00 pm	In SUPER MOVIE	16.1			50.00
7:00 pm	SUPER MOVIE/TRUE ADVENTURE	17.0			41.00
9:30 pm	*In DEFENDERS/HAVE GUN	24.0			90.00
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>			
2:30-4:00 pm	In SUNDAY MOVIE	10.0			24.00
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>			
6:30-6:45 pm	In NEWS	15.0			50.00
7:30 pm	*I'VE GOT A SECRET/TO TELL TRUTH	23.5			90.00

*--20 second spot

NIXON FOR GOVERNOR

Television.....LOS ANGELES

<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>
KRCA	5	20-sec.	68.5	\$4,700.00 (1st 2 weeks)	
	<u>7</u>	20-sec.	<u>110.0</u>	<u>6,700.00</u> (last week)	
	17	20-sec.	247.0	\$16,100.00	
KTTV	31	60-sec.	179.8	\$6,970.00 (1st week)	
	28	60-sec.	183.9	6,870.00 (2nd week)	
	<u>30</u>	60-sec.	<u>181.8</u>	<u>6,820.00</u> (3rd week)	
	89	60-sec.	545.5	-----	----- \$20,660.00
Total Rating Points Per Week.....			248.3	\$11,670.00 (1st week)	
			252.4	11,570.00 (2nd week)	
			<u>291.8</u>	<u>13,520.00</u> (3rd week)	
			792.5	\$36,760.00	

Cost Per Rating Point: 20-sec. 60-sec.
 \$65.17 \$37.87

Cost Per M Homes: \$ 2.17 \$ 1.44

SCHEDULE: KRCA

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>	
7:30 pm	*WYATT EARP/LARAMIE	12.5	\$ 850.00
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>	
8:00 pm	*In OUTLAWS	16.0	1,000.00
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>	
9:30 pm	*DETECTIVES/BELL TELEPHONE (ALT. WITH DINAH SHORE & SPECIALS	12.5	1,000.00
<u>SUNDAY</u>		<u>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 WEEK	21.5	1,000.00
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>	
7:30 pm	*SHANNON/EVERGLADES	11.5	850.00
9:30 pm	*In 87TH PRECINCT	16.0	1,000.00

*--20 second spot

NIXON FOR GOVERNOR

Television.....LOS ANGELES
(Continued)

SCHEDULE: KTTV

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>	
6:00 pm	NEWSBREAK/HIGHWAY PATROL (May 15 & 22)	7.0	\$250.00
6:30 pm	RESCUE 8/HIGHWAY PATROL (May 29 only)	10.5	250.00
7:00 pm	GEORGE PUTNAM/HUCKLERERRY HOUND	12.9	350.00
8:30-9:00 pm	M SQUAD (May 22 and 29 only)	8.3	350.00
9:00-10:00 pm	In DIVORCE COURT (May 22 and 29 only)	4.4	150.00
10:30 pm	GEORGE PUTNAM/PAUL COATES (May 15 only)	5.0	250.00
11:00-12:30 am	TOM DUGGAN (May 15 and 29 only)	2.6	125.00
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>	
6:00-6:30 pm	HIGHWAY PATROL	5.7	250.00
7:30-8:00 pm	GROUCHO MARX (May 23 and 30 only)	9.7	350.00
8:00-8:30 pm	GALE STORM	6.8	350.00
9:00-9:30 pm	BLUE ANGELS	5.0	150.00
9:30-10:00 pm	ROYAL CANADIAN POLICE (May 16 & 30 only)	4.0	150.00
10:30-11:00 pm	PAUL COATES (May 16 and 30 only)	3.3	150.00
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>	
5:30-6:00 pm	RESCUE 8	5.1	150.00
6:30 pm	HIGHWAY PATROL/SPACE ANGELES	9.1	150.00
7:30-8:00 pm	GROUCHO MARX (May 17 and 31 only)	8.3	350.00
8:30-9:00 pm	JOHNNY MIDNIGHT (May 24 only)	3.4	150.00
9:00-10:00 pm	THE ISLANDERS (May 17 only)	7.5	350.00
11:00 pm-12:30 am	TOM DUGGAN (May 17 and 31 only)	2.0	125.00
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>	
5:30-6:00 pm	RESCUE 8 (May 18 only)	5.1	150.00
7:00 pm	GEORGE PUTNAM/DEPUTY DAWG (May 25 only)	8.5	350.00
8:00-8:30 pm	ONE STEP BEYOND	4.0	250.00
8:30-9:30 pm	ASPHALT JUNGLE	8.0	350.00
11:00 pm-12:30 am	TOM DUGGAN	3.1	125.00
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>	
6:30 pm	SAT. NEWS/RIVERBOAT (May 19 only)	3.0	150.00
8:00-8:30 pm	BEACHCOMBER	4.0	250.00
8:30-10:00 pm	CHILLER THEATRE	16.0	450.00
10:00-11:30 pm	TOM DUGGAN	7.0	125.00
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>	
5:30-6:30 pm	COMEDY THEATRE	5.1	150.00
8:30-9:00 pm	26 MEN	4.0	150.00
9:30-10:00 pm	CONGRESSIONAL INVESTIGATOR	4.0	150.00
10:30 pm- ^{oncl.}	OPEN END	1.7	70.00
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>	
6:00-6:30 pm	HIGHWAY PATROL	7.5	250.00
6:45 pm	SPACE ANGELS/PUTNAM NEWS	6.4	350.00
8:00-9:00 pm	AQUANAUTS	7.0	350.00
9:00-10:00 pm	GREAT MUSIC	3.3	250.00
10:00 pm	GREAT MUSIC/PUTNAM NEWS (May 21 only)	5.5	250.00
10:30 pm	PUTNAM NEWS/PAUL COATES (May 21 & 28)	5.8	250.00
10:30-11:00 pm	PAUL COATES (May 28 only)	5.3	150.00

NIXON FOR GOVERNOR

Television.....SACRAMENTO

<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>
KXTV	2	20-sec.	64.0	\$450.00	
(10-Plan)	8	60-sec.	<u>122.8</u>	<u>757.00</u>	
Total Rating Points Per Week.....			186.8	\$1,207.00	\$3,502.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>		
		\$6.00	\$7.60		
Cost Per M Homes:		\$4.05	\$4.58		

SCHEDULE:

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>			
7:00-7:30 pm	In BROKEN ARROW	14.0		\$116.00	
10:30 pm	Mid-Break GARRY MOORE SHOW (May 22nd only)	15.0		106.00	
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>			
6:00-6:15 pm	In NEWS	10.0		96.00	
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>			
7:30-8:00 pm	In MEN INTO SPACE	25.0		116.00	
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>			
7:00-7:30 pm	In WANTED DEAD OR ALIVE	17.0		116.00	
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>			
5:30-7:00 pm	In SATURDAY EVENING MOVIE	17.3		66.00	
9:00 pm	*Break in DEFENDERS (May 19 and June 2 only)	37.0		225.00	
11:15 pm-Concl.	In ACADEMY THEATRE	13.0		96.00	
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>			
5:30 pm	AMATEUR HOUR/G.E. COLLEGE BOWL	12.6		55.00	
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>			
6:00-6:15 pm	In NEWS	13.9		96.00	
9:00 pm	*FATHER KNOWS BEST/DANNY THOMAS	27.0		225.00	

*--20 second spot

NIXON FOR GOVERNOR

Television.....SALINAS-MONTEREY
SAN LUIS OBISPO

<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>
KSBW-TV					
KSBY-TV	3	20-sec.	75.0	\$324.00	
(Base Rate)	3	60-sec.	<u>46.0</u>	<u>300.00</u>	
Total Rating Points Per Week.....			121.0	\$624.00	\$1,872.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>		
		\$4.32	\$6.52		

Cost Per M Homes: .39 .59

SCHEDULE:

<u>TUESDAY</u>	<u>May 15, 22 and 29</u>			
5:55-6:00 pm	In GREATEST HEADLINES OF CENTURY	11.0	\$	90.00
	(May 15 and 29 only)			
9:30 pm	*RED SKELTON/PRICE IS RIGHT	27.0		108.00
11:15 pm	TV REPORT/TONIGHT SHOW	12.0		60.00
	(May 15 and 22 only)			
11:15-11:45 pm	In TONIGHT SHOW	10.0		60.00
	(May 29 only)			
<u>WEDNESDAY</u>	<u>May 16, 23 and 30</u>			
7:00 pm	*YOGI BEAR	26.0		108.00
	(May 16 and 23 only)			
8:30-9:00 pm	*In BEACHCOMBER			
	(May 30 only)	32.0		108.00
11:00 pm	CHECKMATE/TV REPORT	11.0		60.00
<u>THURSDAY</u>	<u>May 17, 24 and 31</u>			
8:00 pm	*SHOWCASE/HAZEL	22.0		108.00
<u>FRIDAY</u>	<u>May 18, 25 and June 1</u>			
5:55-6:00 pm	In GREATEST HEADLINES OF CENTURY	12.0		90.00
<u>MONDAY</u>	<u>June 4 only</u>			
5:55-6:00 pm	In GREATEST HEADLINES OF CENTURY	11.0		90.00

*--20 second spot

NIXON FOR GOVERNOR

Television.....SAN FRANCISCO

<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>	
KGO-TV	6	20-sec.	96.5	\$2,900.00		
(12-Plan)	6	60-sec.	<u>27.3</u>	<u>850.00</u>		
Total Rating Points Per Week.....				123.8	\$3,750.00	\$11,250.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>			
		\$30.05	\$31.14			
Cost Per M. Homes:		\$ 2.14	\$ 2.22			

SCHEDULE:

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>			
5:30-6:30 pm	In CIMMARON CITY	6.0		\$150.00	
9:30 pm	*NEW BREED/YOURS FOR A SONG	15.5		425.00	
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>			
5:30-6:30 pm	In RIVERBOAT	3.8		150.00	
10:00 pm	*HAWAIIAN EYE/NAKED CITY	16.0		550.00	
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>			
5:30-6:30 pm	In OVERLAND TRAIL	2.5		150.00	
9:00 pm	*REAL MC COYS/MY THREE SONS	22.0		675.00	
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>			
5:30-6:30 pm	In HONG KONG	5.5		150.00	
9:00 pm	*FLINTSTONES/77 SUNSET STRIP	20.5		550.00	
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>			
10:00 pm	*LAWRENCE WELK/SUSPICION	16.5		550.00	
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>			
11:10-Concl.	BEST OF THE MOVIES	3.0		100.00	
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>			
5:30-6:30 pm	In AQUANAUTS	6.5		150.00	
7:00 pm	*EVENING REPORT/EXPEDITION	6.0		150.00	

*--20 second spot

NIXON FOR GOVERNOR

Television.....SAN DIEGO

<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>
KFMB-TV	6	20-sec.	122.0	\$1,420.00	
(Base Rate)	1	60-sec.	<u>18.0</u>	<u>290.00</u>	
			140.0	\$1,710.00	\$5,130.00
XETV	3	20-sec.	52.5	470.00	
(10-Plan)	7	60-sec.	<u>55.1</u>	<u>433.00</u>	
			107.6	\$ 903.00	\$2,709.00
Total Rating Points Per Week.....			247.6	\$2,613.00	\$7,839.00

Cost Per Rating Point:	<u>20-sec.</u>	<u>60-sec.</u>
	\$10.83	\$9.90
Cost Per M Homes:	\$ 2.84	\$2.62

SCHEDULE: KFMB-TV

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>	
8:30 pm	*PASSWORD/DOBIE GILLIS (May 22 & 29 only)	23.5	\$234.00
9:00 pm	*DOBIE GILLIS/RED SKELTON (May 15 only)	23.5	234.00
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>	
7:30-8:00 pm	In SHANNON	18.0	290.00
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>	
7:00-7:30 pm	*In RIPCORN	21.0	250.00
8:30 pm	*RAWHIDE/ROUTE 66 (May 25 and June 1 only)	21.5	234.00
9:30 pm	*ROUTE 66/FATHER OF BRIDE (May 18 only)	21.5	234.00
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>	
8:00 pm	*DENNIS THE MENACE/ED SULLIVAN	17.5	234.00
9:30 pm	*G.E. THEATRE/JACK BENNY	18.5	234.00
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>	
8:00 pm	*TELL THE TRUTH/PETE & GLADYS	20.0	234.00

*--20 second spot

SCHEDULE:

XETV

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>	
11:15-11:30 pm	In MOVIE	3.5	\$40.00
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>	
5:30-6:00 pm	In NEWS NOW	4.0	50.00
10:00 pm	*HAWAIIAN EYE/NAKED CITY (May 23 and 30 only)	17.5	150.00
9:30 pm	*In HAWAIIAN EYE (May 16 only)	17.5	150.00
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>	
5:00-5:30 pm	In GROUCHO MARX	4.0	40.00
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>	
5:00-5:30 pm	In GROUCHO MARX	4.0	40.00
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>	
5:30-6:00 pm	In MOVIE SPECTACULAR	9.0	81.00
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>	
7:00 pm	In MAVERICK	14.0	84.00
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>	
6:00-7:00 pm	In EXPEDITION	13.0	98.00
8:30 pm	*TOMBSTONE TERRITORY/RIFLEMAN	18.0	170.00
9:30 pm	*In SURFSIDE 6	17.0	150.00

*--20 second spot

NIXON FOR GOVERNOR

Television.....SANTA BARRARA

<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>	
KEY-T	11	20-sec.	240.1	\$519.00		
(7-Plan, S-I)	4	60-sec.	<u>60.4</u>	<u>140.00</u>		
Total Rating Points Per Week.....				300.5	\$659.00	\$1,977.00
Cost Per Rating Point:		<u>20-sec.</u>	<u>60-sec.</u>			
		\$2.16	\$2.31			
Cost Per M Homes:		\$.50	\$.51			

SCHEDULE:

<u>TUESDAY</u>		<u>May 15, 22 and 29</u>			
10:00-pm		*NEW BREED/ALCOA PREMIER	18.3	\$49.00	
<u>WEDNESDAY</u>		<u>May 16, 23 and 30</u>			
10:30 pm		*In NAKED CITY	21.0	39.00	
<u>THURSDAY</u>		<u>May 17, 24 and 31</u>			
6:35 pm		LOCAL NEWS	18.7	39.00	
8:00 pm		*In AGE OF KINGS	12.0	49.00	
<u>FRIDAY</u>		<u>May 18, 25 and June 1</u>			
8:30 pm		*In 77 SUNSET STRIP	19.0	49.00	
9:30 pm		*INTERNATIONAL SHOWTIME/KING DIA.	20.5	49.00	
11:00-11:15 pm		KEY NEWS	10.2	31.00	
<u>SATURDAY</u>		<u>May 19, 26 and June 2</u>			
8:30 pm		*WELLS FARGO/MY THREE SONS	22.3	49.00	
9:40 pm		*In SATURDAY NIGHT MOVIE	23.6	49.00	
<u>SUNDAY</u>		<u>May 20, 27 and June 3</u>			
7:00 pm		*In MAVERICK	21.4	39.00	
8:30 pm		*DISNEY WONDERFUL WORLD/20TH CENT.	26.0	49.00	
10:00 pm		*BONANZA/SHOW OF THE WEEK	26.0	49.00	
<u>MONDAY</u>		<u>May 21, 28 and June 4</u>			
8:40 pm		WALL ST. TODAY/WOMEN'S PAGE	22.5	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	

*--20 second spot