

Richard Nixon Presidential Library
White House Special Files Collection
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63	9	05/07/1962	Memo	To: Charlie Farrington From: Kai Jorgensen. Re: Attached Duggan Report from Radio TV Reports. 3 Pages.
63	9	04/10/1962	Memo	For: Hixon and Jorgensen. Re: Duggan Show. 4 Pages.
63	9	04/16/1962	Memo	To: RN From: Bob Haldeman Re: CBS - TV 1 Page.
63	9	1962	Report	Revised Advertising costs for: San Diego, Fresno, Santa Barbara, and San Francisco. 9 Pages.

FROM THE DESK OF

Kai Jorgensen

file
Bob
748
C

May 7, 1962

TO: CHARLIE FARRINGTON

FROM: KAI JORGENSEN

Attached is another Duggan report which
Radio TV Reports thought we should have.



Kai Jorgensen

Att.
KJ:db

FOR: HIXSON & JORGENSEN

PROGRAM	Tom Duggan Show	STATION	KTTV-TV
DATE	May 2, 1962 - 11:00 P.M.	CITY	Los Angeles

DUGGAN COMMENTS ON NIXON AND SHELL
 DUGGAN WAS SHOWN IN MEDIUM CLOSEUP

TELEPHONE GIRL: "Are the Democrats over-confident about the primaries?"

DUGGAN: "I don't think,--oh, they're confident about the primary, as far as, at least, Pat Brown I'm sure is and Stanley Mosk, they're confident of winning there. The contest, or whatever contest there is, seems to be on the Republican side and that isn't a real contest either. Richard Nixon looks like a heavy favorite against Shell for Attorney General on the Republican side. There's a lot of men running, and so there could be some competition there but the main thing is general election next fall and I don't think that the Democrats are overly confident of Pat Brown's winning that election, in spite of the fact the he won his last election by over a million votes.

"During this period of three years, almost four, it's going on four years that he's been Governor of this State, he's had a rather,--at least his administration has not been generally satisfactory. It's not anything that you can point to with great pride and so, by consequence, there are many people who feel that his million majority has been lost and, of course, coming in with the glamour boy from the vice-Presidency running against him, why the Republicans have a great chance.

"Of course, to a great degree the Republicans lost the last gubernatorial election through their own shenanigans and they have a chance now behind Nixon to get back into the State House. It will be interesting to see if they do or if there's some other way they can foul it up. One of the ways they can foul it up is that Shell supporters are perfectly willing to carry on a bitter vendetta with the Nixon forces. Now the Nixon forces, under the domination of the former vice-President are definitely shying away from any sort of a fight with Shell for the simple reason that they know that after the Primary they're going to need the Shell supporters but the Shell supporters have such a final way of speaking. They're after, it seems,

Richard Nixon, almost more viciously than they are after Pat Brown and they have the sort of an attitude, if Shell can't win, Nixon can't either, which is, I think, wrong."

RADIO TV REPORTS, INC.

18 WEST 40TH STREET, NEW YORK 26, N. Y. COLUMBUS 8-7838

B.H.

file

FOR: NIXON & JORGENSEN

PROGRAM	Tom Duggan Show	STATION	KTTV-TV
DATE	April 10, 1962 - 11:00 P.M.	CITY	Los Angeles

DUGGAN DISCUSSED FIELD RESEARCH BUREAU AND COLUMNIST JAMES RESTON WITH RESPECT TO NIXON

DUGGAN WAS SHOWN IN MEDIUM CLOSEUP

DUGGAN: "The Field Research Bureau has a poll out, it's called the California Poll and this is checking the gubernatorial race here in California and the Los Angeles Times, I believe, is a subscriber to this poll. I checked today and I found out that forty newspapers in this area subscribe. Apparently, Time Magazine subscribes too, or they're stealing it from one of the papers because they printed the results of that poll, or at least part of it in their current issue of Time, I believe it's the April 13th issue, or April the 12th issue, or whatever the heck they call it.

"It's one that went on sale, supposedly today, but got here a day ahead of time,--it was here Monday, for some mysterious reason. This poll, the California Field Research Bureau's, now shows Pat Brown ahead 45-42 with 13% of those people polled, undecided. This is the first time that Brown has been ahead, and it's caused something of a furor, and, of course, this is great consolation not only to Brown and to his backers but to the Liberals all over the country because this means that Richard Nixon's chances of becoming Governor are on the wane.

"Last month he was ahead and now, of course, he's behind and they're hoping that this establishes a trend. I wanted to find out something about the Field Research Bureau, whatever they call it,--that does the California poll--so I called the local office today, this is just the field office here for Mervin Fields, who is the Head, the owner of the organization, President of the Company. He works out of San Francisco. I asked them how many newspapers subscribed and they said 40.

"I couldn't get much out of the local office. The young lady was very pleasant but she wanted all the information to come from Mr. Field, so finally, late this afternoon, I got a hold of Mr. Field. And to say that I talked to an unhappy man is to put it mildly. Mr. Field's first thing to me was that he didn't know whether he'd ever take a political poll again because he sort of said that the people that he meets are hypocrites and people who are not respectable,--this is not the people that are polled but this is the politicians that he's inquiring about because he said that at one time they'll say,--that his poll is fine and then, six months later, if it goes against them, they'll say he's a crook and everything else. But anyway, he says they're hypocrites and people who are not respectable and I thought he was going to cry.

"I had to buck him up a little bit and I said, 'These things happen.' Of course, for him to find out that they're hypocrites after taking,--let's see, we checked today and he's done 27 elections since 1946 and, for him to just find out on Tuesday of 1962 that they're hypocrites and not respectable,--it's a strange thing. You'd think that his poll would have showed that long ago. For the poll to take 17 years to come up with a result like that, it's strange. We all knew that the first time when we voted. Anyway, I wanted to find out exactly how they took the poll and they have some sort of a trick questionnaire with some trade secrets in it that he wouldn't tell me about, nor would he send me a copy of this questionnaire. But they sampled 1200 people in California, to find out how California is going to vote.

"Now, they have 80 interviewers,--a house (sic)--, getting these 1200 people to respond,--I guess they call them responders--every once in awhile and, of course, Los Angeles gets its percentage of those interviewers and, of course, we vote our percentage worth of the State population of the 1200. So it's 1200 people that are voting in this poll and that's not necessarily a cross-section, although I'm sure that the Field Research Bureau does its level best to try to make it a cross-section, but 1200 out of an entire population of around 15 million,--you have to admit--isn't overly generous a sampling but it seems to me that it worked out before. I asked him how he predicted the Presidential election, the last Presidential election, for California and he told me, by gosh, that he picked Kennedy in that one. Of course, it was Kennedy 51, Nixon 49. He doesn't think, though, that Kennedy was ahead in his poll,--well you remember Richard Nixon carried the State, so he lost that.

"Well now, that's a swing of almost 2 points, 51 to 49,--that's two points there--and Richard Nixon had 50.3 off the vote, so you can see it's almost 3 points that he was off in that one so he wasn't so close. So, we don't necessarily have to feel that he's particularly close this time. So I wouldn't advise the public, or former vice-President Nixon to withdraw from the race just yet. Another thing I was interested in--I asked Mervin Field, the President of the Group, if he was a registered voter in this State and he said that he was a registered voter in this State and I asked what his Party affiliation was, and he

wouldn't tell me. He said he didn't think that was pertinent. I suppose it isn't pertinent but you know how inquisitive people are and what with his having Kennedy in front in the Presidential election, Now Brown is in front in this one,--I would just like to know what his registration is and, so, I couldn't find out today but I'm going to find out tomorrow, what his registration is. Do you wanna make a bet?

"I bet you I know already what his registration is and I'll know tomorrow night. I would say that Las Vegas would put it 2 to 1 he's a Democrat, maybe 3 to 1. I personally put it at 7 to 2 that he's a Democrat but we won't know until tomorrow. Now poor Nixon,--this is a very bad period for Nixon. Marquise Childs has taken a pick at him, Nixon has lost one election in his career and that was for the Presidency, last time and he lost that with a photograph finish, but Marquise Childs, the great political writer says that Nixon has developed a losing habit. You lose a photograph finish, you get 35 million votes, or something like that, and lose the Presidency by 112,000 out of 70,000, 000 votes cast, and suddenly you develop the losing habit off that one photograph finish because you lost by a whisker. That's Marquise Childs.

"James Reston, of course, James had always been one of the great admirers of Richard Nixon, and it was his slanted news releases, when he followed the Presidential campaign that, quite possibly, defeated Richard Nixon. And so James had a column in the Los Angeles Times a few days ago, and here's what it says.

"San Francisco. There is an element of ironic fate in Richard Nixon's strenuous campaign for the California Governorship. Everything he says or does these days seems to go wrong. He makes a long, sensible campaign speech but stumbles into that crack about the "Kennedy carpetbaggers" and is in trouble. He writes a book and suddenly discovers that he has inadvertently helped his old antagonist, Alger Hiss, of all people. Luck helped bring him to the pinnacle of national politics, and the luck of his age and his California origin,--but his luck now seems to be running out. The harder he runs, the more he stumbles. The more he writes, the more he reveals his own compulsion for self-analysis. The more he tries to escape from his early Right wing political associates, the more they resent him." And it goes on and on and on like this, in which James Reston doesn't seem, to me, shows anything with his bias against Richard Nixon because he made a quick swing through the State and, suddenly, he finds that Nixon isn't running well. And yet Nixon is going all over the State and is drawing tremendous crowds. And yet, James Reston seems to see nothing in that at all. He's drawing not only tremendous crowds but very enthusiastic crowds and so that was the lie, what James Reston was saying here.

"James Reston, of course, might feel a little edgy about this term 'carpetbagger' because James Reston, being a writer for the New York Times and being an Easterner, quite possibly would be considered a carpetbagger for just writing this column, which might,--which he hopes will help to defeat Richard Nixon. A strange thing about James Reston's writing, he goes on, and there's one part here that I thought was rather strange. He says, "All the articles and books and cap

campaign talks and TV appearances have not silenced these doubts. He is still a figure of controversy. First, among the Democrats who feel that he went beyond the bounds of political warfare and now among his former Right wing disciples who regard him as a turncoat." But this part,--"First among the Democrats, who feel that he went beyond the bounds of political warfare." I wonder what James Reston means by that, I wonder if he means that Nixon's decision to pursue Alger Hiss and to prove that he was a liar, a filthy liar by the clock, and he also proved out that he was a spy against his own country. I wonder if that's what he means that he went beyond the bounds of political warfare. I wonder if that is what he has in mind because, you see, James Reston,--James Reston recommended Alger Hiss when he took his final job with, whatever it was,--The Carnegie Fund or one of those large Organizations. So, James Reston quite possibly could feel that Nixon was well beyond the bounds of political warfare because he was one of the men that was completely embarrassed by the fact of what Alger Hiss actually was. So you see, why James Reston has a vendetta against Richard Nixon and why he has indulged in carpetbagger tactics to tell the people of California how badly Nixon is doing. But, anyone here, any voter or any person, spy, from 18 yrs. and on that takes an interest in politics would know more about how well Nixon is doing or how poorly, than James Reston would, who visits here for a couple of days."

RN

4-16-62

Bob Haldeman

CBS - TV

cc: Sandy Quinn

Bob Schakney, the new Network News Director for CBS, assigned to Los Angeles, called to say that they are planning a CBS "Eye Witness to History" program on the California gubernatorial election, to run on a Friday night sometime before the primary.

Principal interest in coverage on this half-hour program will be devoted to RN since the national interest in this election is focused on him -- not on Brown.

Bob Schakney wants a news peg to hang this program on and will time it for whatever Friday night we feel best, if we can give him advance guidance. Otherwise, it will probably be run on Friday, the 11th, or the 18th.

CBS will pick up some sound on film coverage of campaign activities during the week of April 23rd for use on this program. They also want to film on tape an RN interview - very brief - for inclusion in the show. This should be done not more than a day or two before the scheduled broadcast date.

Sandy should keep in touch with Bob Schakney on this.

File: P.R. - TV (Cand.)
x - Sandy Quinn
date

REVISED

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	
	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	
	7	60-sec.	<u>55.1</u>	<u>433.00</u>	
			<u>107.6</u>	<u>903.00</u>	<u>\$2,709.00</u>
TOTAL			247.6	2,613.00	\$7,839.00
TOTAL - SAN DIEGO		24 60-seconds			
		27 20-seconds			<u>\$7,839.00</u>

(Revised)

Television.....SAN DIEGO

KFMB-TV (Flat Rate)

May 15 through June 4, 1962

Monday

8:00 pm *TELL THE TRUTH/PETE & GLADYS 20.0 \$234.00

Tuesday

8:30 pm *PASSWORD/DOBIE GILLIS (5/22 & 5/29)
(9:00 pm Gillis/Skelton 5/15 only) 23.5 234.00

Thursday

7:30-8:00 pm In SHANNON 18.0 290.00

Friday

7:00-7:30 pm *In RIPCORD 21.0 250.00
8:30 pm *RAWHIDE/ROUTE 66 (5/25 & 6/1)
(9:30 pm Route 66/Father Bride 5/18) 21.5 234.00

Sunday

8:00 pm *DENNIS THE MENACE/ED SULLIVAN 17.5 234.00
9:30 pm *GE THEATRE/JACK BENNY 18.5 234.00
140.0 \$1,710.00

XETV (10 Plan)

Monday

6:30-7:00 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

Tuesday

11:15-11:30 pm In MOVIE 3.5 40.00

Wednesday

5:30-6:00 pm In NEWS NOW 4.0 50.00
10:00 pm *HAWAIIAN EYE/NAKED CITY (5/23 & 5/30)
(9:30 pm In Hawaiian Eye 5/16 only) 17.5 150.00

Thursday

5:00-5:30 pm In GROUCHO MARX 4.0 40.00

Friday

5:00-5:30 pm In GROUCHO MARX 4.0 40.00

Saturday

5:30-6:00 pm In MOVIE SPECTACULAR 9.0 81.00

Sunday

7:00 pm In MAVERICK 14.0 84.00
107.6 \$903.00

*20-Second Spot

REVISED

Television FRESNO

STATION	Spots Per Week	Weekly Length	Rating	Cost Per Week	Cost 3-Weeks
KFRE-TV	7	20-sec.	149.0	581.00	
	8	60-sec.	<u>97.1</u>	<u>316.00</u>	2691.00
			246.1	897.00	\$ 897.00
TOTAL - FRESNO		24 60-seconds			2691.00
		21 20-seconds			<u><u>\$ 897.00</u></u>

HUNSON & BROWN
(Revised)

NIXON FOR GOVERNOR

Television.....Fresno

KFRE-TV (15 Plan)

May 15th through June 4, 1962

Monday

6:30-6:45 pm	In NEWS	15.0	\$50.00
7:30 pm	*I'VE GOT A SECRET/TO TELL THE TRUTH	23.5	90.00

Tuesday

9:30 pm	*RED SKELTON/ICHABOD & ME	20.0	90.00
7:00 pm	CBS NEWS/BIOGRAPHY	21.0	75.00

Wednesday

8:30 pm	*FATHER KNOWS BEST/CHECKMATE	20.0	90.00
11:15-11:45 pm	In MOVIE	3.0	24.00

Thursday

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

Friday

9:30 pm	*ROUTE 66/FATHER OF THE BRIDE	26.0	90.00
11:15-11:45 pm	In MOVIE	6.0	24.00

Saturday

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

Sunday

2:30-4:00 pm	In SUNDAY MOVIE	<u>10.0</u>	<u>24.00</u>
		246.1	\$ 897.00

* 20-second spot

REVISED

Television SANTA BARBARA

<u>STATION</u>	<u>Spot Per Week</u>	<u>Length</u>	<u>Weekly Rating</u>	<u>Cost Per Week</u>	<u>Cost 3-weeks</u>
KEY-T	9	20-sec.	200.1	431.00	
	8	60-sec.	<u>113.4</u>	<u>296.00</u>	
			313.5	727.00	\$2,181.00

TOTAL - SANTA BARBARA	24	60-seconds			
	27	20-seconds			<u>\$2,181.00</u>

(Revised)

Television.....SANTA BARBARA

KEY-T (7 or more per week Section I)

Monday

6:40 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

Tuesday

6:30-6:35 pm	FIVE STAR NEWS/WALL ST. TODAY	18.0	39.00
10:00 pm	*NEW BREED/ALCOA PREMIER	18.3	49.00

Wednesday

6:30-6:35 pm	FIVE STAR NEWS/#WALL ST. TODAY	17.0	39.00
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Thursday

6:35 pm	LOCAL NEWS	18.7	39.00
8:00 pm	*In AGE OF KINGS	12.0	49.00

Friday

8:30 pm	*INTERNATIONAL SHOWTIME/KING DIAMONDS	20.5	49.00
11:00-11:15 pm	KEY NEWS	10.2	31.00

Saturday

8:30 pm	*WELLS FARGO/MY THREE SONS	22.3	49.00
9:40 pm	*In SATURDAY NIGHT MOVIE	23.6	49.00

Sunday

7:00 pm	*In MAVERICK	21.4	39.00
8:30 pm	*DISNEY WONDERFUL WORLD/20 TH CENTURY	26.0	49.00
10:00 pm	*BONANZA/SHOW OF THE WEEK	26.0	49.00

313.5 \$2,181.00

*20-second spot

KGO-TV (12 plan)

Monday

5:30-6:00 pm	In AQUANAUTS	6.5	\$150.00
7:00 pm	*EVENING REPORT/EXPEDITION	6.0	150.00

Tuesday

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

Wednesday

5:30-6:30 pm	RIVERBOAT	3.8	150.00
10:00 pm	*HAWAIIAN EYE/NAKED CITY	16.0	550.00

Thursday

5:30-6:30 pm	OVERLAND TRAIL	2.5	150.00
9:00 pm	*REAL MC COYS/ MY THREE SONS	22.0	675.00

Friday:

5:30-6:30 pm	In HONG KONG	5.5	150.00
9:00 pm	*FLINTSTONES/77 SUNSET STRIP	20.5	550.00

Saturday

10:00 pm	*LAWRENCE WELK/SUSPICION	16.5	550.00
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Sunday

11:10-Concl.	Best of Movies	<u>3.0</u>	<u>100.00</u>
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123.8	\$3,750.00
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file
with
others

BOB HALDEMAN